

# Introduction to Sport Management

**Course Number:**

SPM 2000

**Day/Time:**

Online

**Location:**

[E-Learning](#)

**Semester:**

Spring 2024

**Instructor:**

Dr. Cyntrice Thomas

**Office:** FLG312

**Office Hours:**

Wednesdays 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

(Purchased through UF All Access)

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. Students are informed of the due dates for discussions, quizzes, and assignments well in advance through this syllabus and Canvas. **Therefore, extensions will not be given for discussions, engagement activities or quizzes. Late submissions will only be accepted for assignments worth 100 points up to 24 hours after the due date and will receive partial credit. After that time, assignments will be locked. Make-up quizzes are not offered.** 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.

Module activities and assignments are available for the full two weeks of the module, so due dates should be considered submission deadlines. Assignments, quizzes, discussions, etc., can be completed and submitted anytime during the two weeks. You are not required and should not wait until the due date to complete assignments.

***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.***

### 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.*

### **Syllabus Quiz**

In the interest of confirming that everyone is aware of the course policies, assignments, and requirements, students will be required to take a quiz about the syllabus to ensure that you have read and understand all grading policies for the course. Students must complete this quiz in Module 0 to move on to other modules in the course.

### **Discussions and Perusall, and YellowDig**

Because this is an online course, we cannot engage in traditional classroom discussions. Instead, we will have several types of engagement activities: traditional discussion boards, Perusall activities, and YellowDig.

### *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. **An initial discussion post in response to the discussion question must be made by the first Sunday of each module (exact dates are given in each discussion prompt. Do not rely on the Canvas calendar because it will not include the date for 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.

### *Perusall*

**Students must purchase the textbook through UF All Access to obtain the access code for Perusall.** All chapter readings will be done through Perusall. **However, only Perusall Activities will count towards your grade.** Perusall activities will be based on the assigned readings and require students to comment and reflect on the module readings and discussion prompts. Students should refer to Perusall to see how many posts are required for Perusall activities. Your grade will be based on the quantity and quality of your comments for those particular assignments.

### *Yellowdig*

Finally, Yellowdig is an online classroom community where students can make posts about current events, news and issues in sports and articles or videos that are relevant to sport management and our course. It will also be used as an ongoing discussion platform for students to reflect on different careers in the sport industry as we cover the different areas of sport management throughout the course. Students are required to participate in Yellowdig during at least five modules. There will be discussion boards for each week where students can share the different positions and careers that may be of interest to them in that particular module. Students must make posts during at least five modules and respond to students within each module they choose to participate. You must participate and accumulate at least 5,000 points to receive full credit for this activity. **Your grade will be based on the number of points you earn each week. You cannot wait until the last minute to earn all of your points and complete YellowDig discussions.** Students are required to participate throughout the semester. Please refer to the YellowDig instructions on Canvas and the YellowDig platform for further explanation.

The culmination of your Yellowdig Activity will be the Yellowdig Reflection Assignment. Instructions for that assignment can also be found on Canvas.

### **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 through Perusall on the quizzes. I highly recommended that you take your own notes because technical problems accessing 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.

