Faculty
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Prerequisites/Corequisites
Graduate status or permission of the instructor. Department permission for any undergraduates.

University Catalog Course Description
Explores sport business internationally including the production and consumption of professional and Olympic-linked sports and the impact of globalization on sport. Offered by Recreation, Health & Tourism. May not be repeated for credit.

Course Overview
This online course requires extensive student reading and relevant video viewing prior to each week’s discussion and assignment submission. Students shall complete case studies and keep up with relevant news articles.

Course Delivery Method
This course will be delivered 100% online using an asynchronous format via Blackboard Learning Management system (LMS) housed in the MyMason portal. You will log in to the Blackboard (Bb) course site using your Mason email name (everything before @masonlive.gmu.edu) and email password. The course site will be available on August 24, 2018.

Under no circumstances, may candidates/students participate in online class sessions (either by phone or Internet) while operating motor vehicles. Further, as expected in a face-to-face class meeting, such online participation requires undivided attention to course content and communication.

Technical Requirements
To participate in this course, students will need to satisfy the following technical requirements:

- High-speed Internet access with a standard up-to-date browser, either Internet Explorer or Mozilla Firefox is required (note: Opera and Safari are not compatible with Blackboard).
• Students must maintain consistent and reliable access to their GMU email and Blackboard, as these are the official methods of communication for this course.
• Students may be asked to create logins and passwords on supplemental websites and/or to download trial software to their computer or tablet as part of course requirements.
• The following software plug-ins for PCs and Macs, respectively, are available for free download:
  o Adobe Acrobat Reader:  https://get.adobe.com/reader/
  o Apple Quick Time Player:  www.apple.com/quicktime/download/

**Expectations**

- **Course Week:** Because asynchronous courses do not have a “fixed” meeting day, our week will start on **Mondays** and finish on **Sundays**.
- **Log-in Frequency:**
  Students must actively check the course Blackboard site and their GMU email for communications from the instructor, class discussions, and/or access to course materials at least three times per week.
- **Participation:**
  Students are expected to actively engage in all course activities throughout the semester, which includes viewing all course materials, completing course activities and assignments, and participating in course discussions and group interactions.
- **Technical Competence:**
  Students are expected to demonstrate competence in the use of all course technology. Students who are struggling with technical components of the course are expected to seek assistance from the instructor and/or College or University technical services.
- **Technical Issues:**
  Students should anticipate some technical difficulties during the semester and should, therefore, budget their time accordingly. Late work will not be accepted based on individual technical issues.
- **Workload:**
  Please be aware that this course is **not** self-paced. Students are expected to meet *specific deadlines* and *due dates* listed in the **Weekly Schedule** section of Blackboard. It is the student’s responsibility to keep track of the weekly course schedule of topics, readings, activities and assignments due.
- **Instructor Support:**
  Students may schedule a one-on-one meeting to discuss course requirements, content or other course-related issues. Students can meet with the instructor via telephone or web conference. Students should email the instructor to schedule a one-on-one virtual session, including suggested dates/times.
- **Netiquette:**
  The course environment is a collaborative space. Experience shows that even an innocent remark typed in the online environment can be misconstrued. Students must always re-read their responses carefully before posting them, so as others do not consider them as personal offenses. **Be positive in your approach with others and diplomatic in selecting your words.**
Remember that you are not competing with classmates, but sharing information and learning from others. All faculty are similarly expected to be respectful in all communications.

- **Accommodations:**
  Online learners who require effective accommodations to insure accessibility must be registered with George Mason University Disability Services.

**Learner Outcomes or Objectives**
This course is designed to enable students to do the following:

1. describe the impact of globalization on production and consumption of sports.
2. demonstrate awareness of sociopolitical impact on business of global sport.
3. understand the economic model of sport.
4. understand sponsorship and branding in sports.
5. understand the economic impact and the regulation of sporting events.
6. describe strategy and internationalization in manufacturing of sporting equipment.
7. describe management of sporting arena.
8. analyze and resolve cases in the global business of sports.
9. research and analyze global sport business issues.

**Professional Standards** [Commission of Sport Management Accreditation (COSMA)]
Upon completion of this course, students will have met the following professional standards:

Courses offered in the Sport and Recreation Studies (SRST) graduate program are guided by the principles of COSMA. COSMA (2016, p. 1) “bases its accrediting process on principles, rather than standards.” The eight recommended principles are:

- outcomes assessment;
- strategic planning;
- curriculum;
- faculty;
- scholarly and professional activities;
- resources;
- internal and external relationships; and
- educational innovation.

For more information, please see:

**Required Texts**
Students are required to read the following books as well as relevant articles from academic journals such as *Journal of Sport Management, Sport Management Review, Journal of Global Sport Management, Journal of Sports Economics,* and the *International Journal of Sports Marketing and Sponsorship.*

Recommended Readings

Course Performance Evaluation
Students are expected to submit all assignments on time in the manner outlined by the instructor via Blackboard.

Requirements
Case Study & Analysis (4)
Students shall complete three case studies and analysis assigned from the Chadwick, Arthur, & Beech casebook. These cases, although drawn from the casebook, must include additional research that includes supporting sources from other texts as well as from contemporary sporting events. These additional research studies must involve no less than five additional sources that are substantively critical to the analysis of the relevant case. Note that each case report must be between 2000-3000 words long (not including the reference section), typewritten (size 12 pt. font), and submitted via Blackboard LMS. Each case shall include an introduction (with a subhead), statement of the case (with a subhead), discussion (with a subhead), and conclusion/recommendations (subhead) while addressing any case questions if needed. Note that each of the three case assignments is worth a maximum of 15 points. Late submission of a case involves a loss of 12% of maximum obtainable point.

