

SPM 2000 – INTRODUCTION to SPORT MANAGEMENT
University of Florida
Department of Sport Management
Fall 2020 (Online)

Course Information:

Section: 19308-04B9; 19103-07AB
Credits: 3
Dates: Monday, August 31st - Wednesday, December 9th
Location: Web Based (elearning.ufl.edu)

Contact Information:

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Course Overview

The sport industry is an ever-evolving field of study with a diverse landscape of career and management opportunities. The foundation of the management skills and practices learned in this field are applicable to a variety of businesses and organizational needs. This course serves as an introduction to the field of sport management, offering a diversity of information pertaining to the history and foundations of sport management, the differing levels of sport participation (e.g., youth, recreation, amateur and professional), the various sport industry segments, international sport, and current ethical and social issues in sport. Additionally, students will be introduced to the UF Sport Management program that will provide further educational and experiential learning opportunities necessary in their career preparation to becoming future sport managers.

Course Objectives

After completing this course, you should be able to:

1. Demonstrate a strong knowledge foundation of the sport industry on which to build through upper level UF Sport Management courses.
2. Identify and explain all segments of the sport industry, both in the US and internationally.
3. Apply managerial, marketing, financial, sociological, and legal principles to the management of sport facilities, events, and organizations.
4. Discuss the current status and various challenges of sport at the recreational, youth, interscholastic, intercollegiate, professional, and international levels.
5. Explain key components of the expanding field of sport event management.
6. Review the practicum and internship opportunities provided through the UF Sport Management program.

Course Textbook and Materials

1. Masteralexis, L.P., Barr, C.A., & Hums, M.A. (2018). *Principles and Practice of Sport Management* (6th ed.). Jones & Bartlett Learning: Sudbury, MA. ISBN: 978-1-284-03417-2
2. All other readings and course materials will be posted on the Canvas course site: <http://elearning.ufl.edu>.

COURSE INFORMATION AND POLICIES

Please be aware the online learning platform varies from the traditional classroom experience and can sometimes present unique challenges. Unlike traditional educational settings in which you attend classes during a set time and day, the online setting is available 24 hours a day and gives you the opportunity to tailor class time to your schedule. Please note, however, this course is not entirely self-paced. There are select times during which course materials (e.g., presentations, readings, assignments, etc.) will be available. There are no class meetings in which I can remind you of important dates so please familiarize yourself with critical course deadlines. I will post weekly video announcements with upcoming deadlines and relevant information. To do well in this course, you must watch all video lectures and announcements, as well as complete all readings and assignments. All times for deadlines are Eastern.

If personal circumstances arise that interfere with your ability to meet a deadline, please let me know as soon as possible. Only university accepted excuses will be permitted and excused absences must be consistent with university policies in the [Undergraduate Catalog](#) and require appropriate documentation. To help ensure unplanned events do not prevent you from meeting a deadline, assignment submission windows are often open for several days allowing you to submit early. Thus, assignments will not be accepted late. All writing assignments must comply with the APA 7th edition and proper documentation of all referenced work is required. If a late assignment is accepted, there will be a substantial grade penalty assessed.

Students are expected to provide feedback on the quality of instruction in this course by completing [online evaluations](#). Students will be given specific times when they are open. [Summary results](#) of these assessments will be made available after the end of the semester.

Students Requiring Accommodations

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the [Disability Resource Center](#). It is important for students to share their accommodation letter with their instructor and discuss their accessibility needs as early as possible in the semester.

Academic Integrity

UF students are bound by The Honor Pledge which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code". On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." The [Honor Code](#) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to the appropriate personnel.

Grade Appeal Policy

You have up to three (3) days after an assignment deadline to contact me with any issues or concerns with your grade, or submit to me your university accepted excuse, after which the grade is final. If late assignments are accepted, please know there will be a substantial grade penalty.

Communication

I can best be reached via my work email (tbopp@ufl.edu). Please be sure to include the course prefix and number, and keep in mind that all correspondence (including e-mails to the instructor) must be presented in a professional manner (e.g., proper spelling and grammar). I will send all course-related emails to your ufl.edu address. Please **do not** reach out to me via the Canvas course site or through the *Comments* section on assignments.

