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**University of Florida**  
**SPM 6905**  
**International Sport Management**  
**Online Course**  
**Fall 2018 Semester**

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**GENERAL COURSE INFORMATION**

<b>Instructor Information:</b>	Mr. John Siner
Email:	jsiner1@ufl.edu
Office Hours:	Available for online communication via e-mail
Phone:	By appointment
<b>Teaching Assistant:</b>	N/A

**Required Materials:**

Li, MacIntosh, Bravo. (2012). *International Sport Management*. Champaign, IL: Human Kinetics.

The course text is required reading for the class. Discussion questions and exam papers will come from the lectures and the course text. Any additional readings will be made available via the Canvas website.

The textbook is available for purchase through hardback or e-version. Information can be found on: <http://www.humankinetics.com/products/all-products/international-sport-management>  
<http://www.humankinetics.com/products/all-products/International-Sport-Management-eBook>

**COURSE SCOPE & RATIONALE**

International Sport Management is a graduate level course that examines the international sport environment from the perspective of the North American student. Although it will touch on the international aspects of US sport, it will predominantly be treating sport outside the USA. It will provide students with an overview of sport throughout the world, including sports and sport events/competitions, the global sport calendar, governance, key organizations and actors, management, business and financial elements, marketing, key trends and topics, and cultural significance.

This course is taught online. There are two primary sources of information: video lectures and course text. Video lectures will provide practical explanation of the international sport world, while text readings will cover macro and theoretical elements. Students will be responsible to view the online course lectures and complete the reading coursework within the assigned time periods. Video lectures are provided on the Canvas E-Learning website, along with the presentation slides that accompany the video lectures. All supplementary reading assignments, discussion questions and examination papers will be assigned throughout the Canvas E-Learning website.

## **Module Schedule**

This course is divided into 7 modules, where each module is approximately 2 weeks in duration. For each module, you will be responsible to:

- watch the posted online lectures (*video lectures will be posted and made available no later than 9 AM of the first day of each module*)
- complete all reading assignments
- submit answers to that module's Discussion Questions by the due date

## **Technical Support**

For issues with technical difficulties for E-learning in Canvas, please contact the UF Help Desk at:

- Learning-support@ufl.edu
- (352) 392-HELP - select option 2
- <https://lss.at.ufl.edu/help.shtml>

## **COURSE OBJECTIVES**

After completing this course, students should be able to:

1. Have a general knowledge of the international sport environment
2. Discuss why internationalism in sport grows in importance as the world becomes "smaller"
3. Be aware of regional, national and geographic sport cultures
4. Understand the global sport calendar and how/why schedule is determined
5. Develop an understanding of international sports competitions, including detailed view of FIFA World Cup and Olympic Games
6. Comprehend international consumer behavior, the differences with the US model, trends and implications, and their role in sport marketing
7. Identify major social, cultural, ethical, economic and competitive issues facing international sport business
8. Recognize the economic models as it relates to global sport markets/competitions
9. Describe U.S. global sport export and import models
10. Understand the historical development of international sport business and global sport expansion
11. Be acquainted with the key organizations and actors in international sport

## **EXAMS & ASSIGNMENTS**

### **Discussion Questions**

During each module, a set of Discussion Questions will be posted on the Canvas E-Learning website. You will be required to submit your answers in writing through the website by the due date, which corresponds to the final day of each module (11:59pm EST). Questions will be based on that module's video lectures, textbook chapters, and any other assigned readings.

### **Final Project**

The final exam will consist of a 2-part project that will encompass many elements from the course. Students will be assigned a subject and will be expected to deliver both a presentation and a written paper. The assignment will be announced in due course, and must be submitted by a specific due date towards the end of the semester. This final project should be considered a formal presentation and document, delivered as if you are communicating to a client or employer. More information about submission of assignments on the Canvas E-Learning website.

### **Student Participation**

Students will also be expected to actively participate at various points throughout the course, and will be asked to deliver comments via the Canvas E-Learning website. Specifically, you will be asked to comment on an assigned number of your classmates' final project presentations towards the end of the semester. More information about student participation assignments will be delivered through the website.

### **Attendance & Student Expectations**

There will be no make-up opportunities for the assignments or exams for unexcused absences. You are expected to submit all assignments on time and use appropriate grammar and language. Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found at: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>.

## **GRADING & POINT DISTRIBUTION**

### **Grading & Point Distribution:**

Module 1 Discussion Questions	50 points
Module 2 Discussion Questions	50 points
Module 3 Discussion Questions	50 points
Module 4 Discussion Questions	50 points
Module 5 Discussion Questions	50 points
Module 6 Discussion Questions	50 points
Class Participation	50 points
Final Project – Presentation	100 points
Final Project – Written	150 points
<i>Total Possible Points</i>	<i>600 pts</i>

### **Grading Scale:**

A	=	93-100%
A-	=	90 – 92.9%
B+	=	87-89.9%
B	=	83-86.9%
B-	=	80 – 82.9%
C+	=	77-79.9%
C	=	73-76.9%
C-	=	70 – 72.9%
D+	=	67-69.9%
D	=	60-66.9%
E	=	59.9 or lower

Information on current UF grading policies for assigning grade points can be found here: <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

## **CLASS SCHEDULE**

The instructor reserves the right to make changes to the syllabus/outline as the class progresses and circumstances arise. Students will be given notice of any changes.

