

Western University  
Faculty of Health  
Sciences **School of  
Kinesiology**

**KIN 4489A - International Sport  
Management Fall 2020**

<b>Instructor:</b> Prof. Alison Doherty <b>Office:</b> 3M Centre 2225D <b>Email:</b> <a href="mailto:adoherty@uwo.ca">adoherty@uwo.ca</a> <b>Phone:</b> 519/661-2111 x88362 <b>Office Hrs:</b> by appointment	<b>Lectures:</b> Wed 3:30pm - 5:30pm  <b>Instruction Mode:</b> Online, Synchronous
---	--

**NOTE:** All course information including grades, assignment outlines, deadlines, etc. are available via OWL. Check the website regularly for course announcements.

**Calendar Course Description:**

This course provides an international perspective on sport management through a variety of blended learning modes, including, but not limited to: classroom lectures, on-line learning experiences, case study analyses, field trips and reflection activities, collaboration with professors and students from other countries, & guest speakers with experience in International Sport Management.

**Prerequisite(s):** 1.0 course from: [Kinesiology 2298A/B](#), [Kinesiology 3398F/G](#), [Kinesiology 3399F/G](#).

**Extra Information:** 3 lecture hours.

*You are responsible for ensuring that you have successfully completed all course pre-requisites, and that you have not taken an anti-requisite course. Unless you have either the requisites for this course or written special permission from your Dean to enroll in it, you may be removed from this course and it will be deleted from your record. This decision may not be appealed. You will receive no adjustment to your fees in the event that you are dropped from a course for failing to have the necessary prerequisites.*

**NOTE: If you wish to enroll in this course without the stated pre-requisite(s), you must obtain written approval from the course instructor. The approval should then be forwarded to your academic counsellor.**

**LEARNING OUTCOMES:**

Upon completion of this course, you will be able to:

1. Explain the concept of globalization in the context of sport;
2. Distinguish the role and organization of sport in a local, national and international context;
3. Identify and discuss major globalization trends, such as corporate expansion, politics, and cultural showcasing, and their manifestation in and through sport;
4. Explain and discuss how different countries, regions and cultures engage in sport;
5. Understand key issues and perspectives for the management of international sport.

## REQUIRED COURSE MATERIALS:

Select chapters will be assigned from the text: MacIntosh, E., & Bravo, G., & Li, M. (2020). *International sport management* (2<sup>nd</sup> ed.). Champaign, IL: Human Kinetics.

The assigned chapters will be made available as e-chapters through Weldon Library.

This edition of the text is also available on 2 Hr Reserve in Weldon Library, is available for purchase from Human Kinetics (hard copy, e-copy), and may be available through other online sources.

Other readings may be posted in OWL.

## COURSE EVALUATION SUMMARY:

<b>Assessment</b>	<b>Date</b>	<b>Value</b>
1. Guest Speaker Reflections	Throughout the course (see below)	15%
2. Sport Across the Globe Presentation (group project; region assigned)	Oct. 7 or 14 in class	20%
3. Online Case Discussion	Weekly postings Oct. 7-28	20%
4. Future of International Sport Paper	Dec. 9 (11:55 pm)	20%
5. Final Exam (take-home)	Dec. exam period	25%

A one mark/day penalty will be assessed for late submission of assignments (guest speaker reflections, future of international sport paper).

## COURSE ASSESSMENTS:

### 1. Guest Speaker Reflections (3 X 5% for total 15%, due throughout the course)

You will complete a two-part reflection assignment for each of three guest speakers over the course of the semester. The purpose is to capitalize on the presentations of guest speakers by reflecting on your interests and questions in advance, and then key learnings from the presentation.

For each speaker, you will complete Section A of the Speaker Reflection form (*see in OWL Assignments*) and submit online to OWL in advance of the speaker's presentation. **Section A is due before the start of class.** You will complete Section B of the reflection form and submit online to OWL within one week of the speaker's presentation. **Section B is due before the start of class the week after the presentation.**

### 2. Sport Across the Globe (20%, group presentation Oct. 7th or 14th)

In an assigned group of 4 students, you will complete and present the sport profile of a given region (or select country within that region) (assigned by the Instructor). The purpose of this assignment is to gain and share a deeper understanding of sport in a particular region, to facilitate discussion of unique and common sport issues within and across countries/regions, and to enhance appreciation of the organization, culture, politics and so on of sport in different regions.

