

The Business of Sport and Event Tourism  
 HTM \* 2020 Winter 2022  
 0.5 Credits

### General Course Information

<b>Instructor:</b>	Scott McRoberts
<i>Email</i>	<a href="mailto:mcr robert@uoguelph.ca">mcr robert@uoguelph.ca</a>
<i>Office Location</i>	<i>Guelph Gryphons Athletic Centre</i>
<i>Office Hours</i>	By appointment via email <a href="mailto:mcr robert@uoguelph.ca">mcr robert@uoguelph.ca</a>
<i>Department/School</i>	School of Hospitality, Food and Tourism
<b>Teaching Assistant</b>	
<b>Class Schedule:</b>	Lecture Tuesday 2:30pm-3:50pm EST Room: MCLN 102
<b>Project Time/Seminar (more discussion)</b>	Thursdays-2:30pm-3:50pm OR 4:00pm-5:20pm Room: MINS 103
<b>Pre-requisites:</b>	4.0 credits including (MGMT*1000 or MGMT*2150)

### 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	Simulation Module	Synchronous (Live Class)/ Asynchronous (not live)
<b>Module 1: Introduction to Sport Management</b>			
January 11	Introduction to Sport as a Business	Intro to simulation & class	<b>Synchronous</b>
January 18	Introduction to Sport as a Business	Player Management	Asynchronous
January 25	Managing and Leading in Sport Organizations	Ethics in Sports Management	<b>Synchronous</b> – Guest Speaker
<b>Module 2: Selected Sport Management Functions</b>			
February 1	Sport Finance	Ticket Pricing Advanced Pricing Strategies	Asynchronous
February 8	Risk Management in Sport	Event Security, Ingress & Egress	Asynchronous
February 15	Sport Facilities & Event Management	Parking & Revenue	<b>Synchronous</b> Commissioners Summit <b>Feb 24 Video Due</b>

	<b>WINTER BREAK NO CLASS THIS WEEK</b>		
March 1	Sport Facilities & Event Management	Concessions Concessions - Capital Spending	Asynchronous
<b>Module 3: Sport Marketing &amp; Media</b>			
March 8	Sport Marketing & Sponsorship	Promotion - Media & Measurement Sponsorships	Asynchronous <b>March 8 Peer Review Due</b>
March 15	Sport Consumer Behaviour	Social Media Advertising	Asynchronous
March 22	Sport Media	Television & Ticket Sales	Asynchronous
March 29	Diversity and Inclusion Sport Sustainability Globalization	GM Trial	<b>Synchronous General Manager Simulation</b>
April 5		GM Group	Asynchronous
<b>Final Assignment Due:</b>		<b>April 8<sup>th</sup> Simulation closes &amp; Group Report Due by April 15<sup>th</sup></b>	

## Course Assessment

<b>Assessment</b>	<b>Weight</b>	<b>Individual/ Group</b>	<b>Associated Learning Outcomes</b>	<b>Due Date</b>
Simulation:	35%	Individual	LO 1 - 9	Ongoing
Group Project:	30%	Group	LO 1 – 9	April 8 & 15
Topical Video:	30%	Individual	LO 1 – 4, 8-9	Feb 24
Peer-Review	5%	Individual	LO 8 & 9	March 8
<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 lectures 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:** Several will be provided in Courselink

**Simulation:** information will be presented on required simulation

## 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. Please email me and in the subject line please put HTM 2020. This will help me filter my emails to ensure I respond to all students in course in an appropriate time frame

### 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/>

### **Equity, Diversity, and Inclusion Statement**

At the Lang School of Business and Economics, we are committed to developing leaders with a social conscience, an environmental sensibility, and a commitment to their communities. A core tenet within this vision is that diversity is a strength with which we can experience greater connection and understanding.

As such, we affirm the importance and shared responsibility of our students, faculty, and staff creating and promoting equity and inclusion within our learning spaces. Creating these kinds of learning cultures is a process, not a destination; it requires ongoing willingness on the part of each person to thoughtfully and critically listen, unlearn, learn, and engage as they are exposed to a multitude of perspectives and lived experiences. We encourage dialogues between students and instructors to address and advance opportunities for fostering greater diversity and inclusion in the learning environment. Openness to conversations with each other enables us to reflect and grow as we learn from one another respectfully and holistically.