<b>Date</b>	<b>Lecture Topic</b>	<b>Readings</b>	<b>Assignments</b>	<b>Comments</b>
<b>Module 1</b> <b>22 Aug - 2 Sept</b>	Course Overview		Module 1 Discussion Questions: Due 2 Sept (11:59pm EST)	
	Intro to International Sport	Chapter 1, 4		
	Global Field of Play	Chapters 6		
<b>Module 2</b> <b>3-16 Sept</b>	International Sport & Games	Chapters 5	Module 2 Discussion Questions: Due 16 Sept (11:59pm EST)	
	Football	<b>Readings:</b> TBD		
<b>Module 3</b> <b>17-30 Sept</b>	Olympic Games & Movement	Chapter 10	Module 3 Discussion Questions: Due 30 Sept (11:59pm EST)	
	Global Calendar & Competition Schedule	Chapter 12		
<b>Module 4</b> <b>1-14 Oct</b>	Governance in International Sport	Chapter 11	Module 4 Discussion Questions: Due 14 Oct (11:59pm EST)	
	Management – How Does it Work?	Chapter 14		
<b>Module 5</b> <b>15-28</b>	International Sport Media	Chapter 20	Module 5 Discussion Questions: Due 28 Oct (11:59pm EST)	
	Sport Marketing & Economic Drivers	Chapter 19		
<b>Module 6</b> <b>29 Oct – 11 Nov</b>	Venues & Hot Topics	Chapter 21	Module 6 Discussion Questions: Due 11 Nov (11:59pm EST)	
	CSR & Sport For Development	Chapter 16		
	The Future of International Sport	Chapter 2, 3		<b>COURSE WRAP UP &amp; FEEDBACK</b>
<b>Module 7</b> <b>12-25 Nov</b>	Final Project Video Presentations		Due 18 Nov (11:59pm EST)	Upload Final Video Presentation to Course Website
	Final Project – Commenting Period		<b>Due 25 Nov</b> (11:59pm EST)	Follow instructions per assignment
<b>26 Nov – 8 Dec</b>	<i>Time dedicated to complete final exam paper</i>	<b>Final Exam Paper Due no later than 11:59 EST on 8 Dec</b>		

## **Student Services - Getting Help**

The University of Florida recognizes that pursuit of an online degree requires just as much student support as pursuit of a traditional on-campus degree and therefore, each online program is responsible for providing the same student support services to both students who are in residence on the main campus and those who are seeking an online degree through distance learning.

### **Online Computing Help Desk- e-Learning Support Services**

<http://helpdesk.ufl.edu/>

The UF Computing Help Desk is available to assist students when they are having technical issues.

### **Online Library Help Desk**

<http://guides.uflib.ufl.edu/content.php?pid=86973&sid=686381>

The help desk is available to assist students with access to all UF Libraries resources.

### **Disabilities Resource Center**

<http://www.dso.ufl.edu/drc/>

If you have a physical, learning, sensory or psychological disability, please visit our Disabilities Resource Center.

### **Counseling and Wellness Center**

<http://www.counseling.ufl.edu/cwc/>

Would you like to speak to a counselor about a problem that you are having? Please visit our counseling and wellness center.

### **Dean of Students Office**

<http://www.dso.ufl.edu/>

Do you need help resolving a conflict or would you like access to the student code of conduct? Visit the Dean of Students site.

### **U Matter, We Care**

[umatter@ufl.edu](mailto:umatter@ufl.edu) or 352 392-1575

If you or a friend is in distress, please contact U Matter, We Care so that a team member can reach out to the student.

## **Honor Code Policy**

***“We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity.”***

The following pledge will be either required or implied on all work:

***“On my honor, I have neither given nor received unauthorized aid in doing this assignment”***

The Honor Code (<http://www.dso.ufl.edu/sccr/process/student-conduct-honorcode/>) specifies a number of behaviors that are in violation of this code and the possible sanctions. It is the duty of the student to abide by all rules set forth in the UF Undergraduate Catalog. Students are responsible for reporting any circumstances, which may facilitate academic dishonesty.

## **Plagiarism**

Plagiarism is well defined on the following website:

<http://web.uflib.ufl.edu/msl/07b/studentplagiarism.html>

The Smathers Library also provides a number of resources to assist students in avoiding plagiarism:

*“Plagiarism is a serious offense that may ruin a career at any professional or educational institution. Suspension or expulsions are not rare consequences when considering plagiarism. Copying someone else’s ideas is not only unfair, but also unethical; therefore it is imperative for all students to avoid any sort of illegal use of ideas”.*

Source and additional resources can be found on this site:

<http://web.uflib.ufl.edu/msl/subjects/Physics/StudentPlagiarism.html>

## **Americans with Disabilities Act (ADA) Policy Statement**

Students requesting classroom accommodations must first register with the Disability Resource Center (352-392-8565, <http://www.dso.ufl.edu/drc/>). The Dean of Students Office will provide documentation to the student who must then provide this documentation to the Instructor when requesting accommodations. Please contact me as soon as possible if you are a student with a disability and would like to request disability related accommodations.

More information can found at the University of Florida ADA Compliance Office web site at

<http://www.ada.ufl.edu/>.

## **Online Course Evaluation Process**

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results/>.