With the others in your group, you are expected to address the topics listed below in a 25-minute MAX. presentation to your peers. You may use the corresponding region chapter in the MacIntosh et al. (2020) text PLUS additional information as necessary. Presentations should be engaging, informative, and complete, and must include participation by all group members. Groups are encouraged to engage the audience of their peers in the presentation (e.g., knowledge/perceptions, T&F or myth buster questions, zoom poll via Instructor, etc.). A group rep. should upload the presentation on OWL afterwards.

Topics to cover:

- Overview of the region/country(s) – e.g., location, population/demographics, politics, key historical milestones, tourism (the context of sport)
- Overview of the sport delivery model(s) in the region/country(s), including key sport policies (how sport is organized and governed)
- Popular sports in the region/country(s), at each level of participation (grassroots, school, competitive, professional, spectator)
- Major sport achievements in the region/country(s), including famous sport moments, heroes/figures (what is celebrated)
- Major sport events/festivals held in the region/country(s)
- Any political events associated with sport in the region/country(s) (e.g., boycotts, terrorism)
- Examples of sport sponsorship in the region/country(s)
- Main distinguishing factors between countries within the region with regard to sport

### 3. Online Case Discussion (20%)

You will be assigned to a group of students to engage in a 3-week discussion of an international sport case (released Oct. 7). The case materials and group discussion, as well as any interaction with the moderator, will happen completely online through OWL.

The case unfolds with new modules each week for three weeks. Each week you are expected to respond to all questions posed by the Instructor or moderator within the module and respond to questions and comments posted by other group members. This process is important to keep the discussion flowing.

You will be evaluated on the quality, quantity and timeliness of your posts to the online discussion in your group (*see evaluation rubric in OWL*). You are expected to keep up with the group discussion on a daily basis and make regular and meaningful contributions to the group. This will be the basis of evaluation.

Group discussion pertaining to a module can begin with the release of the week's module (12:05 am Thursdays) and will be concluded at the end of the 7-day period (11:55 pm Wednesdays). Only posts within a given week for a given module will be evaluated (i.e., late posts will not be assessed).

### 4. Future of International Sport Paper (20%, due Dec. 9 by 11:55 pm, submitted online)

In this assignment you will present your thoughts on the future of international sport 15-20 years from now. Individually, you will select a particular sport (e.g., baseball, cycling, surfing), OR sport event (e.g., FISU Games, Olympics), OR sport league or team (e.g., MLB, NBA, UEFA; Raptors, Golden Knights, Manchester United) OR product (e.g., running shoes, virtual reality) and envision its future. Alternatively, you can discuss the world of sport generally.

You are expected to envision **15-20 years from now** based on current and projected trends and data (i.e., social demographics, economy, technology, climate, etc.), as well as your own intuition and imagination. Your projections for the future of the sport/event/league/team/product, or sport in general, must be supported by data from reputable sport and non-sport sources (academic peer-reviewed research, government reports/publications, think-tank organizations).

The paper should be 8-10 pages (double-spaced, 1-inch margins, 12 pt Times Roman font) and present your strong viewpoint regarding the future of your selected topic. You should provide some history and current state of the sport/event/league/team, including its international reach or impact (if any), and then your perspective about its future in 15-20 years, including its international reach/impact. Provide appropriate references (APA 6<sup>th</sup> edition format) for points taken from existing literature. (see the evaluation rubric for this assignment in OWL)

## 5. Final Exam (25%, December exam period, take-home exam)

The format of the final exam will be several short essay questions. It will cover material, information and presentations from throughout the course.

## 6. Use of Recordings

Remote learning sessions for this may be recorded. The data captured during these recordings may include your image, voice recordings, chat logs and personal identifiers (name displayed on the screen). The recordings will be used for educational purposes related to this course, including evaluations. The recordings may be disclosed to other individuals under special circumstances. Please contact the Instructor if you have any concerns related to session recordings.

Participants in the course are not permitted to record sessions, except where recording is an approved accommodation, or the participant has prior written permission of the instructor.

