

The Business of Sport and Event Tourism  
HTM \* 2020 Winter 2021  
0.5 Credits

General Course Information

<b>Instructor:</b>	Dr. Ann Pegoraro, Lang Chair in Sport Management
<i>Email</i>	pegoraro@uoguelph.ca
<i>Office Location</i>	TBD
<i>Digital Hangout Times</i>	Tuesdays 10 am to 11 am EST
<i>Department/School</i>	School of Hospitality, Food and Tourism
<b>Teaching Assistant</b>	Josh Gonzales jgonza10@uoguelph.ca
<b>Class Schedule:</b>	Thursday 9:30 am to 11:30 am EST
<b>Pre-requisites:</b>	4.0 credits including (MGMT*1000 or MGMT*2150)
<b>Classroom:</b>	Online

Course Description

This course provides an introduction to the multi-faceted sports and event management industry from a business perspective. The sport industry can be conceptualized based on the types of sport activities that exist, the settings in which sport occurs, and the industry segments into which various sport businesses and organizations can be categorized. Drawing from relevant business and leadership theories applied to sport management, the course will incorporate practical case studies, along with critical thinking assignments. On a broader level, the course will help develop student's capacity for observation, critical thought and discussion about issues in contemporary sport management.

Course Learning Outcomes

**Upon successfully completing this course, you will:**

**Knowledge and Understanding:**

1. Define sport management and understand the facets of the sport and event management industry
2. Identify the unique business components of the sport industry

3. Explain the relevance of ethical, legal, and sociological concepts to the management of sport
4. Identify research questions in sport management and demonstrate the ability to analyze and interpret published research as part of the evidence-based decision-making process.

### Discipline/Professional and Transferable Skills:

5. Become members of the profession who will have a positive influence on how sport is managed in the future.
6. Explain the importance of a professional perspective
7. Exhibit critical professional skills and attitudes

### Attitudes and Values

8. Demonstrate a critical understanding and evaluation of the key challenges facing the sport industry
9. Demonstrate an appreciation of diversity and gender equity through the use of unbiased language and an inclusive approach to communication and management.

### Summary of Course Content and Materials

**Other Resources:** will be distributed throughout the course.

#### **Tentative Course Calendar - (Topics and Reading Schedule):**

Note that this schedule is subject to change at the discretion of the Instructor.

Date	Topic
<b>Module 1: Introduction to Sport Management</b>	
January 14	Introduction to Sport as a Business
January 21	Creative Problem Solving and Decision Making
January 28	Managing and Leading in Sport Organizations
<b>Module 2: Sport Marketing &amp; Media</b>	
February 4	Sport Marketing & Sponsorship
February 11	Sport Consumer Behaviour
<b>Winter Break week – NO CLASSES</b>	
February 25	Sport Media
<b>Module 3: Sport Business Environment: Globalization, Ethics &amp; Social Responsibility</b>	
March 4	Globalization
March 11	Sport Sustainability
March 18	Diversity and Inclusion
<b>Module 4: Selected Sport Management Functions</b>	

March 25	Sport Finance & Economics
April 1	Sport Facilities & Event Management
April 8	Sport Law & Risk Management

## Course Assessment

			<b>Associated Learning Outcomes</b>	<b>Due Date/ location</b>
<b>Assessment 1:</b>	20%	Module Discussions (Individual)	LO 1 - 9	<i>TBD</i>
<b>Assessment 2:</b>	15%	Group Assignment 1	LO 1 – 4, 8-9	<i>Feb 4</i>
<b>Assessment 3:</b>	20%	Group Assignment 2	LO 1 – 4, 8-9	<i>March 4</i>
<b>Assessment 4:</b>	20%	Group Assignment 3	LO 1 – 4, 8-9	<i>March 25</i>
<b>Assessment 5:</b>	25%	Final Assignment (Individual)	LO 1-9	<i>TBD</i>
<b>Total</b>	<b>100%</b>			

## Teaching and Learning Practices

**Lectures** Weekly class meeting will be a mixture of case studies, mini presentations, in class exercises including group projects, and individual problem solving work.

## Course Resources

**Required Text:** Note: This course does not use a specific textbook but will include a weekly reading posted by the instructor. Readings that are provided are available for download in the library catalog.

**Recommended Text:** None

## Course Policies

### How to email your Professor or Teaching Assistant

This class is large, and the following tips are provided to help you get the support and assistance you require. Please note – given the size of the class, emails may take some time to respond to.



