

# SPM 2000

## Introduction to Sport Management

**Course Number:**

SPM 2000

**Day/Time:**

Asynchronous

**Location:**

Online

**Semester:**

Flex Learning  
(16 Weeks)

**Instructor's Name:**

Dr. Jessica Francis

**Email Address:**

[jessica.francis@ufl.edu](mailto:jessica.francis@ufl.edu)

**Phone Number:**

352-294-1660

**Office:** FLG 306**Office Hours:**

Fridays 10:00 AM –  
12:00 PM, by  
appointment only.

Use this link to  
schedule:

[https://calendly.com  
/drjfrancis/30min](https://calendly.com/drjfrancis/30min)

### 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. & Hums, M.A. (2018). Principles and Practice of Sport Management (6th ed.). Jones & Bartlett Learning: Sudbury, MA.

ISBN: 9781284142136

*Any additional readings will be provided by the instructor via the Canvas course site.*

## 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 48 hours for a response on weekdays not including 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 attend class and complete in class and homework assignments for each module. Students are informed of the due dates for assignments well in advance through this syllabus and Canvas. **Therefore, extensions will not be given for case studies, quizzes, or the group project and no late work will be accepted.** Exceptions are excused absences consistent with the [university policies](#) and at the discretion of the instructor with appropriate documentation. It is the student's responsibility to arrange to make up assignments, if allowed.

***Additionally, because technical problems can arise at any time, I strongly advised that you do not wait until the last minute to turn in assignments, complete discussions, engagement activities, or quizzes. I am not sympathetic to issues that arise due to procrastination.***

## 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.

### **Disability Accommodations:**

The Disability Resource Center in the Dean of Students Office provides students and faculty with information and support regarding accommodations for students with disabilities. Staff at the Disability Resource Center will assist any student who registers as having a disability. Official documentation of a disability is required to determine eligibility for appropriate accommodations. The professional employees at the Disability Resource Center serve as full-time advocates for students with disabilities ensuring students have physical and programmatic access to all college programs. One of the services provided by the Disability Resource Center includes:

- Testing Accommodations

Please click on this link for further information:

[dso.ufl.edu/drc/students/accommodations/testing-accommodations](https://dso.ufl.edu/drc/students/accommodations/testing-accommodations)

Here is the link to register with the DRC: [dso.ufl.edu/drc](https://dso.ufl.edu/drc)

The Flexible Learning Office needs to be notified of any special accommodations required by the student when they begin their course by emailing the Accommodations Letter to [learn@dce.ufl.edu](mailto:learn@dce.ufl.edu)

**Extension Policy:**

Students are allowed 16 weeks from their date of enrollment to complete and submit their coursework.

If the student has made sufficient academic progress, which is defined as completing and submitting at least 50% of the coursework and has an extenuating circumstance, the student may petition the Flexible Learning Office for a course extension before the course expires. Please email [learn@dce.ufl.edu](mailto:learn@dce.ufl.edu) with your extension request.

If the student has not submitted at least 50% of their coursework, or the extension is denied, a failing grade of “E”, “E0” or “E1” will be issued and recorded to the UF Registrar.

[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 for this course.

[Disability Resource Center](#)

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 access needs, as early as possible in the semester. The Disability Resource Center contact information is as follows: 352-392-8565, [www.dso.ufl.edu/drc/](https://www.dso.ufl.edu/drc/)

[Course Structure](#)

The course is divided in 2-week modules. Please note that the lecture videos feature Dr. Cyntrice Thomas who previously taught this course. However, she is not the instructor of the course. Dr. Jessica Francis is the instructor.

### Course Grading and Requirements

*The final grade for this course is based on several categories, each counted differently and listed below. All deadlines can be found on the Course Schedule and within each assignment on Canvas.*

#### **Attendance**

Attendance will be taken during each class session. Participation is important. Students will need to engage with the topics and as such, participation and attendance points are awarded for contributing to class through discussion, group project, and case studies. Students are responsible for keeping up with the readings. All students are expected to engage actively in-class discussions and group activities, pay attention to lectures, and contribute positively to the overall class environment. Students who persist in displaying lethargic, disrespectful, or disruptive behavior may be asked to leave class, given an unexcused absence for the day, and risk losing points on the in-class activity for that day.

Regular attendance is required. Attendance will usually be taken at the beginning of class and students entering the classroom afterward will be counted as tardy. A student who comes in late is responsible for notifying the instructor after class on the same day that they did, in fact, attend class. Failure to do so will result in the student being counted as absent. **Being tardy three times without an excused absence will result in one unexcused absence.** In accordance with university policy, excused absences include documented illness, deaths in the immediate family and other documented crises, call to active military duty or jury duty, religious holy days, and official University activities. These absences will be accommodated in a way that does not arbitrarily penalize students who have a valid excuse. Consideration will also be given to students whose dependent children experience serious illness. It is the student's responsibility to provide documentation to excuse an absence. If such documentation is not provided **within one week after returning to class**, then the absence will not be excused. It is also the student's responsibility to initiate communication with the instructor about make-up work **within one week after returning to class**. The professor may designate a make-up assignment that is different from the original. Students may not make up in-class assignments for unexcused absences. **Unexcused absences will also have a direct impact on each student's final grade:** Three or more unexcused absences will result in a failing grade (F) for the entire course.

