

COURSE SYLLABUS



COURSE TITLE: SPMA 155 – The Business of Sport

CLASS SECTION: 001

TERM: Fall 2022

COURSE CREDITS: 3.0

DELIVERY METHOD(S): Lecture

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

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

For COVID-19 information please visit <https://camosun.ca/about/covid-19-updates>

Camosun College requires mandatory attendance for the first class meeting of each course. If you do not attend, and do not provide your instructor with a reasonable explanation in advance, you will be removed from the course and the space offered to the next waitlisted student.

INSTRUCTOR DETAILS

NAME: Michael Suraci

EMAIL: suracim@camosun.ca

OFFICE: PISE 306

HOURS: Thursday 11:00am – 12:00pm or by appointment

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)/CO-REQUISITE(S): One of: C in BUS 150 C in SPEX 150 - Must be taken either prior to or at the same time as this course

EXCLUSION(S): None

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

(a) **Textbook:** Principles and Practices of Sport Management – Sixth Edition. Lisa Masteralexis, Carol Barr, Mary Hums.

(b) Additional Texts: To be provided by the instructor.

(c) A notebook, computer, assigned readings or handouts, smart device and access to D2L are required for this course. Recommended student sign-up for Microsoft 365 free through [Software & Other Services | Camosun College](#)

(d) Purchase of any additional desktop or mobile apps (at the student’s discretion) for podcast listening and production.]

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 or DATE RANGE	ACTIVITY or TOPIC	OTHER NOTES
Sep. 6	Introduction & Overview	
Sep. 8	Evolution of Sport as Business	
Sep. 13	Not for Profit/Amateur/Professional Sport	
Sep. 15	Role of Government	
Sep. 20	Sport Management	
Sep. 22	Strategic Planning	
Sep. 27	Finance	
Sep. 30	Policies and Procedures in Sport	
Oct. 4	Legal/Ethical Issues	
Oct. 6	Human Resources	
Oct. 11	Review	
Oct. 13	Mid-term Exam	
Oct. 18	Risk Analysis and Management	
Oct. 20	Event Operations	
Oct. 25	Marketing & Sponsorship	

WEEK or DATE RANGE	ACTIVITY or TOPIC	OTHER NOTES
Oct. 27	Grant Writing	
Nov. 1	Sport & Event Tourism	
Nov. 3	Fan & Participant Engagement	
Nov. 8	DEI and Justice in Sport	
Nov. 10	High Performance Management	
Nov. 15	Analytics and TID	
Nov. 17	Evaluation Strategies	
Nov. 22	Emerging Trends	
Nov. 24	Sport for Wellness	
Nov. 29	Group Presentations	
Dec. 1	Group Presentations	
Dec. 5	Group Presentations/Flex	
Dec. 8	Exam Review	

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 notice is required. Deadlines can be reviewed on the [CAL exams page](http://camosun.ca/services/accessible-learning/exams.html). <http://camosun.ca/services/accessible-learning/exams.html>

EVALUATION OF LEARNING

DESCRIPTION	WEIGHTING
Individual Assignment#1	10%
Individual Assignment#2	10%
Mid-Term	20%
Group Assignment	25%
Final Exam	25%
In-Class Participation/Reflections/Quizzes	10%
	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](http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf) policy for more information. <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf>

COURSE GUIDELINES & EXPECTATIONS

Please note: In order to satisfy the Learning Outcomes for the course, all assignments and presentations must be completed to receive a final grade.

The intention of this course is to help prepare students for their career in sport management. As a result, it is expected that assignments reflect the quality expected in a workplace environment (spelling/grammar, appropriate content). Assignments that excessively deviate from what would be considered a professional standard or contain content which may not be considered appropriate for the workplace may not be graded or returned for re-submission.

Attendance: Students are expected to attend all classes, be active participants and contribute to a positive learning environment. Students are responsible for getting their own notes from class as well as information pertaining to changes in the course outline, readings, assignments, and information pertaining to any tests or exams.

Assignments: Late assignments will receive a deduction of 20% per day. Students unable to submit an assignment due to extenuating circumstances must contact the instructor in writing a minimum 24 hours prior to the deadline (exceptions will be considered on a case by case basis).

Exams: Exams must be written on the date scheduled. If a student is unable to write an exam through no fault of their own for medical or other reasons, valid documentation must be provided and discussed with the instructor. If a student who is absent has not made arrangements with the instructor in advance, he or she will receive a zero. Final Exams may be scheduled at any time during the final exam block; therefore, students should avoid making travel plans, professional or personal commitments for the duration of the exam period.

Communication: Students are encouraged to contact the instructor by email with any questions or concerns regarding assignments or class content. Every attempt to respond within 24 hours will be made.

SCHOOL OR DEPARTMENTAL INFORMATION

Camosun College Interurban
(PISE Building)
4461 Interurban Rd
Victoria BC V9E 2C1
250-370-4700
sported@camosun.ca

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 <http://camosun.ca/students/>.

Support Service	Website
Academic Advising	http://camosun.ca/advising
Accessible Learning	http://camosun.ca/accessible-learning
Counselling	http://camosun.ca/counselling
Career Services	http://camosun.ca/coop
Financial Aid and Awards	http://camosun.ca/financialaid
Help Centres (Math/English/Science)	http://camosun.ca/help-centres
Indigenous Student Support	http://camosun.ca/indigenous
International Student Support	http://camosun.ca/international/
Learning Skills	http://camosun.ca/learningskills
Library	http://camosun.ca/services/library/
Office of Student Support	http://camosun.ca/oss
Ombudsperson	http://camosun.ca/ombuds
Registration	http://camosun.ca/registration
Technology Support	http://camosun.ca/its
Writing Centre	http://camosun.ca/writing-centre

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 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:

<http://camosun.ca/services/accessible-learning/>

Academic Integrity

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.13.pdf> for policy regarding academic expectations and details for addressing and resolving matters of academic misconduct.

Academic Progress

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/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 <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.2.pdf> for further details about course withdrawals. For deadline for fees, course drop dates, and tuition refund, please visit <http://camosun.ca/learn/fees/#deadlines>.

Grading Policy

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.5.pdf> for further details about grading.

Grade Review and Appeals

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf> for policy relating to requests for review and appeal of grades.

Mandatory Attendance for First Class Meeting of Each Course

Camosun College requires mandatory attendance for the first class meeting of each course. If you do not attend, and do not provide your instructor with a reasonable reason in advance, you will be removed from the course and the space offered to the next waitlisted student. For more information, please see the "Attendance" section under "Registration Policies and Procedures"

(<http://camosun.ca/learn/calendar/current/procedures.html>) and the Grading Policy at

<http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.5.pdf>.

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 <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/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: <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.9.pdf> and camosun.ca/sexual-violence. To contact the Office of Student Support: oss@camosun.ca or by phone: 250-370-3046 or 250-3703841

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 <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.5.pdf> to understand the College's expectations of academic integrity and student behavioural conduct.

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.