

COURSE SYLLABUS



COURSE TITLE: SPMA 155 - The Business of Sport

CLASS SECTION: 001

TERM: Fall 2024

COURSE CREDITS: 3

DELIVERY METHOD(S): Lecture Mondays from 3:00 – 4:20 PA103 and Wednesdays from 3:00 – 4:20 PA102

Camosun College campuses are located on the traditional territories of the Ləkʷəŋən and W̱SÁNEĆ peoples. We acknowledge their welcome and graciousness to the students who seek knowledge here.

Learn more about Camosun's [Territorial Acknowledgement](#).

INSTRUCTOR DETAILS

NAME: Chris Psutka

EMAIL: psutkac@camosun.ca

OFFICE: PISE 306E

HOURS: By appointment. Please email.

As your course instructor, I endeavour to provide an inclusive learning environment. However, if you experience barriers to learning in this course, do not hesitate to discuss them with me. Camosun College is committed to identifying and removing institutional and social barriers that prevent access and impede success.

CALENDAR DESCRIPTION

Students will learn about the foundations of sport management as a profession. In addition, students examine a range of management functions and administrative practices within the sport management field.

PREREQUISITE(S): C in BUS 150 or C in SPEX 150

COURSE LEARNING OUTCOMES / OBJECTIVES

Upon successful completion of this course students will be able to:

- Identify and describe the main discipline areas of sport management.
- Compare and assess sport management theory and practices in relation to their application to community, collegiate, high performance and professional sport.
- Explain the elements for the development of sport as a business.
- Develop and apply technical, conceptual and interpersonal skills in analyzing sport management issues.
- Identify emerging trends and challenges facing sport managers.

REQUIRED MATERIALS & RECOMMENDED PREPARATION / INFORMATION

- Course materials will be provided on D2L.
- It is recommended that students bring a device capable of connecting to the internet (laptop, tablet, smartphone) for class. It will enhance your participation in the class.

COURSE SCHEDULE, TOPICS, AND ASSOCIATED PREPARATION / ACTIVITY / EVALUATION

The following schedule and course components are subject to change with reasonable advance notice, as deemed appropriate by the instructor.

Week	Mondays 3:00pm - 4:20pm PA 103	Lecture Topic	Wednesdays 3:00pm - 4:20pm PA 102	Lecture Topic	Notes
1	2-Sep	Labour Day - No Class	4-Sep	Introduction to Sport Business	
2	9-Sep	Evolution of Sport as a Business	11-Sep	Sport Organizations Primer	
3	16-Sep	NFP, Amateur and Professional Sport	18-Sep	Strategic Planning (SWOT Analysis)	
4	23-Sep	Sport Finance	25-Sep	Sport Economics	Discussion Bord #1 (10%): Initial Post due Sept 27
5	30-Sep	Truth and Reconciliation Day - No Class	2-Oct	Legal & Ethical Issues in Sport	Discussion Bord #1 (10%): Response due Oct 4
6	7-Oct	Mid-Term Review and Current Trends Discussion	9-Oct	Mid-Term	Mid-Term Test (30%): Oct 9 in CBA 287 from 3:00pm – 5:00pm
7	14-Oct	Thanksgiving - No Class	16-Oct	Sport Marketing	
8	21-Oct	Sport Marketing	23-Oct	Sport Sponsorship	
9	28-Oct	Sport Sales	30-Oct	Event Management	
10	4-Nov	Facility Management	6-Nov	Sport Analytics	Discussion Bord #2 (10%): Initial Post due Nov 8
11	11-Nov	Remembrance Day - No Class	13-Nov	Global Sport Business	Discussion Bord #2 (10%): Response due Nov 15
12	18-Nov	Final Review and Current Trends Discussions	20-Nov	Final Test	Final Test (30%) due Nov 20 in CBA 287 from 3:00pm – 5:00pm
13	25-Nov	Industry Analysis Presentations	27-Nov	Industry Analysis Presentations	Industry Analysis Presentation (20%) Nov 25 - Dec 4
14	2-Dec	Industry Analysis Presentations	4-Dec	Industry Analysis Presentations	

Students registered with the Centre for Accessible Learning (CAL) who complete quizzes, tests, and exams with academic accommodations have booking procedures and deadlines with CAL where advanced noticed is

required. Deadlines can be reviewed on the [CAL exams page](https://camosun.ca/services/academic-supports/accessible-learning/academic-accommodations-exams). <https://camosun.ca/services/academic-supports/accessible-learning/academic-accommodations-exams>

EVALUATION OF LEARNING

ASSESSMENT	DUE DATE	WEIGHTING
Discussion Board #1	Sept 27 & Oct 4	10%
Discussion Board #2	Nov 8 & Nov 15	10%
Mid-Term Test	9-Oct	30%
Final Test	20-Nov	30%
Sport Industry Analysis Presentation	Nov 25 - Dec 4	20%
Total		100%

If you have a concern about a grade you have received for an evaluation, please come and see me as soon as possible. Refer to the [Grade Review and Appeals](https://camosun.ca/sites/default/files/2021-05/e-1.14.pdf) policy for more information.
<https://camosun.ca/sites/default/files/2021-05/e-1.14.pdf>

COURSE GUIDELINES & EXPECTATIONS

- All assessments will be submitted or completed on D2L.
 - If you have technical difficulties, email psutkac@camosun.ca as soon as possible (must be before the due date).
- Missed or late assignments / presentations will result an automatic zero unless there are extenuating circumstances.
- Missed tests will result in an automatic zero unless there are extenuating circumstances and supporting documentation.
 - For example, if a student is sick, they must notify the instructor before the test.