## COURSE SCHEDULE (Synchronous, real-time lectures Wednesdays 3:30-5:30):

Sept. 9	Introduction – Globalization, International Sport Reading: Text Chapters 1, 2
Sept. 16	Management of International Sport – <i>Guest Speaker</i> Moira Lassen, Global sport manager (see bio in OWL Resources) Reading: Text Chapter 17 <b>Due:</b> Guest Speaker #1 Reflection Part A – due before class begins
Sept. 23	International Sport Marketing Reading: Text Chapter 20
Sept. 30	Global Sport Media, with Dr. Michael Naraine (Brock University) <b>Due:</b> Guest Speaker #1 Reflection Part B – due before class begins
Oct. 7	Sport Across the Globe Presentations (3 groups) Online case Week 1 begins
Oct. 14	Sport Across the Globe Presentations (2 groups) Online case Week 1 ends, Week 2 begins
Oct. 21	International Sport Federations and Policies Online case Week 2 ends, Week 3 begins
Oct. 28	International Sport Tourism (to be confirmed) Online case Week 3 ends
Nov. 6	NO CLASS – READING WEEK
Nov. 11	Cricket: A Global Game, with Swaral Patil (Doctoral Student)
Nov. 18	WADA and Anti-Doping – <i>Guest Speaker</i> Dr. Angela Schneider, Western (see bio in OWL Resources) Reading: Text Chapter 14 <b>Due:</b> Guest Speaker #2 Reflection Part A – due before class begins
Nov. 25	International Sport for Development (to be confirmed, <i>Guest Speaker tba</i> ) <b>Due:</b> Guest Speaker #2 Reflection Part B – due before class begins <b>Due:</b> Guest Speaker #3 Reflection Part A – due before class begins
Dec. 2	Canada/USA and International Sport Management <b>Due:</b> Guest Speaker #3 Reflection Part B – due before class begins

### Course/University Policies

#### 1. Statement on Use of Personal Response Systems (“Clickers”)

If Personal Response Systems (“Clickers”) are used in the course, a reference to the Guidelines for their use (Guidelines are shown below). Instructors are to communicate clearly to students information on how clickers are used including: how the student’s privacy will be protected, how clickers may be used by the instructor for data gathering and for evaluating the students, and why they cannot be used by anyone but the student (since the students involved in misuse of a clicker may be charged with a scholastic offence).

2. **Academic offences:** They are taken seriously and students are directed to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offence, at the following Web site: [https://www.uwo.ca/univsec/pdf/academic\\_policies/appeals/scholastic\\_discipline\\_undergrad.pdf](https://www.uwo.ca/univsec/pdf/academic_policies/appeals/scholastic_discipline_undergrad.pdf)

A) Students must write their essays and assignments in their own words. Whenever students take an idea, or a passage from another author, they must acknowledge their debt both by using quotation marks where appropriate and by proper referencing such as footnotes or citations. Plagiarism is a major academic offence (see Scholastic Offence Policy in the Western Academic Calendar). All required papers may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted for such checking will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between Western University and Turnitin.com <http://www.turnitin.com>

B) Computer marked multiple-choice tests and/or exams may be subject to submission for similarity review by software that will check for unusual coincidences in answer patterns that may indicate cheating.

#### 3. Electronic Device Usage:

**During Exams** - Unless you have medical accommodations that require you to do so, or explicit permission from the instructor of the course, you may not use any of the following electronic devices during ANY of the tests, quizzes, midterms, examinations, or other in-class evaluations: cellphones, smart phones, smart watches, smart glasses, audio players or recorders of any sort, video cameras, video games, DVD players, televisions, laptop/notebook/netbook computers, flashlights or laser pointers.

**During In Person Lectures and Tutorials:** Although you are welcome to use a computer during lecture and tutorial periods, you are expected to use the computer for scholastic purposes only, and refrain from engaging in any activities that may distract other students from learning. Please be respectful to your fellow students and turn the sound off. If the professor receives complaints from other students regarding noise or other disruptive behavior (e.g. watching videos on YouTube.com, updating your Facebook status, playing Solitaire), your classroom privileges will be revoked. From time to time, your professor may ask the class to turn off all computers, to facilitate learning or discussion of the material presented in a particular class. **Unless explicitly noted otherwise, you may not make audio or video recordings of lectures – nor may you edit, re-use, distribute, or re-broadcast any of the material posted to the course website.**

#### 4. Health and Wellness:

Information regarding health and wellness-related services available to students may be found at <http://www.health.uwo.ca/>.