Participation by Reflection/Response/Discussion (Weekly)
Students shall submit reflections weekly as well as respond to reflections submitted by at least two other students. The reflection must be submitted no later than Thursday of each week and must be no less than 350-500 words long. This is a reflection of the week’s assigned reading plus other relevant research completed by the students with source of the research identified in the reflection. By Sunday, each student must submit responses to reflections submitted by two other students. This response shall be no less than 200 words long and may involve critique or support of
a perspective with additional research source(s). Reflections are worth a total of 20 points and responses worth a total of 20 points. Note that late submissions carry a penalty of no less than 12%.

TOTAL  100

Please see Blackboard for more detailed descriptions of assignments and rubrics.

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

  **Note:** Graduate students must maintain a 3.0 GPA average to graduate with a Master’s degree. While there may be gradations in the C category, any C-based grade will be computed as the standard “C.”

**Professional Dispositions**

See [https://cehd.gmu.edu/students/policies-procedures/](https://cehd.gmu.edu/students/policies-procedures/)

**Class Schedule**

A complete Weekly Schedule for this class is found on Blackboard. These include weekly course content, videos, links, assignments, reflections, and responses.

Note: Faculty reserves the right to alter the schedule as necessary, with notification to students.

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<thead>
<tr>
<th>WK</th>
<th>TOPIC</th>
<th>READING</th>
<th>ASSIGNMNT**</th>
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<tbody>
<tr>
<td>1</td>
<td>Introduction: The Business of Sports</td>
<td>KPMG [LINK: see Blackboard]</td>
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<td>2</td>
<td>Globalization of the Sports Economy</td>
<td>Andreff, W. [LINK: see Blackboard]</td>
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<td>3</td>
<td>Building Sports Brands</td>
<td>Desbordes &amp; Richelieu Chp. 1</td>
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<td>5</td>
<td>Sponsorship and Branding</td>
<td>Desbordes &amp; Richelieu Chp. 3</td>
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<td>6</td>
<td>Sports Events: Economic Impact &amp; Regulation</td>
<td>Desbordes &amp; Richelieu Chp. 5</td>
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<tr>
<td>Week</td>
<td>Topic</td>
<td>Chapters/Case Studies</td>
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<td>8 (10/15-10/21)</td>
<td>Sport Equipment Manufacturing: Strategy &amp; Internationalization</td>
<td>Desbordes &amp; Richelieu Chp. 6</td>
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<td>9 (10/22-10/28)</td>
<td>Strategy &amp; Economic Model (Wrestling)</td>
<td>Desbordes &amp; Richelieu Chp. 7</td>
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<td>10 (10/29-11/4)</td>
<td>Establishing &amp; Managing of Sports Arena</td>
<td>Desbordes &amp; Richelieu Chp. 8</td>
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<td>12 (11/12-11/18)</td>
<td>Sports Consumers</td>
<td>Sports Media Consumption Report [LINK: see Blackboard]</td>
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<td>14 (11/26-12/2)</td>
<td>Economic Perspective on Impact of the 2010 World Cup (South Africa)</td>
<td>Swinnen &amp; Vandermoortele [LINK: see Blackboard]</td>
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<td>15 (12/3-12/9)</td>
<td>Sport in Developing Countries</td>
<td>Andreff, W. [LINK: see Blackboard]</td>
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<td>16 (12/10-12/16)</td>
<td>The Future of Football in Europe</td>
<td>Szymanski, S. [LINK: see Blackboard] Case #13: “Any publicity is good publicity…” [Chadwick, Arthur, &amp; Beech]</td>
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**There are weekly tasks that include reflection reports and responses via Blackboard (see Schedule on Blackboard for details).**

**Core Values Commitment**

The College of Education and Human Development is committed to collaboration, ethical leadership, innovation, research-based practice, and social justice. Students are expected to adhere to these principles: [http://cehd.gmu.edu/values/](http://cehd.gmu.edu/values/).

**GMU Policies and Resources for Students**

**Policies**

- Students must adhere to the guidelines of the Mason Honor Code (see [http://oai.gmu.edu/the-mason-honor-code/](http://oai.gmu.edu/the-mason-honor-code/)).

- Students must follow the university policy for Responsible Use of Computing (see [http://universitypolicy.gmu.edu/policies/responsible-use-of-computing/](http://universitypolicy.gmu.edu/policies/responsible-use-of-computing/)).

- Students are responsible for the content of university communications sent to their Mason email account and are required to activate their account and check it regularly. All communication from the university, college, school, and program will be sent to students solely through their Mason email account.

Last revised July, 2018
• Students with disabilities who seek accommodations in a course must be registered with George Mason University Disability Services. Approved accommodations will begin at the time the written letter from Disability Services is received by the instructor (see http://ods.gmu.edu/).

• Students must follow the university policy stating that all sound emitting devices shall be silenced during class unless otherwise authorized by the instructor.

Campus Resources

• Support for submission of assignments to Tk20 should be directed to tk20help@gmu.edu or https://cehd.gmu.edu/aero/tk20. Questions or concerns regarding use of Blackboard should be directed to http://coursessupport.gmu.edu/.

• For information on student support resources on campus, see https://ctfe.gmu.edu/teaching/student-support-resources-on-campus

For additional information on the College of Education and Human Development, please visit our website https://cehd.gmu.edu/students/.

George Mason University
School of Recreation, Health, and Tourism