

Introduction to Sport Management

Course Number:

SPM 2000

Day/Time:

Online

Location:

[E-Learning](#)

Semester:

Flex Learning (16 weeks)

Instructor:

Dr. Cyntrice Thomas

Email Address:

cthomas10@ufl.edu

Phone Number:

352-294-1669

Office: FLG312**Office Hours:**

Wednesdays 10am – noon;

Thursdays 10am – noon;

By appointment

Course Description

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 (e.g., youth, recreation, amateur and professional), the various sport industry segments, international sport, and current ethical and social issues in sport.

Objectives

The objectives for the course include:

- Demonstrating a strong knowledge foundation of the sport industry through various assignments on which to build through upper level UF sport management courses.
- Identifying and explaining all segments of the sport industry, both in the US and internationally.
- Applying management, marketing, financial, sociological, and legal principles to the management of sport facilities, events, and organizations.
- Discussing the current status and various challenges to sport at the recreational, youth, interscholastic, intercollegiate, and professional levels.
- Explaining key components of the expanding field of sport event management.

Course Materials

Masteralexis, L.P., Barr, C.A., & Hums, M.A. (2015). Principles and Practice of Sport Management (6th ed.). Jones & Bartlett Learning: Sudbury, MA.
ISBN: 978-1-284-03417-2

Any additional readings will be provided by the instructor via the Canvas course site.
Video lectures will be accessible through Canvas.

Course Communication

All communication for the course will be disseminated either through Canvas Course messaging, Canvas Announcements or through your University of Florida email address. Please make sure you are professional and that use your school email address and include the following information when emailing me:

Name

Course

Respectful salutation (greeting: ex. Hello, Dear) **and valediction** (closing: Sincerely, Best)

I will only send emails to your university email address so you should be checking that regularly.

Please allow for 24 hours for a response on weekdays and 48 hours for a response on weekends.

Course Policies

This course is primarily done in a combination of a lecture format and engagement exercises that examine current and relevant issues in sports. Opinions held by other students should be respected. Students are expected to watch the videos and complete readings and assignments for each module. All assignments, discussions and quizzes must be completed by the date your enrollment in the course ends.

Please be aware the online learning platform varies from the traditional classroom experience and can sometimes present unique challenges. Unlike traditional classroom settings, the online setting is available 24 hours a day and gives you the opportunity to tailor class time to your schedule.

Flexible Learning Policies

Course Deadlines

Course Cancel

Course cancellations must be completed in ONE.UF within 10 days of enrollment. No refunds are granted after 10 days. It is the student's responsibility to verify that all

cancellation requests have been received by the Flexible Learning office within the allotted time.

To cancel a course, sign on to ONE.UF select “Register/View Schedule” in the Courses & Registration section. Then select the course(s) you wish to cancel and submit.

To drop a course, you will need to complete your request in ONE.UF within 14 weeks of the date of enrollment. It is the student's responsibility to verify that all drop requests have been received by the Flexible Learning office within the allotted time. The course grade will appear as "W" on a UF transcript.

Course Drop

To drop a course, sign on to ONE.UF select “Register/View Schedule” in the Courses & Registration section. Then select the course(s) you wish to drop, include reason and submit.

*UF Undergraduate Students Only-Once you have done this, you must notify your Academic Advisor that you have submitted a drop request

Students with disabilities who need to drop a course due to disability-related reasons are permitted to petition for additional drops. Find more information by contacting the [Disability Resource Center](#).

[University Honesty Policy](#)

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 [Student Honor Code and Student Conduct 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 appropriate personnel. If you have any questions or concerns, please consult with the instructor or TAs for this course.

[Course Grading and Requirements](#)

The final grade for this course is based on several categories, each weighted differently, and listed below. All deadlines can be found on the Course Schedule and within each assignment on Canvas. I do caution students against relying on the Canvas calendar.

Canvas Discussions

In the module discussions, students will be divided in groups. You will make posts and respond to the posts of the students within your group. Each student is required to

make at least four posts for each discussion. After your initial post, the remaining discussion posts should be in response to other students' initial discussion posts. Those responses should be substantive and provide additional analysis and/or raise additional questions. Each initial post should be at least 175-250 words. Responsive posts should be between 75-150 words.

Quizzes

In lieu of a midterm and final exam, timed quizzes will be given for each Module based on the assigned readings and lectures. The quizzes consist of 10 questions (except for M8: Quiz), and students will have 20 minutes to take the quiz. You will only have one opportunity to complete each quiz so make sure that your internet connection is stable and dependable.

Quizzes are administered through Honorlock. However, students can use their notes and textbook on the quizzes. I highly recommend that you take your own notes because technical problems accessing an electronic version of the textbook during a quiz will not constitute valid reason for not completing the quiz. Your lowest quiz grade is dropped and will not be included in your final grade.