As a department that is training the professionals of the future, we expect our learning spaces to abide by all institutional policies and guidelines, in particular those outlined by the Office of Diversity and Human Rights and the University of Guelph Human Rights Policy. Discrimination and harassment, as defined by our policies, will not be tolerated. Individuals should inform the appropriate party as per University policies if they experience any such behaviours.

### **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 8, 2022. For regulations and procedures for Dropping Courses, see the Academic Calendar:

<https://calendar.uoguelph.ca/undergraduate-calendar/>

## Disclaimer

Please note that the ongoing COVID-19 pandemic may necessitate a revision of the format of course offerings, changes in classroom protocols, and academic schedules. Any such changes will be announced via CourseLink and/or class email. This includes on-campus scheduling during the semester, midterms, and final examination schedules. All University-wide decisions will be posted on the COVID-19 website (<https://news.uoguelph.ca/2019-novel-coronavirus-information/>) and circulated by email.

## Illness

Medical notes will not normally be required for singular instances of academic consideration, although students may be required to provide supporting documentation for multiple missed assessments or when involving a large part of a course (e.g., final exam or major assignment).

For information on current safety protocols, follow these links: <https://news.uoguelph.ca/return-to-campuses/how-u-of-g-is-preparing-for-your-safe-return/>

<https://news.uoguelph.ca/return-to-campuses/spaces/#ClassroomSpaces>. Please note, these guidelines may be updated as required in response to evolving University, Public Health, or government directives.

## Attitudes and Values

Demonstrate a critical understanding of how globalization efforts, technological advancements, and demographic changes are impacting the sport industry.

**I recognize since March 2020 things have been difficult and even as we move forward there is still uncertainty. Your safety, health, and well-being is a primary concern for me and I am willing to support you in any way that I can. In order to ensure safety in the face-to-face classroom I'm asking that we all must do our part to reduce risk to ourselves and others.**

## Expected Behavior:

### **Wearing Masks in the Classroom is Mandatory**

It is necessary for all students, faculty, and staff to wear face masks or cloth face

coverings in classrooms, laboratories and other public spaces where in-person instruction occurs. We require the wearing of masks covering the nose and mouth in all physical classrooms to help mitigate the transmission of COVID-19. The University of Guelph as a community views the adoption of mask wearing as a sign of our being men and women for others. It is a mark of respect, compassion for your classmates, faculty, staff and for the greater Guelph community. Students who cannot wear a face covering due to a medical condition or disability, or who are unable to remove a mask without assistance, should contact their professor.

#### Health-related Class Absences

Please regularly evaluate your own health according to Guelph – Wellington Public Health (<https://www.wdgpublichealth.ca/>). Do not attend class if you are ill / having any COVID symptoms.

You are encouraged to seek appropriate medical attention, the UofG Student Wellness Centre (<https://wellness.uoguelph.ca/>) is available to book an appointment with a medical professional.

In the event of having COVID-19 or other contagious illness, please do not come to class. Instead, email me about your absence as soon as you are able so that appropriate accommodations can be explored.

Please note that documentation (a Doctor's note) for medical absences is not required. As part of their commitment to maintain confidentiality, to encourage more appropriate use of healthcare staff resources, and to support meaningful dialogue between instructors and students, Student Health Services will not provide documentation of illness.

I am committed to working with students with pre-existing medical and mental health needs, as well as new needs that may arise within the semester. I encourage you to reach out to me as early as possible to discuss any adjustments you think may be necessary in this course. Reasonable accommodations may include leveraging the course modules that have been developed in creative ways to maximize your access during times when students need to quarantine due to COVID exposure, or during an absence related to a disability or COVID-19 diagnosis. While I cannot guarantee any specific outcome, I am committed to working with you to explore all the options available in this course

<b>Date Submitted to Chair:</b>	Dec 20, 2022
<b>Chair Signature (Approval):</b>	<i>S Elliot</i>
<b>Date Approved by Chair:</b>	Jan 5/22