

SPM 2000 – INTRODUCTION TO SPORT MANAGEMENT
UF Flex Learning
Department of Tourism, Recreation and Sport Management

Course Information

Section: Flex
Credits: 3
Dates: 16 Weeks
Location: Web Based (elearning.ufl.edu)

Contact Information

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Office Hours: By appointment

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 (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, students 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 management, 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, and professional 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. (2015). *Principles and Practice of Sport Management (5th ed.)*. Jones & Bartlett Learning: Sudbury, MA.
2. All other course materials will be 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 classroom settings, the online setting is available 24 hours a day and gives you the opportunity to tailor class time to your schedule.

If personal circumstances arise that may interfere with your ability to complete a quiz or discussion board, please let me know as soon as possible. Only university accepted excuses will be accepted and documentation must be provided. Requirements for make-up work are consistent with university policies: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>.

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu>. Evaluations will be open the last few weeks of the semester. Summary results of assessments are available at <https://evaluations.ufl.edu/results/>.

Students requesting classroom accommodation must first register with the Dean of Students Office (www.dso.ufl.edu/). The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation.

Your well-being is important to the University of Florida.

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 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.

Academic Integrity

Any individual who becomes aware of an honor code violation is committed to take corrective action. The quality of a University of Florida education is dependent upon the community acceptance and enforcement of the Honor Code. Please refer to the University of Florida Honor Code for a complete explanation of the UF Academic Honesty policy.

Honor Code Policy: "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity."

Grade Appeal Policy

You have up to five (5) days after the grading of a discussion board or quiz to contact me with any issues or concerns, or submit to me your university accepted excuse, after which the grade is final. If you want to contend a quiz question, please make sure you provide detailed evidence (e.g., from the book or lectures) to support your dispute.

Communication

I can best be reached via my work email (tbopp@ufl.edu). Please be sure to include the course prefix and number, as well as to word emails professionally. If the answer to your question is on Canvas or the course syllabus, please know I will simply direct you there so please check these sources first.

PERFORMANCE EVALUATIONS

Discussion Boards

Students will take part in eight (8) discussion boards, one per module, via the Canvas course site.

- Students will begin each discussion board by posting an opening statement, addressing all questions in the discussion board guidelines
- At least 2 responses and/or comments to your peers' postings must be made
 - Responses can be reactions to your peers as well as provide new questions and/or ideas for them to ponder and/or address.
 - Please be mindful of your discussion partners' time and respond to each posting.
- Discussion Boards are worth 10 points:
 - 6 points *maximum* available for opening statement
 - 2 points *maximum* for each of the responses
- Points will be given on thoughtful and articulate position statements, and critical evaluation of and response to your classmate's postings.
- Comments can be made by voice (through a microphone), webcam, or text.
- While personal opinion will be the focus of these assignments, the topics should be supported by examples from the sport world that can justify your statements.

Module Quizzes

There will be eight (8) quizzes throughout the semester, one per module. Module Quizzes will consist of 20 questions and you will have 45 minutes to complete them. Quizzes will be available to you via Canvas at any time; 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.

Please keep in mind we are not responsible for computer or connection errors, so please make sure you use a reliable computer with a secure connection. Should you have a computer complication, be sure to contact Learning Support Services and email me immediately detailing the issue and with your Learning Support Services Request Number.

GRADING

Grade Values

<i>Letter Grade</i>		<i>Total Points</i>		<i>Grade Points</i>
A	=	220 - 240	=	4.00
A-	=	216 - 219	=	3.67
B+	=	211 - 215	=	3.33
B	=	196 - 210	=	3.00
B-	=	192 - 195	=	2.67
C+	=	187 - 191	=	2.33
C	=	172 - 186	=	2.00
C-	=	168 - 171	=	1.67
D+	=	163 - 167	=	1.33
D	=	144 - 162	=	1.00
D-	=	139 - 143	=	0.67
E	=	< 138	=	0.00

*For more on grading please visit:

<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

Grading Scale (No Rounding)

Discussions	8 x 10 points each	80 points
Quizzes	8 x 20 points each	160 points
Total		240 points

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.

UF Flexible Learning Contact Information

Email: learn@dce.ufl.edu

Phone: (352) 392-1711

Toll free: (800) 327-4218

Fax: (352) 392-6950

Website: <http://flexible.dce.ufl.edu/>

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.