

Western University
Faculty of Health Sciences
School of Kinesiology

**KIN 4489A - International Sport Management
Fall 2019**

<p>Instructor: Prof. Alison Doherty Office: AHB 3R02C Email: adoherty@uwo.ca Phone: 519/661-2111 x88362 Office Hrs: by appointment</p> <p>TAs: Adam Purdy apurdy2@uwo.ca</p>	<p>Lectures: We 3:30pm - 5:30pm Room: Physics & Astronomy Bldg Rm 34</p>
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Calendar Course Description:

This course provides an international perspective on sport management through a variety of blended learning modes, including, but not limited to: classroom lectures, on-line learning experiences, case study analyses, field trips and reflection activities, collaboration with professors and students from other countries, & guest speakers with experience in International Sport Management.

Prerequisite(s): 1.0 course from: [Kinesiology 2298A/B](#), [Kinesiology 3398F/G](#), [Kinesiology 3399F/G](#).

Extra Information: 3 lecture hours.

*You are responsible for ensuring that you have successfully completed all course pre-requisites, and that you have not taken an anti-requisite course. Unless you have either the requisites for this course or written special permission from your Dean to enroll in it, you may 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 prerequisites. **If you wish to enrol in this course without the stated pre-requisite(s), you must obtain written approval from the course instructor. The approval should then be forwarded to your academic counsellor.***

NOTES:

1. All course information including grades, assignment outlines, deadlines, etc. are available via OWL. Check the website regularly for course announcements.
2. The course will be offered in a blended format involving classroom lectures, on-line learning experiences, case study analysis, guest speakers, group discussion and presentation, and personal reflection activities.
3. The class is scheduled for 2 lecture hours per week and online participation for three weeks.

LEARNING OUTCOMES:

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

1. Explain the concept of globalization in the context of sport;
2. Distinguish the role and organization of sport in a local, national and international context;
3. Identify and discuss major globalization trends, such as corporate expansion, politics, and cultural showcasing, and their manifestation in and through sport;
4. Explain and discuss how different countries, regions and cultures engage in sport;
5. Understand key issues and perspectives for the management of international sport.

REQUIRED COURSE MATERIALS:

MacIntosh, E., & Bravo, G., & Li, M. (2020). *International sport management (2nd ed.)*. Champaign, IL: Human Kinetics.

This edition is available on 2 Hr Reserve in Weldon Library, and is available for purchase from Human Kinetics (hard copy, e-copy), and may be available through other online sources.

Other readings may be posted in OWL.

COURSE EVALUATION SUMMARY:

<u>Assessment</u>	<u>Date</u>	<u>Value</u>
1. Guest Speaker Reflections	Throughout the course (see below)	15%
2. Sport Across the Globe Presentation (group project; region assigned)	Oct. 9 or 16 in class	20%
4. Online Case Discussion	Weekly postings Oct. 9-30	15%
4. Future of International Sport Paper	Dec. 4 (11:59 pm)	20%
5. Final Exam	Dec. exam period	30%

A one mark/day penalty will be assessed for late submission of assignments (guest speaker reflections, future of international sport paper).

COURSE ASSESSMENTS:

1. Guest Speaker Reflections (3 X 5% for total 15%, due throughout the course)

You will complete a two-part reflection assignment for each of three guest speakers over the course of the semester. The purpose is to capitalize on the presentations of guest speakers by reflecting on your interests and questions in advance, and then key learnings from the presentation.

For each speaker, you will complete Section A of the Speaker Reflection form (*see in OWL Resources*) and submit online to OWL in advance of the speaker's presentation. **Section A is due before the start of class.** You will complete Section B of the reflection form and submit online to OWL within one week of the speaker's presentation. **Section B is due before the start of class the week after the presentation.**

2. Sport Across the Globe (20%, group presentation Oct. 9th or 16th)

In an assigned group of 5 students, you will complete and present the sport profile of a given region (or select country within that region) (assigned by the Instructor). The purpose of this assignment is to gain and share a deeper understanding of sport in a particular region, to facilitate discussion of unique and common sport issues within and across countries/regions, and to enhance appreciation of the organization, culture, politics and so on of sport in different regions.

