

# Sport Management

## Course Details

**Course Designator & Number: SDNY 3033**

**Number of Credits: 3**

**Language of Instruction: English**

**Contact Hours: 45**

## Course Description

This course provides undergraduate students with the critical understanding of the theories, concepts, knowledge and skills for managers in commercialized and community based sports the Australian context. The course considers the ranges of challenges facing the 21st-Century sports manager including a complex sociocultural environment, competitive business markets, managing a range of key stakeholders, the future of sports management and strategic planning to meet future sporting organizations objectives. The course also evaluates how public policy, sport governance and legislative requirements impacts on the management of sporting organizations. Finally, the course examines the wider social utility of sport in Australia, such as its role in community and the forming of national identity, as an opportunity for social improvement and general community well-being.

## Course Objectives

On completion of this course, students will be able to:

1. Apply key theories and concepts of sports management in Australia in the 21st Century, including the business of sport, commercial and sustainability imperatives, socio-cultural environments, current trends in sport management and the impact on Australian culture formation.
2. Recognize and evaluate contemporary sports management issues and apply management models and techniques to develop relevant and innovative solutions.
3. Demonstrate an understanding of current managerial and commercial imperatives in the running of sport as a business, applying critical and analytical thinking to real world scenarios.

4. Gain an appreciation of the role of sport in the development of the Australian culture and identity, as well as consideration of current cultural issues to be considered in Australian sports management

## Methodology

This course follows a weekly face-to-face seminar based structure in class. During the seminar, lecture material will be delivered with case studies used in written and video format as a point of group class discussion. This will highlight major concepts and theories to be applied to current real world situations. Guest speakers with practical specialized knowledge will attend the seminar to deliver presentations. Field trips will allow students to experience Australian sporting organizations in context, meet members of sports organizations to hear and ask first hand questions. The online platform CAPA Canvas will supplement learning with printed and video learning materials and resources. Canvas will be used to foster online interaction and discussion between students, staff and guest presenters.

## Required Reading / Materials

Shilbury, D and Kellett P (2010) Sport Management in Australia: An organizational overview, 4th Edition, Allen and Unwin.

### General Reading

Chappelet, J. & Bayle, E. 2005, Strategic and Performance Management of Olympic Sport Organisations, Human Kinetics, Champaign, Ill  
Hoye, R. & Cuskelly, G. 2007, Sport Governance, Elsevier, Amsterdam.  
Sotiriadou, P. and De Bosscher, V. 2013, Managing High Performance Sport, Routledge, London.  
Stewart, B., Nicholson, M., Smith, A., & Westerbeek, H. 2004, Australian Sport–Better by Design?: The Evolution of Australian Sport Policy. Routledge, London.

### Journals

- European Sport Management Quarterly
- International Journal of Sport Communication
- International Journal of Sport Management
- International Journal of Sports Finance
- International Journal of Sports Marketing and Sponsorship
- International Journal of Sports Management and Marketing
- International Journal for Olympic Studies
- International Review of Sport Sociology
- Journal of Sport Management
- Journal of Sport and Social Issues
- Sociology of Sport Journal

- Sport Management Review

# Grading

## Grading Rubric

Letter Grade	Score or Percentage	Description
A	93–100	Achievement that is outstanding relative to the level necessary to meet course requirements.
A-	90–92	Achievement that is significantly above the level necessary to meet course requirements.
B+	87–89	
B	83–86	
B-	80–82	Achievement that meets the course requirements in every respect.
C+	77–79	
C	73–76	
C-	70–72	Achievement that is worthy of credit even though it fails to fully meet the course requirements.
D+	67–69	
D	60–66	
F	0–59	Represents failure (or no credit) and signifies that the work was either (1) completed but at a level of achievement that is not worthy of credit or (2) was not completed and there was no agreement between the instructor and the student that the student would be awarded an I.

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## Summary of How Grades Are Weighted

Assignments	Percentage of Grade
Midterm case study report	25%
Group report and presentation	45%
Final exam	30%
Overall grade	100%

## Assessment Details

### Mid Term Case Study Report 25%

An individual based assessment will be completed during the middle of the term. This will require students to answer a case study completing a report, applying sports management theory and concepts covered in the first half of the course. This is an individual assessment, with the report 1,500 words long

### Group Report 45% (Presentation Is 15%; Text Is 30%)

In the final weeks of the course, a group report and presentation will be completed by students. In groups of 3, students will provide a Sports Management Report based on a particular management problem, applying theory, models and concepts to analyze and provide recommendations to sporting organizations. The report will be 2,500 words long following a pre-determined structure provided to the students, worth 25%. The students will deliver a group presentation of their analysis, findings and recommendations to the class for the duration of 15 minutes, worth 10%.

### Final Exam 30%

During the exam period, students will complete a final exam of 2 hours duration. The questions will be long essay answer and a case study based on the material covered in the second half of

the course. The questions will be based on the topics related to the field trips and guest speakers during the course.

## Course Content

### Unit 1

Sport in Australia

### Unit 2

The Origins and History of Australian Sport

### Unit 3

Community and Amateur Based Sport

### Unit 4

The Role and Influence of Government in Sport

### Unit 5

The Business of Sport: Using a Corporation Model to Deliver Sport

### Unit 6

Event Management

## **Unit 7**

**Major International Sporting Movements**

## **Unit 8**

**Pathways and Systems for Participation Progression**

## **Unit 9**

**Developing the Elite: Managing Elite Athletes and the Role of Institutes of Sport**

## **Unit 10**

**Current Trend in Sport Management**

## **Unit 11**

**Alternate Models of Sport Delivery**

## **Unit 9**

**The Future of Sports Management in Australia and Strategic Planning**



# Policies

## Attendance Policy

Students are expected to be on time and attend all classes while abroad. Many instructors assess both attendance and participation when assigning a final course grade. Attendance alone does not guarantee a positive participation grade; the student should be prepared for class and engage in class discussion. See the on-site syllabus for specific class requirements.

## University of Minnesota Policies & Procedures

Academic integrity is essential to a positive teaching and learning environment. All students enrolled in University courses are expected to complete coursework responsibilities with fairness and honesty. Failure to do so by seeking unfair advantage over others or misrepresenting someone else's work as your own can result in disciplinary action. The University Student Conduct Code defines scholastic dishonesty as follows:

### Scholastic Dishonesty

Scholastic dishonesty means plagiarizing; cheating on assignments or examinations; engaging in unauthorized collaboration on academic work; taking, acquiring, or using test materials without faculty permission; submitting false or incomplete records of academic achievement; acting alone or in cooperation with another to falsify records or to obtain dishonestly grades, honors, awards, or professional endorsement; altering forging, or misusing a University academic record; or fabricating or falsifying data, research procedures, or data analysis.

Within this course, a student responsible for scholastic dishonesty can be assigned a penalty up to and including an "F" or "N" for the course. If you have any questions regarding the expectations for a specific assignment or exam, ask.

### Student Conduct

The University of Minnesota has specific policies concerning student conduct. This information can be found [on the Learning Abroad Center website](#).