## 10 TIPS FOR EMAILING YOUR PROFESSOR

tips

1. Before emailing your professor, check your course outline, notes, CourseLink, and talk to classmates to find out what you missed.
2. Use your University of Guelph email account to email your professors.
3. In the subject line, include the course code and reason for your email.
4. Use a formal greeting, your professor's title and their last name. For example, write 'Dear Dr. Smith' or 'Hello Professor Smith.'
5. Always check spelling and grammar before you send your email.
6. Avoid abbreviations and words in all capital letters.
7. Keep your email professional and concise. Do not share unnecessary personal information.
8. If you would like your professor to do something for you (such as meet outside of office hours or act as a reference), ask with a polite and flexible question.
9. Write out your full name, and thank them for their assistance at the end of your email.
10. When you hear back from your professor, send a short email thanking them for their time.

And here is an example email:



## SAMPLE EMAIL



Source:

<https://learningcommons.lib.uoguelph.ca/item/10-tips-emailing-your-professor>

## Grading Policies

Unless you have discussed an extension well ahead of the due date with the instructor, late penalties of 5% of the total grade earned per day (including weekends) will be assigned to any assessment (i.e. deducted from the total mark). Extensions will only be granted on the basis of valid medical or personal reasons, and need to be requested via email to the instructor as soon as possible. Late assignments will not be accepted once graded assignments have been returned officially to the class at large, unless circumstances permit and alternative arrangements have been made.

Students who find themselves unable to meet course requirements by the deadlines or the criteria expected because of medical or personal reasons, should review the regulations on academic consideration in the Academic Calendar and discuss their situation with the instructor, program counselor or other academic counselor as appropriate.

<http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-grds.shtml>

Missed Assignments:

A grade of zero will be assigned if you fail to submit an assignment, unless you are ill or have other compassionate reasons. Please read your Undergraduate Calendar for the regulations regarding illness and compassionate grounds. Please note, vacation travel, moving house, or outside work commitments will not be accepted as valid reasons for missing deadlines.

If you have religious observances which conflict with the course schedule or if you are registered with Student Accessibility Services, please contact the course instructor in order to make arrangements for your assessment if appropriate.

## University Policies

### **Academic Consideration**

When you find yourself unable to meet an in-course requirement because of illness or compassionate reasons, please advise the course instructor in writing, with your name, id#, and e-mail contact. See the academic calendar for information on regulations and procedures for Academic Consideration:

<http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-ac.shtml>

### **Academic Misconduct**

The University of Guelph is committed to upholding the highest standards of academic integrity and it is the responsibility of all members of the University community, faculty, staff, and students to be aware of what constitutes academic misconduct and to do as much as possible to prevent academic offences from occurring.

University of Guelph students have the responsibility of abiding by the University's policy on academic misconduct regardless of their location of study; faculty, staff and students have the responsibility of supporting an environment that discourages misconduct. Students need to remain aware that instructors have access to and the right to use electronic and other means of detection.

Please note: Whether or not a student intended to commit academic misconduct is not relevant for a finding of guilt. Hurried or careless submission of assignments does not excuse students from responsibility for verifying the academic integrity of their work before submitting it. Students who are in any doubt as to whether an action on their part could be construed as an academic offence should consult with a faculty member or faculty advisor.

The Academic Misconduct Policy is detailed in the Undergraduate Calendar:

<https://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-amisconduct.shtml>

### **Accessibility**

The University of Guelph is committed to creating a barrier-free environment. Providing services for students is a shared responsibility among students, faculty and administrators. This relationship is based on respect of individual rights, the dignity of the individual and the University community's shared commitment to an open and supportive learning environment. Students requiring service or accommodation, whether due to an identified, ongoing disability or a short-term disability should contact Student Accessibility Services as soon as possible.

For more information, contact SAS at 519-824-4120 ext. 56208 or email [sas@uoguelph.ca](mailto:sas@uoguelph.ca) or see the website: <https://wellness.uoguelph.ca/accessibility/>

### **Course Evaluation Information**

Please refer to the [Course and Instructor Evaluation Website](#)

### **Recording of Materials**

Presentations which are made in relation to course work—including lectures—cannot be recorded or copied without the permission of the presenter, whether the instructor, a classmate or guest lecturer. Material recorded with permission is restricted to use for that course unless further permission is granted.

### **Drop date**

The last date to drop one-semester courses, without academic penalty, is April 12, 2021. For regulations and procedures for Dropping Courses, see the Academic Calendar:

<https://www.uoguelph.ca/registrar/calendars/graduate/current/>

<b>Date Submitted to Chair:</b>	Dec 10, 2020
<b>Chair Signature (Approval):</b>	
<b>Date Approved by Chair:</b>	