

SPM 2000 – INTRODUCTION TO SPORT MANAGEMENT
Department of Sport Management
Spring 2021 (Online)

Course Information

Section:	19074-06E7	Dates:	January 11 th – April 21 st
Credits:	3	Location:	Canvas (elearning.ufl.edu)

Contact Information

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Course Description

This course introduces management, marketing, financial, and legal principles regarding sport facilities, events, and organizations within recreational, youth, interscholastic, intercollegiate, professional and international sport. We will also review the governance and ethical conduct of amateur and professional sport programs, as well as social issues influencing and influenced by the sport industry.

Course Objectives

At the end of this course, students will be expected to have achieved the following learning outcomes in content, communication and critical thinking:

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.

Required Course Textbook and Materials

1. Masteralexis, L.P., Barr, C.A., & Hums, M.A. (2019). *Principles and Practice of Sport Management* (6th ed.). Jones & Bartlett Learning: Sudbury, MA.
2. All other readings and course materials will be posted on the Canvas course site: <http://elearning.ufl.edu>.

Course Expectations

1. Watch the Introduction and Syllabus Review video
2. Visit the course weekly and watch the Video Check-Ins posted in the *Announcements* on Canvas
3. Complete and submit all quizzes, assignments, and discussion boards on time (all times are Eastern)
 - 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
4. Be proactive with any personal circumstances that may interfere with your ability to meet a deadline
 - a. If a late assignment is accepted, there will be a substantial grade penalty assessed
 - b. Only university accepted excuses will be permitted
5. Contact me within three (3) days of a deadline with any issues or concerns with your grade
6. Contact me with any other questions or concerns at my work email: tbopp@ufl.edu

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 engaged online 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 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 of the discussion prompts and in the below course 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 each

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)

<i>Letter Grade</i>	<i>Total Points</i>	<i>Grade Points</i>
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 information on grading please visit the [UF Undergraduate Catalogue](#).

SPM 2000 SPRING 2021 COURSE SCHEDULE

This schedule is a tentative outline of the readings, quizzes and assignments throughout the semester. The instructor reserves the right to alter the schedule and students will be given ample notice of any changes.

Module 1 (January 11 - February 7)

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, January 24 | Syllabus Quiz |
| • Sunday, January 24 | Introduction Video and Responses |
| • Sunday, January 31 | Initial Post to Discussion Board 1 |
| • Sunday, February 7 | Two (2) responses to classmates in Discussion Board 1 |
| • Sunday, February 7 | Module 1 Quiz |
| • Sunday, February 7 | Assignment 1 |

Module 2 (February 8 – February 28)

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, February 21 Initial Post to Discussion Board 2
- Sunday, February 28 Two (2) responses to classmates in Discussion Board 2
- Sunday, February 28 Module 2 Quiz
- Sunday, February 28 Assignment 2

Module 3 (March 1 – March 21)

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, March 7 Interview Information
- Sunday, March 14 Initial Post to Discussion Board 3
- Sunday, March 21 Two (2) responses to classmates in Discussion Board 3
- Sunday, March 21 Module 3 Quiz
- Sunday, March 21 Assignment 3

Module 4 (March 22 – April 21)

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, April 11 Initial Post to Discussion Board 4
- Wednesday, April 21 Two (2) responses to classmates in Discussion Board 4
- Wednesday, April 21 Module 4 Quiz
- Wednesday, April 21 Assignment 4

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.

Course Evaluation

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.

Software Use

All faculty, staff, and students of the University are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against University policies and rules, disciplinary action will be taken as appropriate. We, the members of the University of Florida community, pledge to uphold ourselves and our peers to the highest standards of honesty and integrity.

Student Privacy

There are federal laws protecting your privacy with regards to grades earned in courses and on individual assignments. For more information, please see the [Notification to Students of FERPA Rights](#).

Campus Resources

- [U Matter, We Care](#) or 352-392-1575
- [Counseling and Wellness Center](#) or 352-392-1575
- [University Police Department](#) or 352-392-1111; 911 for emergencies
- [Student Health Care Center](#) or 352-392-1161
- [E-learning technical support](#) or 352-392-4357
- [Career Resource Center](#) (Reitz Union) or 352-392-1601
- [Teaching Center](#) (Broward Hall) or 352-392-2010
- [Writing Studio](#) (Tigert Hall) or 846-1138
- [Library Support](#)