#### **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. Textbook during a quiz will not constitute valid reason for not completing the quiz.

### **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.

### **Journals**

Students will be required to submit six journals throughout the course. These journals are designed to get you to think critically about a certain topic. Each journal is worth 25 points.

***All written assignments are submitted through Turnitin via Canvas, unless otherwise instructed. Plagiarism and 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 for guidance.***

<b>Assignment</b>	<b>Total Points</b>
Assignments (4 total, 100 points each)	400
Quizzes (7 total, 50 points each)	350
Journals (6 total, 25 points each)	150
<b>Total</b>	<b>900</b>

### Course Grading Scale and Standards

Points (out of 900)	Grade
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846-900	A
810-845	A-
783-809	B+
756-782	B
720-755	B-
693-719	C+
666-692	C
630-665	C-
603-629	D+
576-602	D
549-575	D-
0-548	E

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

**\* Grades will be posted in the CANVAS gradebook. 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 below.**

**Rounding up is completely under the discretion of the instructor. DO NOT ASK. The grading scale is strictly enforced and unchangeable. The professor 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.
- Read ALL 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.
- Do not wait to ask questions! Waiting to ask a question might cause you to miss a due date.
- Do your work well before the due dates. Sometimes things happen. If your computer goes down when you are trying to submit an assignment, you will need time to troubleshoot the problem.
- To be extra safe, back up your work to an external hard drive, thumb drive, or

through a cloud service.

### Inclusion, Diversity, Equity, and Accessibility (IDEA) Resources

It is my intent that students from all diverse backgrounds and perspectives be equitably served by this course, that students' learning needs be addressed, and that the diversity that students bring to this class are viewed as inclusive as a resource, strength, and benefit. It is my intent to present materials and activities that are respectful of diversity: gender identity, sexuality, disability, age, socioeconomic status, ethnicity, race, nationality, religion, and culture. Your suggestions are encouraged and appreciated. Please let me know ways to improve the effectiveness of the course for you personally, for other students, or student groups.

### 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.

### 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.bluera.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.ua.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](mailto:umatter@ufl.edu), 352-392-1575, or visit [umatter.ufl.edu/](http://umatter.ufl.edu/) to refer or report a concern and a team member will reach out to the student in distress.
- Counseling and Wellness Center: Visit [counseling.ufl.edu/](http://counseling.ufl.edu/) or call 352-392-1575 for information on crisis services as well as non-crisis services.
- Student Health Care Center: Call 352-392-1161 for 24/7 information to help you find the care you need or visit [shcc.ufl.edu/](http://shcc.ufl.edu/).
- University Police Department: Visit [police.ufl.edu/](http://police.ufl.edu/) or 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; [ufhealth.org/emergency-room-trauma-center](http://ufhealth.org/emergency-room-trauma-center).

### Academic Resources

- E-learning technical support: Contact the UF Computing Help Desk at 352-392-4357 or via e-mail at [helpdesk@ufl.edu](mailto:helpdesk@ufl.edu).
- Career Connections Center: Reitz Union Suite 1300, 352-392-1601. Career assistance and counseling services [career.ufl.edu/](http://career.ufl.edu/)
- Library Support: [cms.uflib.ufl.edu/](http://cms.uflib.ufl.edu/) ask various ways to receive assistance with respect to using the libraries or finding resources.
- Teaching Center: Broward Hall, 352-392-2010 or to make an appointment 352-392-6420.
- General study skills and tutoring: [teachingcenter.ufl.edu/](http://teachingcenter.ufl.edu/)
- Writing Studio: 2215 Turlington Hall, 352-846-1138. Help brainstorming, formatting, and writing papers: [writing.ufl.edu/writing-studio/](http://writing.ufl.edu/writing-studio/)
- Student Complaints (On-Campus): [sccr.dso.ufl.edu/policies/student-honor-codestudent-conduct-code/](http://sccr.dso.ufl.edu/policies/student-honor-codestudent-conduct-code/)

**OR**

Students Complaints (Online): [distance.ufl.edu/student-complaint-process/](http://distance.ufl.edu/student-complaint-process/)

### UF Flexible Learning Contact Information:

Email: [learn@dce.ufl.edu](mailto:learn@dce.ufl.edu)

Phone: (352) 294-6300

Website: UF Flexible Learning

### Office Hours:

Monday-Friday, except Holidays

8:00am-5:00pm EST

\*Syllabus subject to change.

Instructional materials for this course consist of only those materials specifically reviewed, selected, and assigned by the instructor(s). The instructor(s) is only responsible for these instructional materials.