



**SDNY BUSN 3383  
SPORT MANAGEMENT  
CAPA SYDNEY PROGRAM**

Faculty name	:	<b>First Name and Surname</b>
E-mail	:	<b>Email address</b>
Class times	:	<b>Day and time</b>
Classroom location	:	<b>Name and number of classroom</b>
Office Hours	:	<b>Day and Time or «by appointment»</b>

**Course Description**

This course provides undergraduate students with the critical understanding of the theories, concepts, knowledge and skills for managers in commercialized and community based sports the Australian context. The course considers the ranges of challenges facing the 21<sup>st</sup> century sports manager including a complex sociocultural environment, competitive business markets, managing a range of key stakeholders, the future of sports management and strategic planning to meet future sporting organizations objectives. The course also evaluates how public policy, sport governance and legislative requirements impacts on the management of sporting organizations. Finally, the course examines the wider social utility of sport in Australia, such as its role in community and the forming of national identity, as an opportunity for social improvement and general community well-being.

**Course Aims/Objectives**

On completion of this course, students will be able to:

1. Apply key theories and concepts of sports management in Australia in the 21<sup>st</sup> Century, including the business of sport, commercial and sustainability imperatives, socio-cultural environments, current trends in sport management and the impact on Australian culture formation.
2. Recognize and evaluate contemporary sports management issues and apply management models and techniques to develop relevant and innovative solutions.
3. Demonstrate an understanding of current managerial and commercial imperatives in the running of sport as a business, applying critical and analytical thinking to real word scenarios.
4. Gain an appreciation of the role of sport in the development of the Australian culture and identity, as well as consideration of current cultural issues to be considered in Australian sports management.

**Requirements and Pre-requisites**

No previous requirements or pre-requisites are required.

**Learning Outcomes**

- A) Students will gain a sound knowledge of sports management in Australia and the ability to apply analytical and critical thinking to the range of relevant topics covered in the course.
- B) Students will cultivate their collaboration and teamwork skills through group activities in class, projects and presentations.
- C) Students will develop a range of communication skills to effectively articulate, argue and influence using written and oral forms.
- D) Students will achieve an appreciation of the importance of sport to the broad Australian culture and identity and how various stakeholders interact to form the Australian sporting culture.

### Course Methodology

This course follows a weekly face to face seminar based structure in class. During the seminar, lecture material will be delivered with case studies used in written and video format as a point of group class discussion. This will highlight major concepts and theories to be applied to current real world situations. Guest speakers with practical specialized knowledge will attend the seminar to deliver presentations. Field trips will allow students to experience Australian sporting organizations in context, meet members of sports organizations to hear and ask first hand questions. The online platform CAPA Canvas will supplement learning with printed and video learning materials and resources. Canvas will be used to foster online interaction and discussion between students, staff and guest presenters.

### Assessment and Grading

DESCRIPTOR	ALPHA	NUMERIC	GPA	REQUIREMENT/EXPECTATION
Outstanding (High Distinction)	A	93+	4.0	Maximum grade: In addition to description for grade "A-", the student shows detailed understanding of materials about which he or she can show independent analytical ability. This means the ability to question an issue from different perspectives and evaluate responses in an objective manner.
Excellent (Distinction)	A-	90 - 92	3.7	Student shows understanding of literature beyond the textbook/class hand-outs/class notes, and the work shows a high level of independent thought, presents informed and insightful discussion and demonstrates a well-developed capacity for evaluation.
Very good (High Credit)	B+	87 - 89	3.3	Shows evidence of a capacity to generalise from the taught content, or the material in literature, or from class lectures in an informed manner. Also, the work demonstrates a capacity to integrate personal reflection into the discussion and an appreciation of a range of different perspectives.
Good (Credit)	B	83 - 86	3.0	The work is well organised and contains coherent or logical argumentation and presentation.
Good (Credit)	B-	80 - 82	2.7	Student shows understanding of literature beyond the textbook and/or notes, and, there is evidence of additional reading.
Average (Good Pass)	C+	77-79	2.3	The work demonstrates a capacity to integrate research into the discussion and a critical appreciation of a range of theoretical perspectives. Also, the work demonstrates a clear understanding of the question and its theoretical

				implications and demonstrates evidence of additional reading.
Adequate (Pass)	C	73 - 76	2.0	Shows clear understanding and some insight into the material in the textbook and notes, but not beyond. A deficiency in understanding the material may be compensated by evidence of independent thought and effort related to the subject matter.
Below Average (Borderline Pass)	C-	70-72	1.7	Shows some understanding of the material in the textbook and notes. A deficiency in any of the above may be compensated by evidence of independent thought related to the subject matter.
Inadequate (Borderline Fail)	D+	67 - 69	1.3	Fails to show a clear understanding or much insight into the material in the textbook and notes
Poor (Fail)	D	60 - 66	0.7 - 1.0	Besides the above for D+, student has not shown interest or engagement in the class work or study.
Poor (Fail)	F	<60	0	Shows little or no understanding of any of the material
Incomplete	I			Please see CAPA policy in the Faculty Handbook.

Assessment	Weight	Learning Outcome
1. Mid-term case study report	25%	A, C, D
2. Group report and presentation	35%	A, B, C, D
3. Final Exam	40%	A, C, D

### ***1. Mid Term Case Study Report 25%***

An individual based assessment will be completed during the middle of the term. This will require students to answer a case study completing a report, applying sports management theory and concepts covered in the first half of the course. This is an individual assessment, with the report 1,500 words long

### ***2. Group Report (30%) and Presentation of Report (15%), Total 45%***

In the final weeks of the course, a group report and presentation will be completed by students. In groups of 3, students will provide a Sports Management Report based on a particular management problem, applying theory, models and concepts to analyze and provide recommendations to sporting organizations. The report will be 2,500 words long following a pre-determined structure provided to the students, worth 25%. The students will deliver a group presentation of their analysis, findings and recommendations to the class for the duration of 15 minutes, worth 10%.

