

Western University
Faculty of Health Sciences
School of Kinesiology

**KIN 4489A - International Sport Management
Fall 2019**

<p>Instructor: Prof. Alison Doherty Office: AHB 3R02C Email: adoherty@uwo.ca Phone: 519/661-2111 x88362 Office Hrs: by appointment</p> <p>TAs: Adam Purdy apurdy2@uwo.ca</p>	<p>Lectures: We 3:30pm - 5:30pm</p> <p>Room: Physics & Astronomy Bldg Rm 34</p>
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Calendar Course Description:

This course provides an international perspective on sport management through a variety of blended learning modes, including, but not limited to: classroom lectures, on-line learning experiences, case study analyses, field trips and reflection activities, collaboration with professors and students from other countries, & guest speakers with experience in International Sport Management.

Prerequisite(s): 1.0 course from: [Kinesiology 2298A/B](#), [Kinesiology 3398F/G](#), [Kinesiology 3399F/G](#).

Extra Information: 3 lecture hours.

*You are responsible for ensuring that you have successfully completed all course pre-requisites, and that you have not taken an anti-requisite course. Unless you have either the requisites for this course or written special permission from your Dean to enroll in it, you may be removed from this course and it will be deleted from your record. This decision may not be appealed. You will receive no adjustment to your fees in the event that you are dropped from a course for failing to have the necessary prerequisites. **If you wish to enrol in this course without the stated pre-requisite(s), you must obtain written approval from the course instructor. The approval should then be forwarded to your academic counsellor.***

NOTES:

1. All course information including grades, assignment outlines, deadlines, etc. are available via OWL. Check the website regularly for course announcements.
2. The course will be offered in a blended format involving classroom lectures, on-line learning experiences, case study analysis, guest speakers, group discussion and presentation, and personal reflection activities.
3. The class is scheduled for 2 lecture hours per week and online participation for three weeks.

LEARNING OUTCOMES:

Upon completion of this course, you will be able to:

1. Explain the concept of globalization in the context of sport;
2. Distinguish the role and organization of sport in a local, national and international context;
3. Identify and discuss major globalization trends, such as corporate expansion, politics, and cultural showcasing, and their manifestation in and through sport;
- 4.

COURSE ASSESSMENTS:

1. Guest Speaker Reflections (3 X 5% for total 15%, due throughout the course)

You will complete a two-part reflection assignment for each of three guest speakers over the course of the semester. The purpose is to capitalize on the presentations of guest speakers by reflecting on your interests and questions in advance, and then key learnings from the presentation.

For each speaker, you will complete Section A of the Speaker Reflection form (*see in OWL Resources*) and submit online to OWL **Section A is due before the start of class.** You will complete Section B of the reflection form and submit online to OWL **Section B is due before the start of class the week after the presentation.**

2. Sport Across the Globe (20%, group presentation Oct. 9th or 16th)

In an assigned group of 5 students, you will complete and present the sport profile of a given region (or select country within that region) (assigned by the Instructor). The purpose of this assignment is to gain and share a deeper understanding of sport in a particular region, to facilitate discussion of unique and common sport issues within and across countries/regions, and to enhance appreciation of the organization, culture, politics and so on of sport in different regions.

With the others in your group, you are expected to address the topics listed below in a 25-minute MAX. presentation to your peers. You should use the corresponding region chapter in the course text PLUS additional information as necessary. Presentations should be engaging, informative, and complete, and must include participation by all group members. A group rep. should upload the presentation on OWL afterwards. Each group will receive feedback from class members and be evaluated by the Instructor.

Topics to cover:

Overview of the region/country(s) e.g., location, population/demographics, politics, key historical milestones, tourism (the context of sport)

Overview of the sport delivery model(s) in the region/country(s), including key sport policies (how sport is organized and governed)

Popular sports in the region/countr(y), at each level of participation (grassroots, school, competitive, professional, spectator)

Major sport achievements in the region/country(s), including famous sport moments, heroes/figures (what is celebrated)

Major sport events/festivals held in the region/country(s)

Any political events associated with sport in the region/country(s) (e.g., boycotts, terrorism)

Examples of sport sponsorship in the region/country(s)

Main distinguishing factors between countries within the region with regard to sport

3. Online Case Discussion (15%)

You will be assigned to a different group of students to engage in a three week discussion of an international sport case (released Oct. 9). The case materials and group discussion, as well as any interaction with the moderator, will happen completely online through OWL.

The case unfolds with new modules each week for three weeks. Each week you are expected to respond to all questions posed by the Instructor or moderator within the module and respond to questions and comments posted by other group members. This process is important to keep the discussion flowing.

You will be evaluated on the quality, quantity and timeliness of your posts to the online discussion in your group (*see evaluation rubric in OWL*). You are expected to keep up with the group discussion on a daily basis, and make regular and meaningful contributions to the group.

(12:01 am Thursdays) and will be concluded at the end of the 7-day period (11:59 pm Wednesdays). Only posts within a given week for a given module will be evaluated (i.e., late posts will not be assessed).

4. Future of International Sport Paper (20%, due Dec. 4 by 11:59 pm, submitted online)

In this assignment you will present your thoughts on the future of international sport 15-20 years from now. Individually, you will select a particular sport (e.g., baseball, cycling, surfing), a sport event (e.g., FISU Games, Olympics), OR a sport league or team (e.g., MLB, NBA, UEFA; Raptors, Golden Knights, Manchester United) and envision its future, OR discuss the world of sport generally.

You are expected to envision 15-20 years from now based on current and projected trends and data, as well as your own intuition and imagination. Your projections for the future of the sport/event/league/team, or sport in general, must be supported by data from reputable sport and non-sport sources (academic peer-reviewed research, government reports/publications, think-tank organizations).

The paper should be 8-10 pages (double-spaced, 1 inch margins, 12 pt Times Roman font) and present your strong viewpoint regarding the future of your selected topic. You should provide some history and current state of the sport/event/league/team, including its international reach or impact (if any), and then your perspective about its future, including its international reach/impact. Provide appropriate references (APA 6th edition format) for points taken from existing literature.

5. Final Exam (30%, December exam period, 3 hours)

The format of the final exam will be True/False, short answer, and short essay. It will cover material, information and presentations from throughout the course.

circumstance) sufficiently significant to temporarily render them unable to meet academic requirements may submit a request for academic consideration through the following routes:

- (i) Submitting a Self-Reported Absence (see below for conditions)
- (ii) For medical absences exceeding 48 hours, submitting a Student Medical Certificate (SMC)

