

**Faculty of Health  
School of Kinesiology and Health Science**

**Policy and Politics in the Sport Industry**

**Course:** HH/KINE 3490 3.0 (Section M)  
**Term:** Winter Term 2009 – 2010  
**Time/Location:** Thursday 2:30 – 5:20pm Accolade West 307

**Course Director:** Dr. Parissa Safai  
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Office Hours: By Appointment Only

**Email policy:**

Email is great technology when used in moderation. Although you may use email to share comments and concerns not raised in class, email will be reserved primarily for arranging appointments and/or attending to issues that need to be resolved immediately (i.e., cannot wait till the next lecture). Where possible, consult the course outline prior to emailing since often the information is there. Course material will be reviewed in class only. Every effort will be made to respond to emails within two working days. Please include <KINE3490> in the subject line of the email.

Please ensure that email messages are professional, clear and coherent. Avoid instant text messaging terms, inappropriate language, emoticons and poor spelling, punctuation or grammar. Simply put, if I cannot understand your email, I cannot respond to it.

**Course Description:**

Students will develop an understanding of policy, the policy-making process, policy analysis and the role of the policy-maker in both the public and commercial sectors. Students will have the opportunity to study the Canadian sport system and address key policy issues affecting the system today. Policy issues related to the world of professional sport will also be discussed.

**Course Objectives:**

1. To develop an understanding of the policy development process and its application to the sport industry.
2. To understand the history, structure and function of the amateur sport system in Canada and to explore current policy issues.
3. To apply policy analysis and policy development skills.

**Course Text/Readings:**

This course utilizes required readings available on the course WebCT in .pdf format.

**Course Evaluation:**

<i>Assessment Item</i>	<i>Percentage of Final Grade</i>	<i>Due Date</i>
Sport Business Conference Summary Report	15%	February 11, 2010
Policy and the Media at the Olympics	20%	March 4, 2010
Policy Alternatives Group Paper	45%	March 25, 2010
Policy Alternatives Group Presentation	10%	March 25 and April 1, 2010
Class Participation	10%	April 5, 2010

**Unless Specified Otherwise, All Written Work Must:**

- Include a Title Page with Student Name and Number
- Be double-spaced
- Use 12pt Times New Roman font
- Use one inch margins all around
- Have numbered pages
- Use paragraphs (point form notes are not acceptable)
- Use APA formatting for in-text citations and referencing (see APA Publication Manual, 5<sup>th</sup> Ed.)

**Assignment Submission and Lateness Penalties:**

Proper academic performance depends on students doing their work not only well, but on time. Accordingly, assignments are due in lecture on their due dates and you are required to hand in your assignment by the beginning of lecture on the due date. E-mailed assignments will not be accepted. An assignment is considered LATE if handed in after 5:30pm on the due date. Late assignments will be penalized with a 20% grade reduction per day, unless they are accompanied by a doctor's, court-date note, or by other official documentation detailing a serious matter.

**Appeals Process:**

You may ask for a grade reassessment on an assignment. This, however, is not an ordinary occurrence but an exception. Simply wanting a higher grade is not an acceptable reason for requesting a reassessment. If you believe that your assignment has been wrongly graded, explain why in a one-page, typed letter. Attach this to your graded assignment and hand it back to the course instructor by the next lecture. Your grade may go up, down, or remain the same. Grade reassessment decisions are final. You cannot argue or appeal your class participation grade.

**KINE4485 adopts a zero-tolerance policy with regard to Breach of Academic Honesty and Integrity.** Please refer to York University Secretariat website <[www.yorku.ca/secretariat](http://www.yorku.ca/secretariat)> for further information on Breach of Academic Honesty and Integrity, Access/Disability, the Ethics Review process and Student Code of Conduct.

### **Weekly Lecture and Required Reading Schedule**

Jan. 7: Welcome and Introduction

Jan. 14: The Canadian Sport System, Policy and Policy-Makers

Required Reading:

- Sam, M. (2005). The makers of sport policy: A task(force) to be reckoned with. Sociology of Sport Journal, 22(1), 78-99.

Jan. 21: Policy Types and Analysis

Required Reading:

- Houlihan, B. (2005). Public sector sport policy: Developing a framework for analysis. International Review for the Sociology of Sport, 40(2), 163-185.

Jan. 29: 2010 Sport Business Conference

- Register at <http://www.sportbusinessconference.ca/>

Feb. 4: Policy Development

Required Readings:

- Harvey, J. (1988). Sport policy and the welfare state: An outline of the Canadian case. Sociology of Sport Journal, 5, 213-329.
- Piggitt, J., Jackson, S. and Lewis, M. (2009). Knowledge, power and politics. International Review for the Sociology of Sport, 44(1), 87-101.

Feb. 11: Politics and Policy Case Studies: Physical Activity and Health in Canada

Required Readings:

- Bercovitz, K. (2000). Canada's Active Living Policy: A critical analysis. Health Promotion International, 13(4), 319-328.
- McDermott, L. (2007). A governmental analysis of children "at risk" in a world of physical inactivity and obesity epidemics. Sociology of Sport Journal, 24(3), 302-324.

Feb. 25: Politics and Policy Case Studies: Space and Place

Required Reading:

- Scherer, J. and Sam, M. (2008). Public consultation and stadium developments: Coercion and the polarization of debate. Sociology of Sport Journal, 25(4), 443-461.

Mar. 4: Politics and Policy Case Studies: Professional Sport

Required Reading:

- Scherer, J. and Jackson, S. (2004). From corporate welfare to national interest: Newspaper analysis of the public subsidization of NHL hockey debate in Canada. Sociology of Sport Journal, 21(1), 36-60.