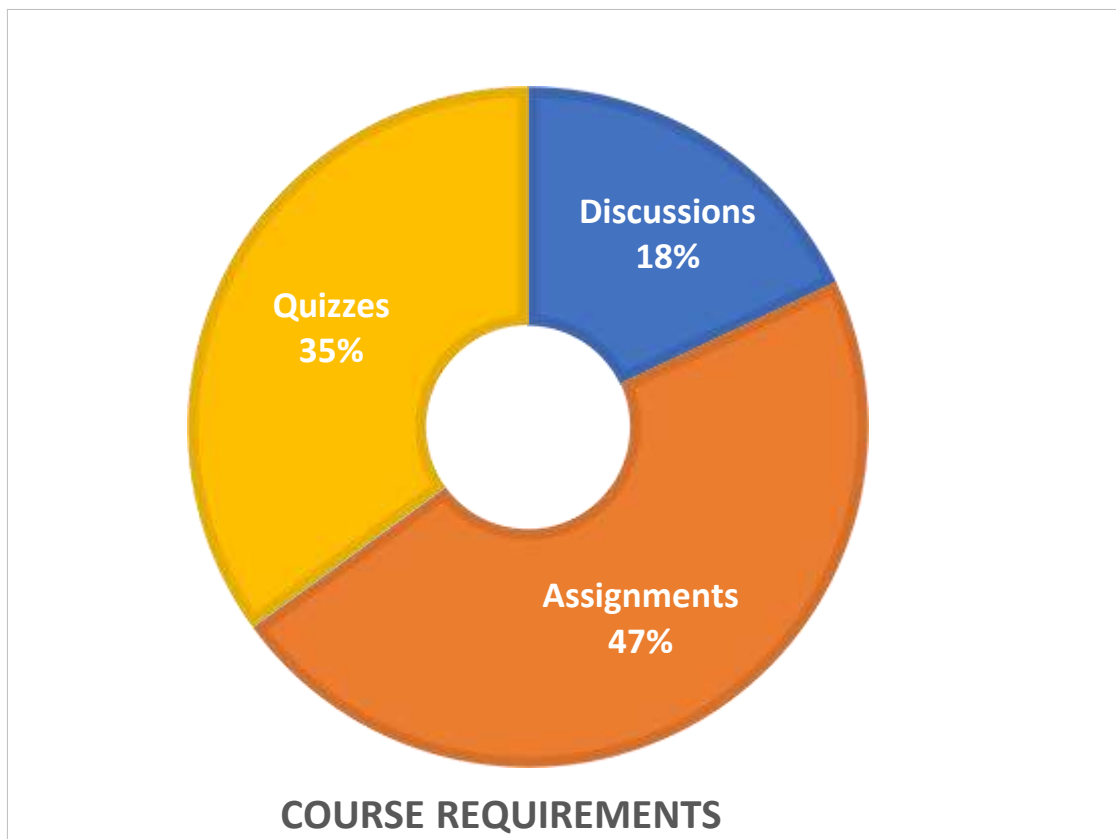
Assignments

Students will be required to complete four major assignments (each worth 100 points) throughout this course. Each assignment will expose students to the different areas of the sport industry and sport management and require students to conduct research. Instructions for all assignments can be found in the Files on Canvas and in their respective modules with their due dates. Please take some time to review the instructions for the assignments.

All written assignments are submitted through Turnitin via Canvas, unless otherwise instructed. Students are to work alone on all assignments. There is no group work in this course. Plagiarism and other forms of cheating are violations of the Student Honor Code. If a student has plagiarized, they can be given a zero for the assignment and an Honor Code Incident Report will be filed with the Dean of Students Office. Please be sure to properly cite all sources directly quoted and paraphrased in each assignment using the APA style. Proper citation includes having parenthetical citations as well as a reference list. A link to APA Guidelines is included in all assignment instructions. Also, citation style guides can be found on the library's website. If you are unsure about how or whether to cite something, please ask the instructor or TA for guidance. Do not rely on automatic citation engines.

Assignment	Total Points
Discussions (6) x 25pts each	150
Quizzes (6) x 50pts each	300
Assignments (4) x 100 pts each	400

Total	850
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Course Grading Scale and Standards

Percent	Points	Grade	Grade Points
93.0-100	1023 – 1100	A	4.0
90.0-92.9	990 – 1022.9	A-	3.67
87.0-89.9	957 – 989.9	B+	3.33
83.0-86.9	913 – 956.9	B	3.0
80.0-82.9	880 – 912.9	B-	2.67
75.0-79.9	825 – 879.9	C+	2.33
70.0-74.9	770 – 824.9	C	2.0
67.0-69.9	737 – 768.9	C-	1.67
63.0-66.9	693 – 735.9	D+	1.33
60.0-62.9	660 – 692.9	D	1.0
55.0-59.9	605 – 658.9	D-	.67
0-54.9	0 – 604.9	E	0