STUDENT RESPONSIBILITY

Enrolment at Camosun assumes that the student will become a responsible member of the College community. As such, each student will display a positive work ethic, assist in the preservation of College property, and assume responsibility for their education by researching academic requirements and policies; demonstrating courtesy and respect toward others; and respecting expectations concerning attendance, assignments, deadlines, and appointments.

SUPPORTS AND SERVICES FOR STUDENTS

Camosun College offers a number of services to help you succeed in and out of the classroom. For a detailed overview of the supports and services visit camosun.ca/services.

Support Service	Website
Academic Advising	camosun.ca/services/academic-supports/academic-advising
Accessible Learning	camosun.ca/services/academic-supports/accessible-learning
Counselling	camosun.ca/services/health-and-wellness/counselling-centre

Support Service	Website
Career Services	camosun.ca/services/co-operative-education-and-career-services
Financial Aid and Awards	camosun.ca/registration-records/financial-aid-awards
Help Centres (Math/English/Science)	camosun.ca/services/academic-supports/help-centres
Indigenous Student Support	camosun.ca/programs-courses/iecc/indigenous-student-services
International Student Support	camosun.ca/international
Learning Skills	camosun.ca/services/academic-supports/help-centres/writing-centre-learning-skills
Library	camosun.ca/services/library
Office of Student Support	camosun.ca/services/office-student-support
Ombudsperson	camosun.ca/services/ombudsperson
Registration	camosun.ca/registration-records/registration
Technology Support	camosun.ca/services/its
Writing Centre	camosun.ca/services/academic-supports/help-centres/writing-centre-learning-skills

If you have a mental health concern, please contact Counselling to arrange an appointment as soon as possible. Counselling sessions are available at both campuses during business hours. If you need urgent support after-hours, please contact the Vancouver Island Crisis Line at 1-888-494-3888 or call 911.

COLLEGE-WIDE POLICIES, PROCEDURES, REQUIREMENTS, AND STANDARDS

Academic Integrity

Students are expected to comply with all College policy regarding academic integrity; which is about honest and ethical behaviour in your education journey. The following guide is designed to help you understand your responsibilities: <https://camosun.libguides.com/academicintegrity/welcome>
Please visit <https://camosun.ca/sites/default/files/2021-05/e-1.13.pdf> for Camosun's Academic Integrity policy and details for addressing and resolving matters of academic misconduct.

Academic Accommodations for Students with Disabilities

The College is committed to providing appropriate and reasonable academic accommodations to students with disabilities (i.e. physical, depression, learning, etc.). If you have a disability, the [Centre for Accessible Learning](#) (CAL) can help you document your needs, and where disability-related barriers to access in your courses exist, create an accommodation plan. By making a plan through CAL, you can ensure you have the appropriate academic accommodations you need without disclosing your diagnosis or condition to course instructors. Please visit the CAL website for contacts and to learn how to get started: <https://camosun.ca/services/academic-supports/accessible-learning>

Academic Progress

Please visit <https://camosun.ca/sites/default/files/2023-02/e-1.1.pdf> for further details on how Camosun College monitors students' academic progress and what steps can be taken if a student is at risk of not meeting the College's academic progress standards.

Course Withdrawals Policy

Please visit <https://camosun.ca/sites/default/files/2021-05/e-2.2.pdf> for further details about course withdrawals. For deadline for fees, course drop dates, and tuition refund, please visit <https://camosun.ca/registration-records/tuition-fees#deadlines>.

Grading Policy

Please visit <https://camosun.ca/sites/default/files/2021-05/e-1.5.pdf> for further details about grading.

Grade Review and Appeals

Please visit <https://camosun.ca/sites/default/files/2021-05/e-1.14.pdf> for policy relating to requests for review and appeal of grades.

Medical / Compassionate Withdrawals

Students who are incapacitated and unable to complete or succeed in their studies by virtue of serious and demonstrated exceptional circumstances may be eligible for a medical/compassionate withdrawal. Please visit <https://camosun.ca/sites/default/files/2021-07/e-2.8.pdf> to learn more about the process involved in a medical/compassionate withdrawal.

Sexual Violence and Misconduct

Camosun is committed to creating a campus culture of safety, respect, and consent. Camosun's Office of Student Support is responsible for offering support to students impacted by sexual violence. Regardless of when or where the sexual violence or misconduct occurred, students can access support at Camosun. The Office of Student Support will make sure students have a safe and private place to talk and will help them understand what supports are available and their options for next steps. The Office of Student Support respects a student's right to choose what is right for them. For more information see Camosun's Sexualized Violence and Misconduct Policy: <https://camosun.ca/sites/default/files/2021-05/e-2.9.pdf> and camosun.ca/services/sexual-violence-support-and-education. To contact the Office of Student Support: oss@camosun.ca or by phone: 250-370-3046 or 250-370-3841

Student Misconduct (Non-Academic)

Camosun College is committed to building the academic competency of all students, seeks to empower students to become agents of their own learning, and promotes academic belonging for everyone. Camosun also expects that all students to conduct themselves in a manner that contributes to a positive, supportive, and safe learning environment. Please review Camosun College's Student Misconduct Policy at <https://camosun.ca/sites/default/files/2021-05/e-2.5.pdf> to understand the College's expectations of academic integrity and student behavioural conduct.

Looking for other policies?

The full suite of College policies and directives can be found here: <https://camosun.ca/about/camosun-college-policies-and-directives>

Changes to this Syllabus: Every effort has been made to ensure that information in this syllabus is accurate at the time of publication. The College reserves the right to change courses if it becomes necessary so that course content remains relevant. In such cases, the instructor will give the students clear and timely notice of the changes.