### **3. Final Exam 30%**

During the exam period, students will complete a final exam of 2 hours duration. The questions will be long essay answer and a case study based on the material covered in the second half of the course. The questions will be based on the topics related to the field trips and guest speakers during the course.

### **Required Textbook Reading**

Shilbury, D and Kellett P (2010) Sport Management in Australia: An organizational overview, 4<sup>th</sup> Edition, Allen and Unwin.

### **General Reading**

Chappelet, J. & Bayle, E. 2005, *Strategic and Performance Management of Olympic Sport Organisations*, Human Kinetics, Champaign, Ill

Hoye, R. & Cuskelly, G. 2007, *Sport Governance*, Elsevier, Amsterdam.

Sotiriadou, P. and De Bosscher, V. 2013, *Managing High Performance Sport*, Routledge, London.

Stewart, B., Nicholson, M., Smith, A., & Westerbeek, H. 2004, *Australian Sport–Better by Design?: The Evolution of Australian Sport Policy*. Routledge, London.

### **Journals**

European Sport Management Quarterly  
International Journal of Sport Communication  
International Journal of Sport Management  
International Journal of Sports Finance  
International Journal of Sports Marketing and Sponsorship  
International Journal of Sports Management and Marketing  
International Journal for Olympic Studies  
International Review of Sport Sociology  
Journal of Sport Management  
Journal of Sport and Social Issues  
Sociology of Sport Journal  
Sport Management Review

### **Weekly Timetable**

Topics to be covered:

- 1) Sport in Australia
- 2) The origins and history of Australian sport
- 3) Community and amateur based sport: volunteerism as the backbone of Australian society
- 4) The role and influence of government in sport
- 5) The business of sport: using a corporation model to deliver sport
- 6) Event management
- 7) Major international sporting movements: Olympics, Commonwealth Games, World Cups
- 8) Pathways and systems for participation progression
- 9) Developing the elite: managing elite athletes and the role of institutes of sport
- 10) Current trends in sport management: rise of corporatization and extreme sports
- 11) Alternate models of sport delivery
- 12) The future of sports management in Australia and strategic planning

### **Attendance, Participation & Student Responsibilities**

## **Attendance**

CAPA has a mandatory attendance policy. Students are also expected to participate actively and critically in class discussions, and the participation portion of the class will be graded accordingly. Students must read assignments BEFORE the class, and come in on time. Attendance is mandatory and is taken at the beginning of every class. Unauthorized absence from class will result in a reduction of the final grade and ultimately in an F for the course.

## **Missing classes for medical reasons**

If you need to miss a class for medical reasons or for a family emergency, you must send an e-mail to let the Director of Academic Affairs (DAA) or Resident Director know at least one hour in advance of your class or meeting by emailing [jmiller@capa.org](mailto:jmiller@capa.org). Note that calling the CAPA Centre (02 9929 5253) is acceptable only if you do not temporarily have access to the internet. An e-mail is still required as quickly as you can get access to the internet again. You will need to provide evidence of the reason for your absence. Unexcused absences will result in a grade reduction. In the event of a missed class or field trip, it is your responsibility to contact your instructor and make up any missed assignments.

## **Class Participation**

Participation is a vital part of your grade: students are expected to participate orally in seminars and in online forums and discussions in a critical and evaluative manner; to interact with the faculty and fellow students with respect and tolerance; and to actively engage in discussion. Derogatory or inflammatory comments about the cultures, perspectives or attitudes of others in the class will not be tolerated.

## **Academic Integrity**

The faculty expects from you, the student, a high level of responsibility and academic honesty. Because the value of an academic course depends upon the absolute integrity of the work done by the student, it is imperative that a student demonstrates a high standard of individual honour in his or her scholastic work and class behaviour. Plagiarism and cheating will result in dismissal from the program. See the Handbook of CAPA Academic Policies for more information and resources on plagiarism.

## **Use of electronic equipment in class**

All devices such as laptops, I-pods, I-pads, netbooks, notebooks and tablets, smartphones, cell phones, etc. are NOT allowed unless you have express permission from the faculty or you have been instructed to do so. If you require an accommodation to use any type of electronic equipment, inform the Director of Academic Affairs or the Resident Director at the beginning of Term.

## **Use of Electronic Translators**

In Language courses students are NOT allowed to use electronic translators for writing texts in the target language: those submitting compositions and texts of whatever kind translated in such a fashion will receive a final F grade for the course.

## **Late Submission**

Late submission of papers due, projects, journal entries, pieces of homework and portfolios is only permitted with prior approval. A request must be made to the relevant Faculty member no later than two days prior to the due date. Late submission without prior approval will result in a full alpha grade penalty. In either case, work cannot be submitted after feedback has been provided to the rest of the class on the relevant assessment or one week after the due date whichever comes first, after which point a grade of F will be given for the assessment.

## **Behaviour during Examinations**

During examinations, you must do your own work. Unless specifically instructed by the lecturer or instructor, talking during an exam is not permitted, nor may you compare papers, copy from others, or collaborate in any way. Any failure to abide by examination rules will result in failure of the exam, and may lead to failure of the course and disciplinary action.