

COURSE SYLLABUS



COURSE TITLE: SPMA 250

CLASS SECTION: 001

TERM: Fall, 2023

COURSE CREDITS: 3

DELIVERY METHOD(S): Face to face

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](#).

For COVID-19 information please visit <https://legacy.camosun.ca/covid19/index.html>.

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: Charles Parkinson

EMAIL: parkinsonc@camosun.ca

OFFICE: 305

HOURS: Tues & Thurs 9:30-10:30 am 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 gain knowledge and understanding of stakeholder management theory, interorganizational relationships and sport related partnerships. Students will examine concepts and practices in the management of stakeholders and for effective stakeholder engagement. Students will explore practical skills in grant and proposal preparation.

COURSE LEARNING OUTCOMES / OBJECTIVES

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

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

Date	Topic	Time	Location	Date	Topic	Time	Location
Tues Sept 5	Introduction	10:30- 12:20 pm	PISE 330	Thurs Sept 7	Intro to Stakeholder Management & Sport	10:30- 12:20 pm	CBA 210
Sept 12	Stakeholder Theory	10:30- 12:20 pm	PISE 330	Sept 14	History of the Corporation	10:30- 12:20 pm	CBA 210
Sept 19	Stakeholder Activity #1 – Walmart	10:30- 12:20 pm	PISE 330	Sept 21	Marius Langeland – Int’l Stakeholder Classification	10:30- 12:20 pm	CBA 210
Sept 26	Stakeholder Activity #2 – CSEE	10:30- 12:20 pm	PISE 330	Sept 28	Managing Stakeholders 1	10:30- 12:20 pm	CBA 210
Oct 3	Managing Stakeholders 2	10:30- 12:20 pm	PISE 330	Oct 5	Guest Lecture – TBA	10:30- 12:20 pm	CBA 210
Oct 10	Sponsorships & Sponsorship Proposals	10:30- 12:20 pm	PISE 330	Oct 12	Developing Sponsorship Worksheet	10:30- 12:20 pm	CBA 210
Oct 17	Stakeholders Tools & Activity #3 (Matrix)	10:30- 12:20 pm	PISE 330	Oct 19	Mid-Term Exam	10:30- 12:20 pm	CBA 210
Oct 24	Midterm Review & Partnerships 1	10:30- 12:20 pm	PISE 330	Oct 26	Partnerships 1 & 2	10:30- 12:20 pm	CBA 210
Oct 31	Reading Review Presentations	10:30- 12:20 pm	PISE 330	Nov 2	Guest Lecture - TBA	10:30- 12:20 pm	CBA 210
Nov 7	IR & Formalizing Stakeholder Relationships	10:30- 12:20 pm	PISE 330	Nov 9	Formalizing Stakeholder Relationships - Legal & Quasi Legal Implications & MOU’s	10:30- 12:20 pm	CBA 210
Nov 14	Developing an MOU - Worksheet	10:30- 12:20 pm	PISE 330	Nov 16	Stakeholder Ethics	10:30- 12:20 pm	CBA 210
Nov 21	Stakeholder Ethics - Worksheet	10:30- 12:20 pm	PISE 330	Nov 23	Presentations 1	10:30- 12:20 pm	CBA 210
Nov 28	Presentations 2	10:30- 12:20 pm	PISE 330	Nov 30	Presentations 3	10:30- 12:20 pm	CBA 210
Dec 5	Presentations 4	10:30- 12:20 pm	PISE 330	Dec 7	Final Exam Review	10:30- 12:20 pm	CBA 210

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

REQUIRED MATERIALS & RECOMMENDED PREPARATION / INFORMATION

Readings will be available on D2L

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

Assessment	Title	Weighting %	Description	Due
Written	Mid Term Exam	25%	Based on work covered from Sept 5 – Oct 17, 2023.	Oct 19, 2023
Reading Review – Pairs or Individual	Presentation	10%	Select an article from the list provided. Review it in detail and synthesize your findings in the form of a PowerPoint document, with notes, that could be presented in about 10-15 minutes.	Oct 31, 2023
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 23 @ midnight
Written	Final Exam	25%	Based on work covered from Oct 24 – Dec 7, 2023.	TBA

COURSE GUIDELINES & EXPECTATIONS

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.

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

SCHOOL OR DEPARTMENTAL INFORMATION

- 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 try 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.

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

Support Service	Website
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.