Students who are in emotional/mental distress should refer to Mental Health@Western (<http://www.health.uwo.ca/>) for a complete list of options about how to obtain help.

## 5. Support Services

There are various support services around campus and these include, but are not limited to:

1. Student Development Centre -- <http://www.sdc.uwo.ca/ssd/>
2. Student Health & Wellness -- <http://www.health.uwo.ca/>
3. Registrar's Office -- <http://www.registrar.uwo.ca/>
4. Ombudsperson Office -- <http://www.uwo.ca/ombuds/>

## 6. Accommodation, Illness Reporting and Academic Considerations:

[http://www.westerncalendar.uwo.ca/PolicyPages.cfm?Command=showCategory&PolicyCategoryID=1&SelectedCalendar=Live&ArchiveID=#Page\\_12](http://www.westerncalendar.uwo.ca/PolicyPages.cfm?Command=showCategory&PolicyCategoryID=1&SelectedCalendar=Live&ArchiveID=#Page_12)

### Accommodation Policies

Students with disabilities work with Accessible Education (formerly SSD) which provides recommendations for accommodation based on medical documentation or psychological and cognitive testing. The accommodation policy can be found here: [Academic Accommodation for Students with Disabilities](#).

### Academic Consideration for Student Absence

<https://www.uwo.ca/fhs/kin/undergrad/academic/consideration/index.html>

Students will have up to two (2) opportunities during the regular academic year to use an on-line portal to self-report an absence during the term, provided the following conditions are met: the absence is no more than 48 hours in duration, and the assessment for which consideration is being sought is worth 30% or less of the student's final grade. Students are expected to contact their instructors within 24 hours of the end of the period of the self-reported absence, unless noted on the syllabus. Students are not able to use the self-reporting option in the following circumstances:

- for exams scheduled by the Office of the Registrar (e.g., December and April exams)
- absence of a duration greater than 48 hours,
- assessments worth more than 30% of the student's final grade,
- if a student has already used the self-reporting portal twice during the academic year

If the conditions for a Self-Reported Absence are *not* met, students will need to provide a Student Medical Certificate if the absence is medical, or provide appropriate documentation if there are compassionate grounds for the absence in question. Students are encouraged to contact their Faculty academic counselling office to obtain more information about the relevant documentation.

**Students are reminded that they should consider carefully the implications of postponing tests or midterm exams or delaying submission of work, and are encouraged to make appropriate decisions based on their specific circumstances.**

Students should also note that individual instructors are not permitted to receive documentation directly from a student, whether in support of an application for consideration on medical grounds, or for other reasons. **All documentation required for absences that are not covered by the Self-Reported Absence Policy must be submitted to the Academic Counselling office of a student's Home Faculty.**

For Western University policy on Consideration for Student Absence, see [Policy on Academic Consideration for Student Absences - Undergraduate Students in First Entry Programs](#)

and for the Student Medical Certificate (SMC), see:

[http://www.uwo.ca/univsec/pdf/academic\\_policies/appeals/medicalform.pdf](http://www.uwo.ca/univsec/pdf/academic_policies/appeals/medicalform.pdf).

### Religious Accommodation

Students should consult the University's list of recognized religious holidays, and should give

reasonable notice in writing, prior to the holiday, to the Instructor and an Academic Counsellor if their course requirements will be affected by a religious observance. Additional information is given in the [Western Multicultural Calendar](#).

7. **Examination Conflicts:** A student with examinations having flexible submission times (e.g., where one or more examination is a take-home examination) cannot request alternative arrangements unless a conflict cannot be avoided by rescheduling writing the exam to a different time within the window specified by the instructor. This applies to direct conflicts as well as “heavy load” conflicts (e.g., three exams within a 23-hour period). The student should discuss any concerns about a potential conflict and/or request accommodation with their academic counselling unit prior to the deadline to drop a course without academic penalty

In the case of online examinations, an “Examination Conflict Room,” which may be assigned when a student is scheduled to write two proctored exams concurrently, will be interpreted as arrangements for continuous proctoring.

