

**GEORGE MASON UNIVERSITY**  
**School of Recreation, Health, and Tourism**

**SPMT 440 - 001**  
**Global Perspectives in Sport**

**DAY/TIME:** T & TR / 09:00 – 10:15

**PROFESSOR:** Ji-Ho Kim, Ph.D.

**OFFICE LOCATION:** Occoquan Building 228

**OFFICE HOURS (DAY/TIME):**

T,TR / 10:30 – 12:30 pm and by appointment  
(e-mail for appointment)

**LOCATION:** PW - BRH 257

**EMAIL ADDRESS:** jkim76@gmu.edu

**PHONE NUMBER:** 703.993.2060

**CREDITS:** 3

**PREREQUISITES:**

SPMT 304 and sixty hours of undergraduate study, or permission of instructor.

**COURSE DESCRIPTION:**

This course is an examination of sport in the international context from the beginnings of modern sport in the late nineteenth century to the present day with particular focus on the emergence of the international sports industry. Focus will be given to international organizations such as the International Olympic Committee and FIFA, major international sports leagues, the globalization of sport and sporting goods production and consumption and to American sporting organizations operating internationally.

**COURSE OBJECTIVES:**

The student will be able to:

1. Understand the historical development of international sport
2. Understand the role of sport in the global economy
3. Understand the operation of the international politics of sport
4. Understand sporting cultures in societies outside the USA
5. Understand the various models of sports organization internationally
6. Understand the role of sport in economic development
7. Understand the role of the media in international sport

**COURSE OVERVIEW:**

The learning experiences in this course are afforded through assignments, seminar discussions, film and video material.

**STUDENT SUPPORT:**

Any eligible student with an exceptionality documented through George Mason University's Disability Resource Center must notify the instructor so that suitable accommodations can be implemented.

**EXPECTATIONS:**

1. All assigned reading for each class is to be completed prior to coming to class.
2. Regular attendance and participation is expected.
3. Students must abide by the Mason Honor Code, guided by the spirit of academic integrity.

## REQUIRED READINGS:

1. Nicholson, M, Hoye, R., & Houlihan, B. (2011). *Participation in Sport (International Policy Perspectives)*. NY: Routledge
2. Sage, G. H. (2010). *Globalizing Sport: How Organizations, Corporations, Media, and Politics are Changing Sport*. Boulder, CO: Paradigm Publishers
3. Other readings as assigned.

## RECOMMENDED READINGS

1. Giulianotti, R., & Robertson, R. (2007). *Globalization and sport*. Malden, MA: Blackwell.
2. Allison, L. (2005). *The global politics of sport: the role of global institutions in sport*. NY: Routledge.
3. Maguire, J. (1999). *Global sport: identities, societies, civilizations*. Malden, MA: Blackwell.

## COURSE ACTIVITIES & EVALUATION

Exam	30%
Course assignments (Reading Portfolio, Case Studies)	20%
Project and Presentation	30%
Participation & Professionalism	20%

### Reading Portfolio & Case Study

Throughout the semester you will put together a reading portfolio (ring binder) in which you will organize, document, and reflect on what you have read in addition to the textbook. You are expected to stay abreast of current events and scholarly texts (book chapters and/or journal articles) that pertain the chapters and topics in textbook and case studies. Readings should come from a balance of *scholarly* and *applied* sources.

You will be called upon periodically to review your readings and reflections/summary in class and to share your notes with me. Bring your portfolio with you to classes.

**Note:** You will cover 10 sessions total.

### Portfolio Content

- Table of Contents
- One copy each of readings per session covered in class
- Complete bibliographic information
  - i.e., author(s) name, title, source etc.
- Your brief summary of the article and a short reflection on why this article relates to the corresponding book chapter and what you learned from it
  - Expected length: 1–1.5 pages

### Individual Project

The final project is designed to get students thinking about how to apply research in the field to addressing issues or problems that are currently relevant in the sport industry. The project will involve both in-class presentation as well as a written analysis.

## Exam

There will be one exam during the semester. The exam will include variety questions (essay, short answer, multiple choice, etc) that are designed to evaluate students' knowledge of key issues/topics included in assigned readings and addressed in course lecture/discussion.