#### **\*Virtual Exchange Project**

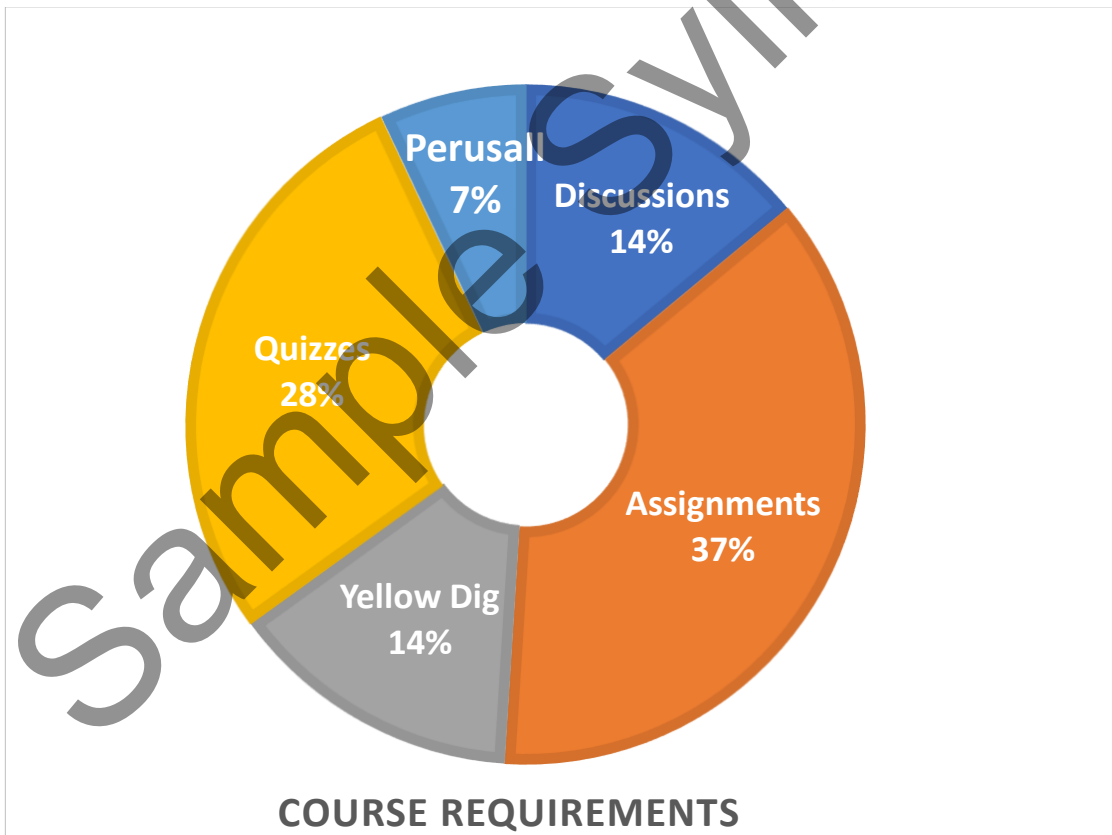
As an optional (alternative) project students will have the opportunity to participate in a global engagement project through virtual exchange. Please refer to the Canvas Announcements for more information and detail.

***All written assignments are submitted through Turnitin via Canvas, unless otherwise instructed. Students are to work alone on all assignments and are forbidden from using GPT Chat, other forms of AI and other aids to complete 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 or cheated, 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
Syllabus Quiz	0
Perusall Graded Activities (3) x 25pts each	75
Discussions (6) x 25pts each	150
Quizzes (6) x 50pts each	300
Assignments (4) x 100 pts each	400
YellowDig Reflection 100 pts	100
YellowDig Ongoing Discussion 75pts	75
<b>Total</b>	<b>1100</b>



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.
- Read and check the Announcements. There is usually helpful information there and since we do not meet, this is where you can find course updates and tips.

- 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 shuts 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.

### The “Stuff Happens” Clause

“The best laid plans of mice and men oft go astray”. While you may have intentions to complete coursework before the deadline, stuff happens, and I understand that. Rather than force you to come up with an excuse and expect me to ignore my course policies, you will get one opportunity for an automatic 3-day extension for one assignment worth 100 points, no questions asked. To take advantage of this, you **must** email me **BEFORE** the assignment is due and just let me know that you want to invoke the “Stuff Happens” Clause. You don’t need to give me an explanation or reason. It isn’t necessary. This is a one-time deal. Once you invoke the clause, you cannot invoke it again. Also, this does not apply to excused absences (you don’t need to use the clause if you have an excused absence w/documentation).

### 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.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](mailto: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](mailto: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 \(Online\)](#)

## Course Schedule

<b>Date</b>	<b>Readings</b>	<b>Assignments</b>
Module 0 & Module 1 January 8 – Jan. 21	Chapter 1	Module 0 Discussion Due 1/21 Perusall Activity Due 1/21 Syllabus Quiz Due 1/21
Module 2 Jan. 22 – February 4	Chapters 2 - 4	Module 2 Discussion Due 2/4 Module 2 Quiz Due 2/4 Organizational Analysis Due 2/4
Module 3 February 5 – February 18	Chapters 5 & 6	Module 3 Discussion Due 2/18 Module 3 Quiz Due 2/18 Ethical Dilemma Case Study Due 2/18
Module 4 February 19 – March 3	Chapters 7 - 9	Module 4 Quiz Due 3/3 Deep Dive Due 3/3
Module 5 March 4 – March 17	Chapters 10 & 11	Module 5 Discussion Due 3/17 Module 5 Quiz Due 3/17 Perusall Activity Due 3/17
Module 6 March 18 – March 31	Chapters 12 - 14	Module 6 Quiz Due 3/31 Facility/Event Analysis Due 3/31
Module 7 April 1 – April 14	Chapters 15 - 17	Module 7 Discussion Due 4/14 Module 7 Quiz Due 4/14 Perusall Activity Due 4/14
Module 8 April 15 – April 24	Chapter 20	YellowDig Discussion Ends 4/21 Module 8 Discussion Due 4/24 Module 8 Quiz Due 4/24 YellowDig Reflection Due 4/24

Sample Syllabus