See current UF Grading Policies for further details: [Grades and Grading Policies](#)

**** Grades are dependent on the student's performance measured by assignments, discussion boards, and quizzes. Final grades are based on the accumulation of points the student earns throughout the semester. Total points are converted to letter grades using the grading scale above. Rounding up is completely under the discretion of the instructor. DO NOT ASK. The grading scale is strictly enforced and unchangeable. The instructor will NOT change grades at the end of the semester because the student is unhappy with their academic performance. Asking the instructor for extra credit or special exceptions to these grading policies will be interpreted as an Honor Code violation (i.e., asking for preferential treatment) and will be handled accordingly.***

*****If you want to challenge a grade of an assignment, please come to the professor with evidence from the textbook or case materials to justify your grade change request. You must do so within three days after the grade has been posted. Do not take screenshots of quizzes. The instructor already has access to them.***

Tips for Success

- Schedule "class times" for yourself. It is important to do the coursework on time each week. Since this course is 100% online, you will not receive reminders for assignments.
- **Read ALL of the material contained on the CANVAS site and the syllabus.** There is a lot of helpful information that can save you time and help you meet the objectives of the course.
- Ask for help or clarification of the material if you need it.
- To be extra safe, back up your work to an external hard drive, thumb drive, or through a cloud service.

Accommodations for Students with Disabilities

Students with disabilities requesting accommodations should first register with the [Disability Resource Center](#) (352-392-8565) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodations. Students with disabilities should follow this procedure as early as possible in the semester to ensure full access to all accommodations.

Copyright Statement

The materials used in this course are copyrighted. The content presented is the property of UF and may not be duplicated in any format without permission from the College of Health and Human Performance and UF, and may not be used for any commercial purposes. Content includes but is not limited to syllabi, quizzes, exams, lab problems, in-class materials, review sheets, and additional problem sets. Because these materials are copyrighted, you do not have the right to copy the handouts, unless permission is expressly granted. Students violating this policy may be subject to disciplinary action under the UF Conduct Code.

Course Evaluations

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via [GatorEvals](#). Students will be notified when the evaluation period opens and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via <https://ufl.bluer.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>.

U Matter, We Care

Your well-being is important to the University of Florida. The U Matter, We Care initiative is committed to creating a culture of care on our campus by encouraging members of our community to look out for 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 [U Matter, We Care](#) so that the U Matter, We Care Team can reach out to the student in distress. A nighttime and weekend crisis counselor is available by phone at 352-392-1575. 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.

Campus Resources

Health and Wellness

- [U Matter, We Care](#): If you or someone you know is in distress, please contact umatter@ufl.edu, 352-392-1575, or visit the link to refer or report a concern and a team member will reach out to the student in distress.
- [Counseling and Wellness Center](#): Visit or call 352-392-1575 for information on crisis services as well as non-crisis services.
- [Student Health Care Center](#): Visit or call 352-392-1161 for 24/7 information to help you find the care you need
- [University Police Department](#): Visit call 352-392-1111 (or 9-1-1 for emergencies).
- [UF Health Shands Emergency Room / Trauma Center](#): For immediate medical care call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608

Academic Resources

- [E-learning technical support](#): Contact the UF Computing Help Desk at 352-392-4357 or via e-mail at helpdesk@ufl.edu.
- [Career Connections Center](#): Reitz Union Suite 1300, 352-392-1601. Career assistance and counseling services
- [Library Support](#): Ask for various ways to receive assistance with respect to using the libraries or finding resources.
- [Teaching Center](#): For general study skills and tutoring
- [Writing Studio](#): 2215 Turlington Hall, 352-846-1138. Help with brainstorming, formatting, and writing papers
- [Student Complaints \(On-Campus\)](#)
OR
[Students Complaints \(Online\)](#)

Full Term Withdrawals:

All full-term withdrawals must follow University of Florida policies/ procedures. An approved withdrawal form must be submitted to the [Dean of Student's Office](#) for review and final approval.

- **Medical Withdrawals:** [Medical Withdrawal Process](#)
- **Retroactive Withdrawals:** [Retroactive Withdrawal Process](#)

UF Transcripts:

1. If you are unable to order your official transcript online, please contact the [UF Office of the University Registrar](#). In addition, more information on mailing in a transcript request form by remitting a check or money order.
2. The Registrar's Office hours are Monday-Friday, 8:00 a.m. to 5:00 p.m. and their phone number is 352-392-1374. Persons with hearing impairments can call FRS # 1-

800-955-8771 (TDD).

UF Flexible Learning Contact Information:

Email: learn@dce.ufl.edu
Phone: (352) 294-6300
Website: [UF Flexible Learning](#)

Office Hours:

Monday-Friday, except Holidays
8:00am-5:00pm EST