<b>Grading Scale</b>	B+ = 88 – 89	C+ = 78 – 79		
A = 94 – 100	B = 84 – 87	C = 74 – 77	D = 60 - 69	
A- = 90 – 93	B- = 80 – 83	C- = 70 – 73	F = 0 – 59	



- ❖ Academic Integrity: Mason is an Honor Code university; please see the University Catalog for a full description of the code and the honor committee process. The principle of academic integrity is taken very seriously and violations are treated gravely. What does academic integrity mean in this course? Essentially this: when you are responsible for a task, you will perform that task. When you rely on someone else's work in an aspect of the performance of that task, you will give full credit in the proper, accepted form. Another aspect of academic integrity is the free play of ideas. Vigorous discussion and debate are encouraged in this course, with the firm expectation that all aspects of the class will be conducted with civility and respect for differing ideas, perspectives, and traditions. When in doubt (of any kind) please ask for guidance and clarification.
- ❖ University policy states that all sound emitting devices shall be turned off during class unless otherwise authorized by the professor
- ❖ If you are a student with a disability and you need academic accommodations, please see me and contact the Office of Disability Services (ODS) at 993-2474. All academic accommodations must be arranged through the ODS. <http://ods.gmu.edu>
- ❖ For additional School of Recreation, Health, and Tourism information, please visit the website at <http://rht.gmu.edu>
- ❖ Students must use their MASONLIVE email account to receive important University information, including messages related to this class. See <http://masonlive.gmu.edu> for more information.
- ❖ University Policies: The University Catalog, <http://catalog.gmu.edu>, is the central resource for university policies affecting student, faculty, and staff conduct in university academic affairs. Other policies are available at <http://universitypolicy.gmu.edu/>. All members of the university community are responsible for knowing and following established policies.
- ❖ Other useful campus resources:
  - Writing Center: A114 Robinson Hall; (703) 993-1200; <http://writingcenter.gmu.edu>
  - University Libraries "Ask a Librarian"  
<http://library.gmu.edu/mudge/IM/IMRef.html>
  - Counseling and Psychological Service (CAPS):  
(703) 993-2380; <http://caps.gmu.edu>

## **COURSE SCHEDULE** (subject to change with notice)

<b>Session</b>	<b>Date</b>	<b>Topic</b>	<b>Reading / Assignments</b>
1	01/25	Introduction / Overview of the Course / Syllabus	
2	01/27	Issues in the Global Sport Industry I	
3	02/01	Issues in the Global Sport Industry I	Reading Portfolio 1 (A)
		<b>I. The Social Lens: Interpretation of Phenomena in the Global Sports Market</b>	
4	02/03	Theories of Globalization and Sport I	Ch1 (Sage)
5	02/08	Theories of Globalization and Sport II	Reading Portfolio 2 (B)
6	02/10	Social Theories in Sports I	
7	02/15	Social Theories in Sports II	Reading Portfolio 3 (A) / <b>Research Phenomenon</b>
		<b>II. Issues in the Global Sports Industry</b>	
8	02/17	Global Migration of Sport Labor I	Ch3 (Sage)
9	02/22	Global Migration of Sport Labor II	Reading Portfolio 4 (B)
10	02/24	The Global Sport Industry: Production and Promotion I	Ch4 (Sage) / <b>Introduction</b>
11	03/01	<b>Take-Home Exam</b>	
12	03/03	Production and Promotion II	Reading Portfolio 5 (A)
13	03/08	The Cold War and Global Sports I (video: Doping for Gold)	
14	03/10	The Cold War and Global Sports II	Reading Portfolio 6 (B)
15	03/22	Global Sport and Global Mass Media I	Ch5 (Sage)
16	03/24	Global Sport and Global Mass Media II	Reading Portfolio 7 (A)
17	03/29	Global Politics and Sport I	Ch6 (Sage)
18	03/31	Global Politics and Sport II	Reading Portfolio 8 (B) / <b>LR Outline</b>
19	04/05	Future Issues and Trends I	Ch7 (Sage)
20	04/07	Future Issues and Trends II	Reading Portfolio 9 (A)
21	04/12	Sport Development and Peace I	
22	04/14	Sport Development and Peace II	Reading Portfolio 10 (B)
23	04/19	Sports, Events and Tourism I	
24	04/21	Sports, Events and Tourism II	Article Discussion
25	04/26	Case Study: LPGA	
26	04/28	Case Study: World Baseball Classic	
27	05/03	<b>Research Presentation- Paper Due</b>	
28	05/05	<b>Research Presentation</b>	