



CAMOSUN COLLEGE
Centre for Sport and Exercise Education

SPMA 250 Partnership and Stakeholder Management
Fall 2022

COURSE OUTLINE

Students will gain knowledge and understanding of stakeholder management theory, inter-organizational relationships and sport related partnerships. Students will examine concepts and practices in the management of stakeholders and the processes for effective stakeholder engagement. Students will also explore practical skills in grant and proposal preparation.

Ω Please note: This outline will not be kept indefinitely. It is recommended students keep this outline for their records, especially to assist in transfer credit to post-secondary institutions.

1. Instructor Information

(a) Instructor	Charles Parkinson
(b) Office hours	Tues 10:00-11:00 am & Thurs 10:00-11:00 am or by Appointment
(c) Location	PISE 306
(d) Phone	250-217-3706 Alternative:
(e) E-mail	parkinsonc@camosun.bc.ca or cparkinson@shaw.ca
(f) Website	D2L: online.camosun.ca

2. Intended Learning Outcomes

Students will examine and understand the theoretical and applied components of stakeholder management. Students will examine stakeholder theory from the perspective of several fields of study, including strategic management, economic, moral and political philosophy, social psychology, and environmental ethics as it pertains to the study of sport management. The course will provide a means for students to determine who are and are not stakeholders and how such stakeholders impact various organizations.

At the completion of the course, students will be able to:

- Explain the steps in the development of a grant proposal, and prepare a grant proposal
- Explain the steps in the development of a sponsorship proposal, and prepare a sponsorship proposal
- Identify the needs of differing populations, including partnerships and stakeholders, involved in a community sporting event
- Describe effective ways of presenting information to differing populations, including partnerships and stakeholder groups
- Describe effective ways to request funding
- Identify the most effective methods of advocacy for different sport-related events, associations, products or services
- Utilize effective communication skills when interacting with community partners

3. Required Materials

Readings will be available on D2L

4. Course Content and Schedule

SPMA 250 Course Schedule Fall 2021 (Tues and Thurs – PA 102)

Date	Topic	Time	Location	Date	Topic	Time	Location
Tues, Sept 6	Introduction	2:30-4:20 pm	PA 102	Thurs, Sept 8	Intro to Stakeholder Management & Sport	2:30-4:20 pm	PA 102
Sept 13	History of the Corporation	2:30-4:20 pm	PA 102	Sept 15	Stakeholder Activity #1 – Walmart	2:30-4:20 pm	PA 102
Sept 20	Stakeholder Theory	2:30-4:20 pm	PA 102	Sept 22	Stakeholder Activity #2 - CSEE	2:30-4:20 pm	PA 102
Sept 27	Reading Review #1 & Stakeholder Classification	2:30-4:20 pm	PA 102	Sept 29	Reading Review #2 & Managing Stakeholders 1	2:30-4:20 pm	PA 102
Oct 4	Managing Stakeholders 2	2:30-4:20 pm	PA 102	Oct 6	Guest Lecture	2:30-4:20 pm	PA 102
Oct 11	Sponsorships & Sponsorship Proposals	2:30-4:20 pm	PA 102	Oct 13	Developing Sponsorship Worksheet	2:30-4:20 pm	PA 102
Oct 18	Reading Review #3, Managing Stakeholders 2 & Activity #3 (Matrix)	2:30-4:20 pm	PA 102	Oct 20	Mid-Term Exam	2:30-4:20 pm	PA 102
Oct 25	Midterm Review & Partnerships 1	2:30-4:20 pm	PA 102	Oct 27	Reading Review #4 & Partnerships 2	2:30-4:20 pm	PA 102
Nov 1	Reading Review #5 & Stakeholder Activity #4 (Categorizing Stakeholders)	2:30-4:20 pm	PA 102	Nov 3	Reading Review #6 & IR & Formalizing Stakeholder Relationships	2:30-4:20 pm	PA 102
Nov 8	Formalizing Stakeholder Relationships - Legal & Quasi Legal Implications	2:30-4:20 pm	PA 102	Nov 10	Stakeholder Activity #5 – Developing an MOU	2:30-4:20 pm	PA 102
Nov 15	Stakeholder Ethics 1	2:30-4:20 pm	PA 102	Nov 17	Reading Review #7 & Stakeholder Ethics 2	2:30-4:20 pm	PA 102
Nov 22	Guest Lecture	2:30-4:20 pm	PA 102	Nov 24	Reading Review #8 & Presentations 1	2:30-4:20 pm	PA 102
Nov 29	Presentations 2	2:30-4:20 pm	PA 102	Dec 1	Presentations 3	2:30-4:20 pm	PA 102
Dec 6	Presentations 4	2:30-4:20 pm	PA 102	Dec 8	Final Exam Review	2:30-4:20 pm	PA 102

5. Basis of Student Assessment (Weighting)

Assessment	Title	Weighting %	Description	Due
Written	Mid Term Exam	25%	Based on work covered from Sept 6 – Oct 18, 2022.	Oct 20, 2022
Reading Review - Individual or Pairs	10 Minute In-Class Presentation	10%	Select an article from the list provided. Review it in detail and present your findings to the class in 10 minutes.	Ongoing
Written	Worksheets and Activities	15%	Complete assigned readings and worksheets connected to those readings. More information will be provided in class.	Ongoing
Project – Pairs	Written & Presentation	25%	Term paper and presentation on stakeholder management. More information provided in class	Nov 24 @ midnight
Written	Final Exam	25%	Based on work covered from Oct 25 – Dec 8, 2022.	TBA