PERFORMANCE EVALUATIONS

Syllabus Quiz and Introduction Video

In the interest of making sure you have read and familiarized yourself with the course and grading policies, understand the module assignments, been made aware of the corresponding deadlines, and appreciate what is expected of you as a student in this course, you will complete a Syllabus Quiz. You will also be required to post an Introduction Video. Both assignments will need to be completed by the end of the second week.

Discussion Boards

In lieu of traditional classroom discussions, being that this is an online course, discussion boards are a way to provide a more traditional classroom experience. You will be divided into groups and take part in four (4) discussion boards throughout the semester, one per module, as well as your introduction video discussion. You will post comments and reactions in accordance with the topic and respond to the posts of your peers. You will be required to make at minimum three posts for each discussion, an initial response and at least two responses to your peers. Specific dates are given in each discussion prompts and in the below syllabus schedule.

To successfully complete the discussion boards, you must post initial comments and responses on time with substantive, thoughtful, and articulate comments, as well as provide critical evaluation of and response(s) to your classmate's postings in accordance with the two below tasks.

Task #1

- Post an initial response to the discussion board
 - In your initial responses, be sure to address/answer each of the questions/prompts
- Initial responses are to be posted during the first half of the module
- Your initial post should be between 100-250 words

Task #2

- Post a response to any two (2) of your peers' initial posts
- Peer responses are due no later than the close of the module
- Peer responses should be between 50-150 words

Module Quizzes

There will be four (4) module quizzes throughout the semester. Module quizzes will consist of 20 questions each and you will have 45 minutes to complete them. A module quiz can be completed at any time during its corresponding module; however, you only get one opportunity to complete it. Module quizzes rely heavily on detailed information from the book so it is important that you read the chapters and watch the lectures prior to taking it. Quizzes are open book and open notes. We are not responsible for computer or connection errors, so make sure you use a reliable computer with a secure connection. Please keep in mind that technical difficulties are not an excuse to miss a deadline. Should you have a computer complication, immediately contact the UF Help Desk and email Dr. Bopp with details of the issue and your UF Help Desk ticket/service number.

Module Assignments

You will be required to complete four (4) assignments throughout this course. Each assignment is designed to expose you to the different areas of the sport industry and what you might consider for your professional career. Instructions for each assignment can be found on Canvas, as well as in the module with their respective due dates. Please take a moment to review all of the assignment requirements and their due dates so you can plan accordingly.

GRADING

Assessment Values:

Syllabus Quiz		10 points
Introduction Video		10 points
Discussion Boards	(4 x 10)	40 points
Assignments	(4 x 15)	60 points
Module Quizzes	(4 x 20)	80 points
Course Total		200 Points

Grading Scale (No Rounding):

<u>Letter Grade</u>		<u>Total Points</u>		<u>Grade Points</u>
A	=	184 - 200	=	4.00
A-	=	180 - 183	=	3.67
B+	=	176 - 179	=	3.33
B	=	164 - 175	=	3.00
B-	=	160 - 163	=	2.67
C+	=	156 - 159	=	2.33
C	=	144 - 155	=	2.00
C-	=	140 - 143	=	1.67
D+	=	136 - 139	=	1.33
D	=	124 - 135	=	1.00
D-	=	120 - 123	=	0.67
E	=	<= 119	=	0.00

*For more on grading please visit the [UF Undergraduate Catalogue](#).

