

General Course Information

Instructor:	Dr. Ann Pegoraro
<i>Email</i>	pegoraro@uoguelph.ca
<i>Office Location</i>	...
<i>Office Hours</i>	By appointment/TBD
<i>Department/School</i>	HFTM
Class Schedule:	Class Wednesday: 11:30am to 1:00 pm Seminars Monday: 11:30am to 1:00pm
Pre-requisites:	14.00 credits, including HTM*3020, HTM*4080 This is a Priority Access Course. Restricted to students in BCOMM:SPMT, BCOMM.SPMT:C. Please contact the department for more information
Classroom:	Zoom & MacDonald Hall Rm 218 (Details to follow on Courselink site for the class)

Course Description

Students will apply advanced sport and event business concepts in an interactive setting, using principles and concepts of sport and event management to develop strategic planning and organizational skills. The course applies these concepts towards effective decision-making for stakeholders in relation to financial resource management, contracting, networks, digital elements, revenue generation, operations and emerging issues in the sport and event industry.

Course Learning Outcomes

Upon successfully completing this course, you will:

Knowledge and Understanding:

1. Demonstrate knowledge with some of the major concepts, principles and research findings related to sport
2. Articulate the importance of understanding different stakeholders in sport
3. Apply advanced skills and knowledge to a sport industry problem/issues
4. Develop comprehension in how identify best practices from within sport and outside and apply these to a specific problem faced by a sport organization.

Discipline/Professional and Transferable Skills:

5. Develop and implement a workplan for a given project/problem and report on progress for that plan.
6. Use evidence from a variety of sources to make informed decisions and recommendations to address complex organizational problems.
7. Demonstrate enhanced communication skills through writing presentation decks and research reports.

Attitudes and Values

8. Describe the challenges that sport managers face in addressing complex problems in a diverse and global context.

Summary of Course Content and Materials

The course has been set up as a combination of a lecture and seminar format of one session per week, when scheduled. The course will require students to work with a selected sport organization on a specific problem. Students will be required to make various practice presentations and a final presentation, as well as submit a final group-based report and copy of the presentation.

The course outline has been prepared indicating topics and, to some degree, scheduled dates. Circumstances may occur throughout the semester which may affect the planned outline, timeline, and logistics. The professor will make every attempt to communicate these changes as quickly as possible to all students.

Course Assessment

			Associated Learning Outcomes	Due Date/ location
Assessment 1:	10%	workplan for Group Project	LO 1-6	<i>Week 3</i>
Assessment 2:	15%	Interim group report	LO 1-8	<i>Week 7</i>
Assessment 3:	25%	Contribution to Class Project (Individual)	LO 3,4,6	<i>Week 11- 12 tbc</i>
Assessment 4:	25%	Final Group Report	LO 1-8	<i>Week 11-12 tbc</i>
Assessment 5:	25%	Final Group Presentation	LO 1-8	<i>Week 11-12 tbc</i>
Total	100%			

Teaching and Learning Practices

Lectures and Seminars

Course Resources

Required Text:

There is no required textbook for this class. However, students are required to remain current on all trends and developments within the industry. Subscriptions to daily newsletters (e.g., Morning Consult, Sportico, Sporttechie, Front Office Sports, SportsPro Daily, Sport Business Journal) are required as well as reviewing other industry and academic publications.

Other Resources: There may be readings distributed in class or posted on CourseLink. Students are expected to do all assigned readings within the timelines provided.

Course Policies

Grading Policies

Unless you have discussed an extension well ahead of the due date with the instructor. Given the professional focus of this class, late assignments will not be accepted

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 to make arrangements for your assessment if appropriate.

Expected Behavior:

Wearing Masks in the Classroom is Mandatory

It is necessary for all students, faculty, and staff to wear facemasks 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 keeping others safe. 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.wdgppublichealth.ca/>) or <https://www.uoguelph.ca/covid19/covid-info-for-students>. 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.

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

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.

Date Submitted to Chair:	December 20, 2021
Chair Signature (Approval):	<i>S Elliot</i>
Date Approved by Chair:	Jan 6/22