School of Kinesiology  
Faculty of Health Sciences  
Western University  

Kinesiology 4489A: International Sport Management  
Fall 2015-16  

Hosted by Western University, London, Ontario, Canada  
In collaboration with Johan Cruyff University, Amsterdam, The Netherlands  
and University of Windsor, Windsor, Ontario, Canada  

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Calendar Description:  
This online course provides an international perspective on sport management through detailed case studies delivered by instructors at partner universities. The case studies present topics and issues that have global relevance. This international learning opportunity is provided through collaboration with students in other countries.
My Course Description:

Sport truly exists in a global village. The goal of this online course is to provide an international perspective on sport management through detailed case studies that present topics and issues that have global relevance. The course is also designed to provide an opportunity for international learning through collaboration with students in other countries. Sport management students will gain insight into the management of sport in different countries through group discussion, individual reading, and assignments. The cases are intended to stimulate online discussions and problem-solving that allows students to reflect on sport management in the local and global context.

Note: Last year I took interested members of our class to Amsterdam over our Canadian Thanksgiving weekend. Based on a reciprocal arrangement, the Dutch students will be coming here this fall, likely during the fourth week of Case 2. I am hoping that Western students in this course will volunteer to serve as hosts and billets. This is a wonderful opportunity to interact with your class peers. Please contact me if you are willing to volunteer. I will be arranging social and cultural excursions during their visit (e.g., Canadian Baseball Hall of Fame in St. Mary’s, Niagara Falls, London Knights or London Lightning games, Toronto).

Anti-requisite(s)/Pre-requisite(s)/Co-requisite(s) if applicable:

You are responsible for ensuring that you have successfully completed all course pre-requisites, and that you have not taken an anti-requisite course. Lack of a pre-requisite or the completion of an anti-requisite cannot be used as a basis for appeal. If you are found ineligible for a course, you may be removed from it at any time and you will receive no adjustment to your fees. This decision cannot be appealed.

Prerequisites for Western University Students:

Two of Kin 2298A/B, Kin 3398F/G and Kin 3399F/G. Unless you have either the requisites for this course or written special permission from your Dean to enroll in it, you will be removed from this course and it will be deleted from your record. This decision may not be appealed. You will receive no adjustment to your fees in the event that you are dropped from a course for failing to have the necessary pre-requisites.

Course Format:

This is an online distance learning course delivered through OWL at Western University. The course comprises three cases in sequence. Students are responsible for completing the online discussion and individual assignment requirements for all three cases. All course materials are available on or through the OWL site for the course (http://uwo.ca and enter “Outreach at Western”). All aspects of the course will be administered through OWL. Students with questions about the course should contact instructors only through OWL.
Learning Objectives:

Upon completion of this course, students will be able to:

1. **Identify and delineate** theoretical terms, concepts, and philosophies related to the topics under discussion in the three case studies. (Knowledge)

2. **Compare and contrast** theoretical approaches to the topics under discussion in the three case studies. (Analysis)

3. **Synthesize** research and theoretical knowledge as it relates to the topics under discussion in the three case studies. (Comprehension)

4. **Develop** skills in online discussions and written assignments applicable to the topics under discussion in the three case studies (Application)

5. **Further develop** abilities to critically reflect upon own learning and relate to the topics under discussion in the three case studies. (Reflection)

Required Course Material:

All required readings will be posted on the course website.

Course Schedule:

<table>
<thead>
<tr>
<th>Week</th>
<th>Dates</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Sept. 14-18</td>
<td>Introduction to course. Prepare an individual professional biography via LinkedIn to be submitted and posted on the course website by 6:00 pm Sept. 18.</td>
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<tr>
<td>2</td>
<td>Sept. 21-25</td>
<td>First week of Case 1 (Western). Read all Week 2 materials. Participate in online discussions this week.</td>
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<tr>
<td>3</td>
<td>Sept. 28-Oct. 2</td>
<td>Second week of Case 1. Read all Week 3 materials. Participate in online discussions this week.</td>
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<tr>
<td>4</td>
<td>Oct. 5-9</td>
<td>Third week of Case 1. Read all Week 4 materials. Participate in online discussions this week.</td>
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<tr>
<td>5</td>
<td>Oct. 12-16</td>
<td>Fourth and final week of Case 1. No online discussions this week. Submit written assignment by 6:00 p.m. Oct. 16. Prepare for Case 2.</td>
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<tr>
<td>6</td>
<td>Oct. 19-23</td>
<td>First week of Case 2 (Windsor). Read all Week 6 materials. Participate in online discussions this week.</td>
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<tr>
<td>7</td>
<td>Oct. 26-30</td>
<td>Second week of Case 2. Read all Week 7 materials. Participate in online discussions this week.</td>
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<tr>
<td>8</td>
<td>Nov. 2-6</td>
<td>Third week of Case 2. Read all Week 8 materials. Participate in online discussions this week.</td>
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Course Evaluation:

Week 1 Professional Profile Assignment: 10%
Online Discussions: 60%
Written Assignments: 30%

Students will be evaluated on the quality of their posts to the online discussions in their group for each case (see further description on next page) AND on assignments that are to be completed and submitted individually online. The requirements of each assignment for each case are described with the case materials. Firm deadline dates are provided and students are not able to submit after those dates (i.e., the system will not accept late papers).