To Do Well in This Course:

1. Watch the Introduction and Syllabus Review video
2. Visit the course regularly for updates and watch the weekly video check-ins
3. Complete and submit all assignments, quizzes and discussion boards on time
 - a. Discussion Boards have two deadlines (the first for your initial posting and the second for your responses to peers), but Canvas will only show the latter on your calendar
 - b. Be sure to use your book (6th edition) when taking the quizzes
4. Contact me with any questions or concerns and be proactive with any conflicts with the course

Brave Space Agreement*

All students are to treat each other with respect and engage with the class in accordance to the below agreement. Thank you

- We agree to struggle against racism, transphobia, classism, sexism, ableism, and the ways we internalized myths and misinformation about our own identities and the identities of other people.
- We know that no space can be completely “safe” and we agree to work together towards harm reduction, centering those most affected by injustice in the room even if it means centering ourselves.
- We agree to sit with the discomfort that comes with having conversations about race, gender, identity, the nonprofit industrial complex, etc.,. We agree to try our best not to shame ourselves for the vulnerability that these kinds of conversations require.
- We agree to value the viewpoints of other people that do not challenge or conflict with our right to exist.
- We agree it’s okay to have feelings. It’s okay to feel uncomfortable when we’re discussing complex topics about accountability, relationships, justice, and care.

*Conceptualized by Micky Scott Bey Jones

SPM 2000 FALL 2020 COURSE SCHEDULE

This schedule is a tentative outline of the readings, quizzes and assignments that will be covered throughout the semester. The instructor reserves the right to make changes to the syllabus and outline as the class progresses and circumstances arise. Students will be given ample notice of any changes.

Module 1 (August 31 – September 27)

Foundations of Sport Management

Readings:

- Chapter 1 History of Sport Management
- Chapter 2 Management Principles Applied to Sport Management
- Chapter 3 Marketing Principles Applied to Sport Management
- Chapter 4 Financial and Economic Principles Applied to Sport Management
- Chapter 5 Legal Principles Applied to Sport Management
- Chapter 6 Ethical Principles Applied to Sport Management

Assignments:

Sunday, September 13	Syllabus Quiz
Sunday, September 13	Introduction Video and Responses
Sunday, September 20	Initial Post to Discussion Board 1
Sunday, September 27	Two (2) responses to classmates in each Discussion Board 1
Sunday, September 27	Module 1 Quiz
Sunday, September 27	Assignment 1

Module 2 (September 28 – October 18)

Amateur and Professional Sport

Readings:

- Chapter 7 High School and Youth Sport
- Chapter 8 Collegiate Sport
- Chapter 9 International Sport
- Chapter 10 Professional Sport

Assignments:

Sunday, October 11	Initial Post to Discussion Board 2
Sunday, October 18	Two (2) responses to classmates in each Discussion Board 2
Sunday, October 18	Module 2 Quiz
Sunday, October 18	Assignment 2

Module 3 (October 19 – November 8)

Sport Event and Facility Management

Readings:

- Chapter 12 Facility Management
- Chapter 13 Event Management
- Chapter 18 Sporting Goods and Licensed Products
- Chapter 19 Recreation and Golf Club Management

Assignments:

Sunday, October 25	Interview Information
Sunday, November 1	Initial Post to Discussion Board 3
Sunday, November 8	Two (2) responses to classmates in each Discussion Board 3
Sunday, November 8	Module 3 Quiz
Sunday, November 8	Assignment 3

Module 4 (November 9 – December 9)

Sport Industry Segments

Readings:

- Chapter 11 Sports Agency
- Chapter 14 Sport Sales
- Chapter 15 Sport Sponsorship
- Chapter 16 Sport Analytics
- Chapter 17 Sport Broadcasting
- Chapter 20 Strategies for Career Success

Assignments:

Sunday, November 29	Initial Post to Discussion Board 4
Wednesday, December 9	Two (2) responses to classmates in each Discussion Board 4
Wednesday, December 9	Module 4 Quiz
Wednesday, December 9	Assignment 4

U Matter, We Care

U Matter, We Care is committed to creating a culture of care on our campus by encouraging members of our community to look after one another and to reach out for help if a member of our community is in need. If you or a friend is in distress, please contact umatter@ufl.edu. The U Matter, We Care Team can help connect students to the many other helping resources available including, but not limited to, Victim Advocates, Housing staff, and the Counseling and Wellness Center. Please remember that asking for help is a sign of strength. In case of emergency, call 9-1-1.

Copyright Statement

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