6. Grading System

Standard Grading System (GPA)

7. Recommended Materials to Assist Students to Succeed Throughout the Course

There are a variety of services available for students to assist them throughout their learning. This information is available in the College Calendar, Student Services or the College web site at <http://www.camosun.bc.ca>

8. College Supports, Services and Policies



Immediate, Urgent, or Emergency Support

If you or someone you know requires immediate, urgent, or emergency support (e.g. illness, injury, thoughts of suicide, sexual assault, etc.), **SEEK HELP**. Resource contacts @

<http://camosun.ca/about/mental-health/emergency.html> or <http://camosun.ca/services/sexual-violence/get-support.html#urgent>

College Services

Camosun offers a variety of health and academic support services, including counselling, dental, disability resource centre, help centre, learning skills, sexual violence support & education, library, and writing centre. For more information on each of these services, visit the **STUDENT SERVICES** link on the College website at <http://camosun.ca/>

College Policies

Camosun strives to provide clear, transparent, and easily accessible policies that exemplify the college's commitment to life-changing learning. It is the student's responsibility to become familiar with the content of College policies. Policies are available on the College website at <http://camosun.ca/about/policies/>. Education and academic policies include, but are not limited to, Academic Progress, Admission, Course Withdrawals, Standards for Awarding Credentials, Involuntary Health and Safety Leave of Absence, Prior Learning Assessment, Medical/Compassionate Withdrawal, Sexual Violence and Misconduct, Student Ancillary Fees, Student Appeals, Student Conduct, and Student Penalties and Fines.

A. GRADING SYSTEMS <http://www.camosun.bc.ca/policies/policies.php>

The following grading system will be used for this course:

1. Standard Grading System (GPA)

Percentage	Grade	Description	Grade Point Equivalency
90-100	A+		9
85-89	A		8
80-84	A-		7
77-79	B+		6
73-76	B		5
70-72	B-		4
65-69	C+		3
60-64	C		2
50-59	D		1
0-49	F	Minimum level has not been achieved.	0

B. Temporary Grades

Temporary grades are assigned for specific circumstances and will convert to a final grade according to the grading scheme being used in the course. See Grading Policy at <http://www.camosun.bc.ca/policies/E-1.5.pdf> for information on conversion to final grades, and for additional information on student record and transcript notations.

Temporary Grade	Description
-----------------	-------------

I	<i>Incomplete:</i> A temporary grade assigned when the requirements of a course have not yet been completed due to hardship or extenuating circumstances, such as illness or death in the family.
IP	<i>In progress:</i> A temporary grade assigned for courses that are designed to have an anticipated enrollment that extends beyond one term. No more than two IP grades will be assigned for the same course.
CW	<i>Compulsory Withdrawal:</i> A temporary grade assigned by a Dean when an instructor, after documenting the prescriptive strategies applied and consulting with peers, deems that a student is unsafe to self or others and must be removed from the lab, practicum, worksite, or field placement.

9. Professional Standards for Students

- Students are expected to exhibit polite, mature and respectful behaviour in class (lectures, labs, seminars or practicums) and actively participate as needed.
- Students are expected to arrive for class on time. This is especially critical when there are guest speakers for the class concerned. If students are late for a valid reason they should enter by the door at the back of the classroom, if available, with materials out and ready to be used.
- Students are expected to not wear headphones or earbuds in class. Cell phones, laptops and tablets should only be used at the discretion of the instructor. The consequences of inappropriate cell phone, laptop or tablet use may include a request to leave the classroom and/or potential forfeiture of class participation marks, if applicable. If cell phones must be used or checked during class, please leave the room to do so.
- Students are expected to conduct themselves in a manner that maximizes the learning of all students. If students are distracting other members of class they will be asked to leave the classroom. Please wait until a class break to take garbage or recyclables to the appropriate bins.
- Students are expected to dress appropriately for the class/lab concerned. If making a presentation in class, students are expected to dress as though making a presentation at an important job interview.
- Students are expected to maintain good personal hygiene standards for all classes. If students have been active immediately prior to a class/lab, they should make an attempt to shower/wash prior to attending class and/or change into clean dry clothing/shoes. Please be considerate to others and do not wear overpowering perfumes or scents.
- Students should not expect instructors, instructional assistants, or any other CSEE staff to answer emails after work hours or on weekends. While many instructors will check email occasionally after-hours, this is at their discretion and cannot be guaranteed.

10. Attendance Policy

Centre for Sport & Exercise Education (CSEE) Attendance Policy:

The CSEE is committed to ensuring instructional effectiveness and academic success for all students. The applied nature of all of our programs requires a strong linkage between the theoretical components and the applied components, regardless of method of delivery. The single most important factor associated with skill development and competency is class

attendance and structured participation. Students are expected to be at class on time, every time. Students are expected to attend **EVERY** class.

"Attendance will be regularly taken, and the CSEE attendance policy will be strictly enforced in this class".

If a student is unable to attend for medical or other reason(s), valid documentation must be provided. 2% of the total grade will be deducted for EACH absence up to a total of 10%, at which time the student may be asked to withdraw from the course.

11. Important Dates:

September 30	National Day for Truth and Reconciliation
October 10	Thanksgiving Day - College closed.
October 20	Shakeout – BC Provincial Preparedness
October 14	Final Examination Schedule Posted
November 11	Remembrance Day - College closed.
December 10	Last day of classes for Fall Term courses.