

**STATE UNIVERSITY OF NEW YORK
COLLEGE OF TECHNOLOGY
CANTON, NEW YORK**



COURSE OUTLINE

SPMT 320 GLOBAL SPORT PERSPECTIVES

Prepared By: Dr. Lorenda Prier

**SCHOOL OF SCIENCE, HEALTH, & CRIMINAL JUSTICE
SPORTS MANAGEMENT
MARCH, 2017**

- A. **TITLE:** Global Sport Perspectives
- B. **COURSE NUMBER:** SPMT 320
- C. **CREDIT HOURS:** 3
- D. **WRITING INTENSIVE COURSE:** No
- E. **COURSE LENGTH:** 15 weeks
- F. **SEMESTER(S) OFFERED:** Spring,
- G. **HOURS OF LECTURE, LABORATORY, RECITATION, TUTORIAL, ACTIVITY:** 3 HOURS LECTURE PER WEEK
- H. **CATALOG DESCRIPTION:**

Global sport study introduces students to structure and critical issues of the sport business environment from a global perspective. International sport governance, globalization of professional sport, international sports mega-events, and global media technology will be assessed to recognize trends and create sport management strategy. The impact of social changes and global market expansion will be demonstrated in a review sport culture, and commerce.

- I. **PRE-REQUISITES/CO-REQUISITES:**
 - a. Pre-requisite(s): Junior or senior standing in SPMT program or permission of instructor
 - b. Co-requisite(s):
- J. **GOALS (STUDENT LEARNING OUTCOMES):**
By the end of this course, the student will be able to:

<i>Course Student Learning Outcome</i>	<i>Linkage of CSLO</i>	
	<i>To Program SLO</i>	<i>To Institutional SLO</i>
a. Assess corruption and critical issues in international sport governance	3. Critical Thinking 5. Leadership Application 6. Morals & Ethics in Sports Management	2. Critical Thinking 3. Foundational Knowledge 4. Social Responsibility
b. Analyze the socio economic impact of sports mega-events	1. Professional Competencies 2. Application of Knowledge & Skill 3. Critical Thinking 4. Communication Skills	2. Critical Thinking 3. Foundational Knowledge 4. Social Responsibility

c. Assess trends in the globalization of professional sport to create managerial strategies	<ol style="list-style-type: none"> 1. Professional Competencies 2. Application of Knowledge & Skill 3. Critical Thinking 4. Communication Skills 5. Leadership Application 6. Morals & Ethics in Sports Management 	<ol style="list-style-type: none"> 1. Communication Skills 2. Critical Thinking 3. Foundational Knowledge 4. Social Responsibility
d. Evaluate the outcomes of global media and technology	<ol style="list-style-type: none"> 1. Professional Competencies 2. Application of Knowledge & Skill 3. Critical Thinking 6. Morals & Ethics in Sports Management 	<ol style="list-style-type: none"> 2. Critical Thinking 3. Foundational Knowledge 4. Social Responsibility

K. TEXTS:

Schulenkorf, N., & Frawley, S. (2016). *Critical Issues in global sports management*. Routledge.

Whitson, D. & R. Gruneau, (2006). *Artificial Ice: Hockey, Culture, and Commerce*. Toronto: Garamond.

L. REFERENCES:

Leonardsen, D. (2007). Planning of Mega Events: Experiences and Lessons. *Planning Theory & Practice*, 8(1), 11-30. doi:10.1080/14649350601158105

Li, MacIntosh, & Bravo, (2012). *International Sport Management*. Champaign, IL: Human Kinetics.

Lincoln, A. & Tomlinson, A. (2017). *Understanding International Sport Organizations*. Routledge.

O'Reilly, N., Heslop, L., & Nadeau, J. (2011). The sponsor-global event relationship: a business-to-business tourism marketing relationship? *Journal of Sport & Tourism*, 16(3), 231-257. doi:10.1080/14775085.2011.635009

Ratten, V. (2011). Practical implications and future research directions for international sports management. *Thunderbird International Business Review*, 53(6), 763-770. doi:10.1002/tie.20451

M. **EQUIPMENT:** Blackboard Online Learning platform

N. **GRADING METHOD:**

90+ A	85-89 B+	75-79 C+	65-69 D+	<64 F
	80-84 B	70-74 C	60-64 D	

O. **MEASUREMENT CRITERIA/METHODS:**

- Mega-event analysis (group): 15%
- Journal Article Review: 15%
- Participation (Discussion Board postings): 30%
- Research paper: 20%
- Final: 20%

P. **DETAILED COURSE OUTLINE:** (must use the outline format listed below)

- I. Governance within the global sports environment
 - A. International Sport Federations
 - B. Integrity and corruption in sport
 - C. Doping control in global sport
 - D. Corporate social responsibility in sport

- II. Globalization of professional sport
 - A. Social media & fan engagement
 - B. International diplomacy
 - C. Market expansion for American professional sports (China)
 - D. Signing of foreign players
 - E. Professional league global partnerships

- III. Socio-economic impact of international mega events
 - A. Sponsor-global event relationship
 - B. Planning and evaluation
 - C. Comparison of outcomes of sports mega-events
 - D. Economic impact of sport tourism
 - E. Legacy effects on sport tourism

- IV. Global sport media technology
 - A. Sport analytics and performance technology
 - B. Emerging sport media technologies
 - C. Digital technology and sport sponsorship
 - D. Sport media innovation and consequences

- V. Sport, culture, and commerce
 - A. Political effects of sports culture
 - B. Sports to promote national identity
 - C. Role of sport in international relations
 - D. Sport for development and peace

Q. **LABORATORY OUTLINE:** N/A