With the others in your group, you are expected to address the topics listed below in a 25-minute MAX. presentation to your peers. You should use the corresponding region chapter in the course text PLUS additional information as necessary. Presentations should be engaging, informative, and complete, and must include participation by all group members. A group rep. should upload the presentation on OWL afterwards. Each group will receive feedback from class members and be evaluated by the Instructor.

Topics to cover:

- Overview of the region/country(s) – e.g., location, population/demographics, politics, key historical milestones, tourism (the context of sport)
- Overview of the sport delivery model(s) in the region/country(s), including key sport policies (how sport is organized and governed)
- Popular sports in the region/countr(y), at each level of participation (grassroots, school, competitive, professional, spectator)
- Major sport achievements in the region/country(s), including famous sport moments, heroes/figures (what is celebrated)
- Major sport events/festivals held in the region/country(s)
- Any political events associated with sport in the region/country(s) (e.g., boycotts, terrorism)
- Examples of sport sponsorship in the region/country(s)
- Main distinguishing factors between countries within the region with regard to sport

3. Online Case Discussion (15%)

You will be assigned to a different group of students to engage in a three week discussion of an international sport case (released Oct. 9). The case materials and group discussion, as well as any interaction with the moderator, will happen completely online through OWL.

The case unfolds with new modules each week for three weeks. Each week you are expected to respond to all questions posed by the Instructor or moderator within the module and respond to questions and comments posted by other group members. This process is important to keep the discussion flowing.

You will be evaluated on the quality, quantity and timeliness of your posts to the online discussion in your group (*see evaluation rubric in OWL*). You are expected to keep up with the group discussion on a daily basis, and make regular and meaningful contributions to the group.

Group discussion pertaining to a module can begin with the release of the week's module (12:01 am Thursdays) and will be concluded at the end of the 7-day period (11:59 pm Wednesdays). Only posts within a given week for a given module will be evaluated (i.e., late posts will not be assessed).

4. Future of International Sport Paper (20%, due Dec. 4 by 11:59 pm, submitted online)

In this assignment you will present your thoughts on the future of international sport 15-20 years from now. Individually, you will select a particular sport (e.g., baseball, cycling, surfing), a sport event (e.g., FISU Games, Olympics), OR a sport league or team (e.g., MLB, NBA, UEFA; Raptors, Golden Knights, Manchester United) and envision its future, OR discuss the world of sport generally.

You are expected to envision 15-20 years from now based on current and projected trends and data, as well as your own intuition and imagination. Your projections for the future of the sport/event/league/team, or sport in general, must be supported by data from reputable sport and non-sport sources (academic peer-reviewed research, government reports/publications, think-tank organizations).

The paper should be 8-10 pages (double-spaced, 1 inch margins, 12 pt Times Roman font) and present your strong viewpoint regarding the future of your selected topic. You should provide some history and current state of the sport/event/league/team, including its international reach or impact (if any), and then your perspective about its future, including its international reach/impact. Provide appropriate references (APA 6th edition format) for points taken from existing literature.

5. Final Exam (30%, December exam period, 3 hours)

The format of the final exam will be True/False, short answer, and short essay. It will cover material, information and presentations from throughout the course.

COURSE SCHEDULE:

- Sept. 11 Introduction – Globalization, International Sport
Reading: Text Chapters 1, 19, 22
- Sept. 18 Management of International Sport
Reading: Text Chapters 1 (end), 2, 17
- Sept. 25 International Sport Marketing and Media – with Adam Purdy
Reading: Text Chapters 20, 21
- Oct. 2 Sport-related Concussion: A Global Issue – Dr. Landy (Di) Lu
Due: Guest Speaker #1 Reflection Part A – due before class begins
- Oct. 9 Sport Across the Globe Presentations (4 groups); Online case Week 1 begins
Due: Guest Speaker #1 Reflection Part B – due before class begins
- Oct. 16 Sport Across the Globe Presentations (3 groups); Online case Week 1 ends, Week 2 begins
- Oct. 23 NO IN-CLASS LECTURE, Online case Week 2 ends, Week 3 begins
- Oct. 30 WADA and Anti-Doping – with Dr. Angela Schneider
Reading: Text Chapter 14
- Nov. 6 NO CLASS – READING WEEK
- Nov. 13 National and International Sport Policies
Reading: Text Chapter 13
- Nov. 20 Cricket: A Global Game – Swarali Patil
Due: Guest Speaker #2 Reflection Part A – due before class begins
- Nov. 27 International Sport for Development – TBA
Due: Guest Speaker #2 Reflection Part B – due before class begins
Due: Guest Speaker #3 Reflection Part A – due before class begins
- Dec. 4 Canada/USA and International Sport Management
Reading: Text Chapter 3
Due: Future of International Sport paper due before midnight