<table>
<thead>
<tr>
<th>Case</th>
<th>Activity/Date</th>
<th>Value</th>
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| Case 1 (4 weeks)| Topic: Either “Social Media in the Sport Industry: A Case Study of Self-Presentation on Twitter“ OR “lululemon athletica: An iconic Canadian sportswear brand”  
Case Affiliation: Western University (WU)  
Online discussion begins Sept. 21 and ends Oct. 9  
Assignment due Oct. 16 (6:00 p.m.) |        |
| Case 2 (4 weeks)| Topic: “Missions, Visons, and Values:  A Case Study of Little League Baseball”  
Case Affiliation: University of Windsor (UW)  
Online discussion begins Oct. 19 and ends Nov. 6  
Assignment due Nov. 13 (6:00 p.m.) |        |
| Case 3 (4 weeks)| Topic: “The Experience Sport Economy in a Socially Responsible Environment”  
Case Affiliation: Johan Cruyff University (JCU)  
Online discussion begins Nov. 16 and ends Dec. 4  
Assignment due Dec. 11 (6:00 p.m.) |        |

Week 1 Professional Profile Assignment (10%):
The purpose of this assignment is to provide an opportunity for students to acquaint themselves with their class peers and to present themselves professionally through the social media vehicle LinkedIn. Each student will be expected to create a LinkedIn account and connect with one’s classmates. A visual/photo of oneself should also be included in the profile. The LinkedIn profile must be completed by 6 pm Fri. Sept. 18. The profile will be graded on creativity and effectiveness in presenting oneself professionally. You may use the following links as a resource guide in creating your LinkedIn profile.

http://www.wikihow.com/Create-an-Account-on-LinkedIn

http://mashable.com/2013/08/12/linkedin-college-students/?utm_cid=mash-com_fb-main-link

**Online Discussion Assessment (60%)**:

Posts are to be made through the online discussion sections in each weekly module. From these online discussion sections, students can create messages and read all messages from other students in their group. Students are expected to respond to all questions presented in the case, and to comment on and respond to posts from their group members and follow-up questions from the case instructor. This process is important to keep the discussion flowing.

Students will be evaluated on the quality of their posts to the online discussions in their group for each of the three cases (see evaluation rubric that is a separate file). This evaluation rubric contains the following criteria: timeliness of posts, replies to discussion questions, content of posts, replies to other students’ posts, number of replies, reading of posts, mechanics/style of posts, title of posts, and length of posts (maximum 20 points per case). Discussion questions are provided for each case. The case study instructor responsible for a given case will moderate these discussions and may pose further questions and comments for discussion where appropriate. Students are expected to keep up with the group discussion on a daily basis, and make regular and meaningful contributions to the group.

**Guidelines for Timeliness of Posts:**

All online discussion forums for the upcoming week will be available beginning on the Friday evening in order to allow weekend time to work on postings. The forums will be open until the following Friday evening. The Western ITS department will occasionally undergo maintenance on the OWL site and therefore discussions may not always open on time. This will affect all participants so please be patient.

Students are expected to participate regularly between the start and close dates of each discussion forum. Students may initiate discussion any time after the discussion forums open. Any time of day and night is appropriate, although it is important not to be late in making posts. Timelines for completion of answering questions throughout the week will be provided. No other comments should be posted after that deadline time. Posting discussion comments on a question that has already been addressed and moved on by your group will not provide you with a good grade.

**Guidelines for Quality of Postings:**
Each contribution will be judged on how well it:
1. Adds a new idea, concept, or opinion that has NOT yet been stated in the topic discussion
2. Critiques an idea, concept, or opinion that has been stated before
3. Synthesizes two or more ideas, concepts, or opinions to create a new one OR
4. Asks an important question relevant and stimulating to the discussion
   AND EACH POST MUST
5. Back up its claims with references
6. Be succinct (no more than 250-300 words)

Posts must CONTRIBUTE to the discussion topic. Comments, such as, "I agree with you" or "I don't agree with you" are worth zero because they do not meet any of the abovementioned criteria. Unfounded claims and personal opinions not backed up will also make a contribution worth zero.