8. **Grades:** Where possible assignment objectives and rubrics will be posted on OWL. Should you have a concern regarding the grade you received for an assignment or feel that it is unfair in any way, you must wait 24 hours from the receipt of the assignment to approach the instructor or TA. In doing so, please make an appointment and prepare in writing, with evidence, why you feel your grade is inappropriate. Please be aware that in requesting a grade reassessment, your grade could go up/down/or stay the same. Note that calculations errors (which do occur!) should be brought to my attention immediately.

Generally, students can expect some form of feedback on their performance in a course before the drop date.

- November 12th, 2020 (for first term half-courses)
- November 30th, 2020 (for full-year courses)
- March 7th, 2021 (for second term half-or full year courses)

A+	90-100	<i>One could scarcely expect better from a student at this level</i>
A	80-89	<i>Superior work that is clearly above average</i>
B	70-79	<i>Good work, meeting all requirements and eminently</i>
C	60-69	<i>Competent work, meeting requirements</i>
D	50-59	<i>Fair work, minimally acceptable.</i>
F	below 50	<i>Fail</i>

**Rounding of Grades** (for example, bumping a 79 to 80%):

This is a practice some students request. **This practice will not occur here.** The edges of this course are clear and sharp. The mark attained is the mark you achieved and the mark assigned; there is no rounding to the next grade level, or ‘giving away’ of marks. Please don’t ask me to do this for you; the response will be “please review the course outline where this is presented”.

**Contingency Plan for an In-Person Class Pivoting to 100% Online Learning:** In the event of a COVID-19 resurgence during the course that necessitates the course delivery moving away from face-to-face interaction, all remaining course content will be delivered entirely online, either synchronously (i.e., at the times indicated in the timetable) or asynchronously (e.g., posted on OWL for students to view at their convenience). The grading scheme will **not** change. Any remaining assessments will also be conducted online as determined by the course instructor

9. **Classroom Behaviour:** Class will begin promptly at the time specified at the top of page one of this syllabus. In the event that you must arrive late, please enter the classroom with a minimal disturbance to the class. Please keep all electronic devices on silent and avoid distracting classmates.

10. **Online Etiquette:** Some components of this course will involve online interactions. To ensure the best experience for both you and your classmates, please honour the following rules of etiquette:

- please “arrive” to class on time
- please use your computer and/or laptop if possible (as opposed to a cell phone or tablet)
- ensure that you are in a private location to protect the confidentiality of discussions in the event that a class discussion deals with sensitive or personal material
- to minimize background noise, kindly mute your microphone for the entire class until you are invited to speak, unless directed otherwise
- [suggested for classes larger than 30 students] In order to give us optimum bandwidth and web quality, please turn off your video camera for the entire class unless you are invited to speak
- [suggested for cases where video is used] please be prepared to turn your video camera off at the instructor’s request if the internet connection becomes unstable
- unless invited by your instructor, do **not** share your screen in the meeting

The course instructor will act as moderator for the class and will deal with any questions from participants. To participate please consider the following:

- if you wish to speak, use the “raise hand” function and wait for the instructor to acknowledge you before beginning your comment or question
- remember to unmute your microphone and turn on your video camera before speaking
- self-identify when speaking.
- remember to mute your mic and turn off your video camera after speaking (unless directed otherwise)

General considerations of “netiquette”:

- Keep in mind the different cultural and linguistic backgrounds of the students in the course.
- Be courteous toward the instructor, your colleagues, and authors whose work you are discussing.
- Be respectful of the diversity of viewpoints that you will encounter in the class and in your readings. The exchange of diverse ideas and opinions is part of the scholarly environment. “Flaming” is never appropriate.
- Be professional and scholarly in all online postings. Cite the ideas of others appropriately.

Note that disruptive behaviour of any type during online classes, including inappropriate use of the chat function, is unacceptable. Students found guilty of Zoom-bombing a class or of other serious online offenses may be subject to disciplinary measures under the Code of Student Conduct.

### 11. **Student Code of Conduct**

The purpose of the Code of Student Conduct is to define the general standard of conduct expected of students registered at Western University, provide examples of behaviour that constitutes a breach of this standard of conduct, provide examples of sanctions that may be imposed and set out the disciplinary procedures that the University will follow. For more information, visit

<https://www.uwo.ca/univsec/pdf/board/code.pdf>