

**York University
Kinesiology and Health Sciences**

Course Outline:	Introduction to Sport Administration (HH/AS/KINE 2380.03)
Class Website	Via Moodle (student resources info at http://moodle.yorku.ca/students/index.htm)
Term:	Fall 2018
Lecturer:	Michael Simons M.Ed. e-mail: mikesimo@yorku.ca
Marker:	Lauren Dickler e-mail: ldickler@rogers.com
Class Location:	Ross South – Room 205
Time:	Wednesdays 2:30 p.m. – 5:30 p.m.

Course Description

This course is designed to introduce the student to the sport administration field. Students will be made aware of the career options available to them in the sport management profession. They will also learn about the types of skills, ability and knowledge that are required by sport administrators whether they are managing amateur or professional sport programs, executing events, marketing sporting goods, designing physical education programs or running their own sport-related businesses.

All course material, assignments and class discussions emphasise both the understanding and application of key concepts across various aspects of the sport industry.

Most classes will be divided into two parts. The first part is an introduction to specific theory and the second part will be application discussion using cases. These cases will form the basis of one of the evaluation items in the class

Course Objectives

1. To familiarise students with career options in the sport administration field.
2. To introduce students to the basic knowledge, skills and abilities required for success in the sport management profession.
3. To assist students in developing critical analytical skills and demonstrate the ability to apply theory to practice in the form of case studies.

Course Text

Contemporary Sport Management 5th Edition With Web Study Guide - Paul Pedersen, Lucie Thibault - Human Kinetics

Lecture Notes

Lecture notes, posted marks and class notices will be posted on the class web site at **Via Moodle (student resources info at <http://moodle.yorku.ca/students/index.htm>)**

Course Evaluation

The final grade for this course will be based on the following graded items, weighted as indicated

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|---------------------------------------|----------|------------|
| 1. Test #1 | 25% | October 3 |
| 2. Mini-Cases (2 of student's choice) | 10% each | |
| 3. Test #2 | 25% | November 7 |
| 4. Event Planning Case | 30% | December 3 |

Final grades may be adjusted to conform to the University's grades distribution profiles

Description of Course Evaluation Items

1. **Tests (numerical grade, i.e. 70/100)**

Tests will be completed during 2 hours of class time.

The tests will be comprised of multiple choice, short answer and/or case questions.

All responses to test questions should be restricted to the material covered in the lectures, discussions and readings of the KINE 2380 course.

2. Mini Cases (letter grade, i.e. B+)

Students will be required to complete two (2) mini cases of four (4) presented through the term. These cases will be assigned in designated classes and be due the following week. Each case will be discussed in a following week class. The cases will be restricted to **two-page (double-spaced.)** analysis and discussion as directed by the case questions. These cases are to be done individually.

	<u>Assigned</u>	<u>Due</u>
Developing a Professional Perspective	Sept. 12	Sept. 19
Managing and Leading	Sept. 19	Sept. 26
Financial Management	Oct.17	Oct. 24
Sport Marketing	Oct. 24	Oct. 31

3. Event Planning Case (letter grade, i.e. B+)

In teams of 4 or 5, students will prepare an Event Plan based on a case description provided in class. The case outline and guiding questions will be reviewed during the class on Event Planning on November 1. ***Cases must be submitted December 3, to the Kinesiology Undergraduate Office located in Bethune College - Room 341 no later than 4:00 p.m.***

Students will self-select team members and register their team with the instructor on a team sign-up form provided in class. The team form must be submitted to the instructor director by October 31.

Students are responsible for ensuring they are in a group. Working on this project individually is not an option. (Doing so will result in a grade penalty determined by the course director.)

This paper will be limited to the requirements for the project and 15 pages double-spaced.

Important Notes:

1. If you require a particular grade in this course, please work **now** towards attaining it. This course does not offer extra assignments or tests at the end of the course to accommodate students who are a few marks short of their desired grade. Your final grade will be based on the two aforementioned tests, cases and group project. **There will be no exceptions.**
2. If a student wishes a test/project remarked, it must be submitted within 7 days of the test/project being returned with a one page memo outlining specific concerns.
3. All late assignments/projects will be penalized by one half-letter grade per day. (E.g. A to B+). Extensions may receive consideration if they are requested **at least one week prior** to the due date of the assignment.

Missed Tests

If you miss a test due to illness a York University Attending Physician's Statement form (http://www.yorku.ca/grads/forms/NEW/attending_physician_statement.pdf) must be completed. For all other unforeseen emergencies documentation must be provided before any discussion of a make-up can occur. It is strongly recommended that you contact the course director by email within 48 hours. If you are unable to do so within this period, the documentation you provide must also cover the period up to when you do make contact. (E.g. if you are in hospital for a week and can't make contact, get documentation to prove this)

The manner in which the missed test is made up will be at the discretion of course director. If you have missed a test for illness or other acceptable reason, it is your responsibility to keep your schedule open for a possible make-up test.

Apart from illness and family tragedy, there are few acceptable excuses for missing a test. In this course childcare crises, business trips and other work requirements not anticipated at the beginning of the course **may** be accepted, but documentation will be required. Vacations, sporting events and other social activities are not generally considered acceptable excuses – if you anticipate such a situation you should discuss it with the course director before you register in the course. These decisions are entirely at the course director's discretion and documentation will be required in all cases.

Academic Integrity

Work completed by students is expected to be submitted on time, as per instruction, and be original work. Copying previous/current assignments/projects or protected material from books and Internet web sites will not be condoned.

If you are uncertain about your responsibilities in completing your academic requirements for this course, or you are not sure of appropriate practices in completing assignments and tests, you are encouraged to go to the York website on Academic Integrity (<http://www.yorku.ca/academicintegrity>) to read the section "For Students". This site includes a tutorial that is intended to help students learn about the central aspects of academic integrity. We suggest you complete the tutorial.

All students are expected to familiarize themselves with the following information, available on the Senate Committee on Curriculum & Academic Standards webpage http://www.yorku.ca/secretariat/senate_cte_main_pages/ccas.htm

- York's Honesty Policy and Procedures
- Course requirement accommodation for students with disabilities
- Student Conduct Standards
- Religious Observance Accommodation

Reference Material

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- Von Oech, R. A Kick in the Seat of the Pants. New York: Harper and Row, 1986.
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Date	Topic	Readings
September 5	Introduction to Course	http://moodle.yorku.ca/students/index.htm
September 12	Managing Sport Developing a Professional Perspective	Chapter 1 Chapter 2
September 19	Management Concepts and Practice in Sport Organizations Managing and Leading in Sport Organizations	Chapter 4 Chapter 5
September 26	Professional Sport	Chapter 9
October 3 <u>Test #1</u>		
October 17	Finance and Economics in the Sport Industry	Chapter 15
October 24	Sport Management and Marketing Agencies Sport Marketing	Chapter 10 Chapter 12
October 31	Communication in the Sport Industry Sport Facility and Event Management	Chapter 14 Chapter 16
November 7 <u>Test #2</u>		
November 14	Panel	<i>Event Management & Sport Marketing</i>
November 21	Sport Consumer Behaviour Ethical Considerations in Sport	Chapter 13 Class Notes
November 28	Project Consultation - in class	

December 3 *Event Planning Case Due*

Submit case to Kinesiology Undergraduate Office located in Bethune College - Room 341
No later than 4:00 pm