Personal experience can provide valuable insight to many of the topics. Any time that you share your own experience, however, you MUST bring it back to the topic and the literature, and make a logical argument explaining why that experience will be of use to the discussion.

Take your time to reflect on your fellow classmates’ comments before responding. Avoid private conversations or comments on unrelated topics. Use mail or message feature in OWL to conduct one-to-one discussions.

REFER TO EVALUATION RUBRIC IN A SEPARATE FILE FOR A GRADE BREAKDOWN OF ONLINE DISCUSSIONS.

Written Assignments (30%):

As previously explained, a written assignment is required to be completed in the fourth week of each case study. The assignment submission icon will appear in the case folder on the Friday evening of the third week of each case study. Attach a file that contains your assignment. Note that assignments cannot be submitted after the deadline date and time (i.e., the system will not allow you to submit after 6:00 p.m. on the Friday of the fourth week).

Online Etiquette:

Please adhere to the following guidelines when you are using the OWL discussion or mail functions:

1. Be supportive - Make your comments as supportive as possible.

2. Be sensitive - Be sensitive to the feelings and emotions of others.
3. Be relevant - Ensure that your discussion postings are relevant to the topic being discussed, or to the weekly discussion topics. Use the mail function if you wish to communicate with your colleagues or the subject leader about issues not related to the discussion topics. Do not respond to a discussion posting that is not relevant. The subject leader will notify a student via email if they have made an inappropriate discussion posting.

4. Think before you type - Ensure that you have considered what you are about to post or send. Avoid quick responses wherever possible, as the discussion postings are part of your assessment and contribute to the learning of your colleagues.

5. Be constructive rather than destructive - Attempt at all times to provide comments that are constructive (those that build on something, or suggest a new way of doing things), rather than destructive (those that simply identify error).

6. Put yourself in someone else's shoes - Imagine that you are giving yourself the feedback. How would you like to receive the information, advice or teaching?

7. Language - Ensure that you do not use inappropriate, offensive or demeaning language during any form of online communication.

8. Conduct - Your behaviour and conduct should ensure that your colleagues are able to enjoy their right to a learning environment that is free from discrimination or harassment based on gender, sexual orientation, age, disability, marital status, ethnicity, religion or physical features.

Course/University Policies

1. **Lateness/Absences**: Assignments are due on the assigned due date and will not be accepted late, except under medical or other compassionate circumstances. Submitting a late assignment without appropriate documentation will result in a zero (0) grade.

2. **Grades**: Grades will be posted on OWL. Should you have a concern regarding the grade you received for the online discussions and/or an assignment, or feel that it is unfair in any way, you should wait 24 hours from the receipt of the grade to approach the instructor. Prepare in writing, with evidence, why you feel your grade is inappropriate. Please be aware that in requesting a
grade reassessment, your grade could go up/down/or stay the same. Note that calculations errors (which do occur!) should be brought to the case instructor’s attention immediately.

3. **Scholastic offences:** They are taken seriously and students are directed to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offence, at the following Web site: 

Students must write their assignments in their own words. Whenever students take an idea, or a passage from another author, they must acknowledge their debt both by using quotation marks where appropriate and by proper referencing such as footnotes or citations. Plagiarism is a major academic offence (see Scholastic Offence Policy in the Western Academic Calendar). All required papers might be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted for such checking will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between Western University and Turnitin.com (http://www.turnitin.com)

4. **Formatting:** APA style is the approved style of writing for all assignments produced for this course. Please refer to Western University Library webpage for information on citation style and format or consult the APA publication manual: Publication manual of the American Psychological Association (6th ed.). (2009). Washington, DC: American Psychological Association.

**STUDENT CODE OF CONDUCT:**

The purpose of the Code of Student Conduct is to define the general standard of conduct expected of students registered at Western University, provide examples of behaviour that constitutes a breach of this standard of conduct, provide examples of sanctions that may be imposed, and set out the disciplinary procedures that the University will follow. For more information, visit http://www.uwo.ca/univsec/board/code.pdf

**ENGLISH PROFICIENCY FOR THE ASSIGNMENT OF GRADES:**

Visit the website http://www.uwo.ca/univsec/handbook/exam/english.pdf

**SUPPORT SERVICES:**

There are various support services around campus and these include, but are not limited to:

1. Student Development Centre -- http://www.sdc.uwo.ca/ssh/
2. Student Health -- http://www.shs.uwo.ca/student/studenthealthservices.html
3. Registrar’s Office -- http://www.registrar.uwo.ca/
4. Ombuds Office -- http://www.uwo.ca/ombuds/