Course/University Policies

1. **Academic 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: https://www.uwo.ca/univsec/pdf/academic_policies/appeals/scholastic_discipline_undergrad.pdf

A) Students must write their essays and 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 may 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>

2. Electronic Device Usage:

During Exams - Unless you have medical accommodations that require you to do so, or explicit permission from the instructor of the course, you may not use any of the following electronic devices during ANY of the tests, quizzes, midterms, examinations, or other in-class evaluations: cellphones, smart phones, smart watches, smart glasses, audio players or recorders of any sort, video cameras, video games, DVD players, televisions, laptop/notebook/netbook computers, flashlights or laser pointers.

During Lectures and Tutorials: Although you are welcome to use a computer during lecture and tutorial periods, you are expected to use the computer for scholastic purposes only, and refrain from engaging in any activities that may distract other students from learning. Please be respectful to your fellow students and turn the sound off. If the professor receives complaints from other students regarding noise or other disruptive behavior (e.g. watching videos on YouTube.com, updating your Facebook status, playing Solitaire), your classroom privileges will be revoked. From time to time, your professor may ask the class to turn off all computers, to facilitate learning or discussion of the material presented in a particular class. **Unless explicitly noted otherwise, you may not make audio or video recordings of lectures – nor may you edit, re-use, distribute, or re-broadcast any of the material posted to the course website.**

3. Health and Wellness:

Information regarding health and wellness-related services available to students may be found at <http://www.health.uwo.ca/>.

Students who are in emotional/mental distress should refer to Mental Health@Western (<http://www.health.uwo.ca/>) for a complete list of options about how to obtain help.

4. 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/ssd/>
2. *Student Health & Wellness* -- <http://www.health.uwo.ca/>
3. *Registrar's Office* -- <http://www.registrar.uwo.ca/>
4. *Ombudsperson Office* -- <http://www.uwo.ca/ombuds/>

5. Documentation for Academic Accommodation (Illness, Medical/Non-Medical Absences):

http://www.westerncalendar.uwo.ca/PolicyPages.cfm?Command=showCategory&PolicyCategoryID=1&SelectedCalendar=Live&ArchiveID=#Page_12

Students who experience an extenuating circumstance (illness, injury, or other extenuating

circumstance) sufficiently significant to temporarily render them unable to meet academic requirements may submit a request for academic consideration through the following routes:

- (i) Submitting a Self-Reported Absence (see below for conditions)
 - (ii) For medical absences exceeding 48 hours, submitting a Student Medical Certificate (SMC) signed by a licensed medical or mental health practitioner to their Academic Counselling in their Faculty of registration in order to be eligible for Academic Consideration; or
 - (iii) For non-medical absences exceeding 48 hours, submitting appropriate documentation (e.g., obituary, police report, accident report, court order, etc.) to Academic Counselling in their Faculty of registration in order to be eligible for academic consideration. Students are encouraged to contact their Academic Counselling unit to clarify what documentation is appropriate.
- Students seeking academic consideration **must communicate with their instructors no later than 24 hours** after the end of the period covered by either the self-reported absence or SMC, or immediately upon their return following a documented absence.