Mar. 11: Politics and Policy Case Studies: Gender

Required Reading:

- Myers, J. and Doherty, A.J. (2007). A multidimensional critique of the Sport Canada Policy on Women in Sport and its implementation in one national sport organization. International Journal of Sport Management and Marketing, 2(4), 322-343.

Mar. 18: Politics and Policy Case Studies: Hosting Major Games

Required Reading:

- McCloy, C. (2009). Canada hosts the world: An examination of the first federal sport hosting policy (1967). International Journal for the History of Sport, 26(9), 1155-1170.

Mar. 25: Policy Alternatives Group Presentations I

Apr. 1: Policy Alternatives Group Presentation II

### **Instructions on Course Evaluation Items**

#### Sport Business Conference Summary Report (15%):

Students are expected to provide a 3-4 page max (double-spaced not including references) summary report of the 2010 Sport Business Conference with particular attention on policy issues identified and explored (or alternatively, not identified or explored) during the conference. The short paper is designed to be a critical summary of the conference in relation to material raised in lectures and required readings. **Two copies of the summary paper are to be handed in on February 11, 2010.** As always, **writing counts!**

#### Policy and the Media at the Olympics (20%):

With the 2010 Winter Games being held in Canada, students have a prime opportunity to see policy in action. Each student (up to a maximum of five students per issue) is to select a policy issue from the following list (please note the 'first come, first serve' policy):

Housing	Gender equality	Ability and Dis/ability
Hosting Games	Health and Medicine	Safety and Security
Hosting Communities	Athlete Funding	Media and Sponsorship
Transportation	Legacy	National/Cultural Identity
Private Corporate Sponsorship	Public Corporate Sponsorship	

Students are expected to identify and critically examine how their selected policy issue is or has been portrayed or unfolds or has unfolded in the (pre- or during) media coverage of the 2010 Winter Olympic Games. Appropriate media include newspapers, magazines,

television, radio, the Internet, and even films and fiction. Students are to submit a 4-5 page maximum (double-spaced not including references) report **due March 4, 2010** and include three (3) examples from the media to support their analysis. Two copies are required and writing counts.

Policy Alternatives Group Paper (45%) and Presentation (10%):

This project gives you (in groups of four) the opportunity to provide an organization with enough well-researched information to support the need to **develop a new policy** and to identify alternative approaches for implementing this new policy.

*Steps in Policy Alternatives Project:*

1. Form group (4)
2. Discuss policy interests and organizational contacts
3. Prioritize and agree on top choices
4. Approach organization contact(s) and interview them re: policy needs
5. Develop and agree on policy problem and objectives for potential new policy
6. Obtain pertinent documentation and other contact names via sponsor
7. Do research (review existing documentation, do informational interviews if necessary to clarify the policy problem)
8. Revise policy problem and objectives as appropriate
9. Brainstorm policy alternatives (at least 3 or 4)
10. Test alternatives with representative(s) from stakeholder group (minimum one representative)
11. Based on research, select 'best case' policy alternatives (3) and describe
12. Evaluate the strengths and weaknesses of each alternative
13. Make policy recommendation with rationale

*Project Requirements and Timelines:*

1. Submit to course director for approval via email before **Thursday, February 4, 2010**:
  - Names of project team members and team name
  - Name of organization
  - Name and title of 'sponsor'
  - Brief description of policy issue
2. Presentation schedule confirmed (draw from hat for order and day) and in-class time for project team meetings on **Thursday, March 11, 2010**
3. Policy Alternatives Group Papers due on **Thursday, March 25, 2010**. Policy Alternatives Group Presentations on **March 25** and **April 1, 2010**. It goes without saying that attendance is required.

*Structure of Policy Alternatives Group Paper:*

The final report is to be 10-12 pages maximum (double-spaced, not including appendices) in length and is to be written as a business proposal rather than an academic paper. Sub-headings are to be used and the following points are to be addressed:

- Introduction: Setting the scene (organizational description, policy need, description of policy issue)
- Statement of policy problem
- Stated measurable objectives for new policy
- Summary of research (review of existing documentation, informational interviews, etc.)
- Listing and brief description of policy alternatives (3 minimum)
- Summary of results of stakeholder feedback (include names and positions of stakeholders); conduct at least one (1) interview per stakeholder group
- Description of 3 best case alternatives with justification (why each will solve the problem) for each
- Strengths and limitations analysis for each of the 3 alternatives
- Statement of recommended alternative with rationale
- Appendices: additional information on organization, detailed questionnaire findings, etc.

*Guidelines for Policy Alternative Group Presentations:*

The student team represents a consulting company that specializes in policy research and policy development. Your company has been hired by x organization to research a pressing policy issue/need; to develop alternatives for addressing this policy need and to make a policy recommendation.

The consultants will make a presentation to the appropriate group of decision-makers in x organization. (Please bring place cards with the titles of the decision-makers identified *and* be prepared to 'brief' the class on the organization. Students will volunteer to be members of the decision-making (e.g. board of directors, program staff, etc.) board.

*If your company's recommendation is accepted by the decision-makers, you will be hired to develop and implement the policy.*

- Presentations must not exceed 15 minutes in length. You need to demonstrate to the client that you have a good grasp on the policy issue, that your research has been thorough and that your analysis of the three alternatives has been objective/unbiased and detailed.
- Decision-makers will each ask questions of the presenters. If time, the rest of the class (who are stakeholders who will be affected by this potential policy) may ask questions. There will be up to 10 minutes for Q&A.
- All members of the consulting team should have some role in the presentation.

Course Participation/Facilitation (10%):

Students are expected to prepare readings in advance and participate in an informed manner in class discussion. Personal anecdotes and opinions are valuable sources of

information but they do not take the place of informed discussion grounded in weekly readings and lecture material. Students will also be evaluated on their facilitation of class discussion, specifically with regard to reading- and lecture-based questions.