The following conditions are in place for self-reporting of medical or extenuating circumstances:

- a. a maximum of two self-reported absences between September and April and one self-reported absence between May and August;
 - b. any absences in excess of the number designated in clause a above will require students to present a Student Medical Certificate (SMC) or appropriate documentation supporting extenuating circumstances to the Academic Counselling unit in their Faculty of registration no later than two business days after the date specified for resuming responsibilities.
 - c. The duration of the excused absence will be for a maximum of 48 hours from the time the Self-Reported Absence form is completed through the online portal, or from 8:30 am the following morning if the form is submitted after 4:30 pm;
 - d. The duration of the excused absence will terminate prior to the end of the 48 hour period should the student undertake significant academic responsibilities (write a test, submit a paper) during that time;
 - e. The duration of an excused absence will terminate at 8:30 am on the day following the last day of classes each semester regardless of how many days of absence have elapsed;
 - f. Self-reported absences will not be allowed for scheduled final examinations; for midterm examinations scheduled during the December examination period; or for final lab examinations scheduled during the final week of term;
 - g. Self-reporting may not be used for assessments (e.g. midterm exams, tests, reports, presentations, or essays) worth more than 30% of any given course;
- For medical and non-medical absences that are not eligible for self-reporting Kinesiology students must submit an Academic Consideration Request form found online https://www.uwo.ca/fhs/kin/undergrad/files/accommodation_request.pdf in addition to an SMC or appropriate documentation in the event of a non-medical absence. These documents will be retained in the student's file, and will be held in confidence in accordance with the University's Official Student Record Information Privacy Policy.

6. Grades: Where possible assignment objectives and rubrics will be posted on OWL. Should you have a concern regarding the grade you received for an assignment or feel that it is unfair in any way, you must wait 24 hours from the receipt of the assignment to approach the instructor or TA. In doing so, please make an appointment and 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 my attention immediately.

Generally, students can expect some form of feedback on their performance in a course before the drop date.

- November 9th, 2019 (for first term half-courses)
- November 27th, 2019 (for full-year courses)
- March 4th, 2020 (for second term half-or full year courses)

A+	90-100	<i>One could scarcely expect better from a student at this level</i>
A	80-89	<i>Superior work that is clearly above average</i>
B	70-79	<i>Good work, meeting all requirements and eminently</i>
C	60-69	<i>Competent work, meeting requirements</i>
D	50-59	<i>Fair work, minimally acceptable.</i>
F	below 50	<i>Fail</i>

Rounding of Grades (for example, bumping a 79 to 80%):

This is a practice some students request. **This practice will not occur here.** The edges of this course are clear and sharp. The mark attained is the mark you achieved and the mark assigned; there is no rounding to the next grade level, or 'giving away' of marks. Please don't ask me to do this for you; the response will be "please review the course outline where this is presented".

7. Classroom Behaviour: Class will begin promptly at the time specified at the top of page one of this syllabus. In the event that you must arrive late, please enter the classroom with a minimal disturbance to the class. Please keep all electronic devices on silent and avoid distracting classmates.

8. 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 <https://www.uwo.ca/univsec/pdf/board/code.pdf>

9. Academic Consideration for Missed Work

Students who are seeking academic consideration for missed work during the semester may submit a self-reported absence form online provided that the absence is 48 hours or less and the other conditions specified in the Senate policy at https://www.uwo.ca/univsec/pdf/academic_policies/appeals/Academic_Consideration_for_absences.pdf are met.

Students whose absences are expected to last longer than 48 hours, or where the other conditions detailed in the policy are not met (e.g., work is worth more than 30% of the final grade, the student has already used 2 self-reported absences, the absence is during the final exam period), may receive academic consideration by submitting a Student Medical Certificate (for illness) or other appropriate documentation (for compassionate grounds). The Student Medical Certificate is available online at https://www.uwo.ca/univsec/pdf/academic_policies/appeals/medicalform.pdf.

All students pursuing academic consideration, regardless of type, must contact their instructors no less than 24 hours following the end of the period of absence to clarify how they will be expected to fulfill the academic responsibilities missed during their absence. **Students are reminded that they should consider carefully the implications of postponing tests or midterm exams or delaying submission of work, and are encouraged to make appropriate decisions based on their specific circumstances.**

Students who have conditions for which academic accommodation is appropriate, such as disabilities or ongoing or chronic health conditions, should work with Accessible Education Services to determine appropriate forms of accommodation.