

**Adv. International Sports Management (graduate)**  
**MGMT 5943 Sec 503 Spring 2015**  
**Jan 19- March 13**  
**Spears School of Business**  
**Oklahoma State University**

**Instructor:**

Dr. Bryan Finch, Visiting Professor of Management, Director Sports Management  
Institute

**Contact Information:**

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Office Hours: by appointment

Course Site: Desire2Learn (Online Classroom): <http://oc.okstate.edu>

Administrative contact: Spears School Distance Learning Office, 108 Gundersen,  
spearsdistance@okstate.edu or call (866)-678-3933 or (405) 744-4048

**Overview of the Course**

This course will provide a broad overview of the industry of sports around the globe. We will discuss the historical, political, cultural, and business influences of sport development and management across the world. The course will examine similarities and differences in organizational and management strategy from various countries, regions, and continents. We will use several methods to build our knowledge base, including short lectures, discussions, and presentations and/or papers.

**Course Goals**

Students will gain a greater understanding of the management decisions and strategies used in the international sports business world. Lessons can be applied to other areas of business which utilize strategic planning, competition, sponsorships, or other similar tactics.

<b>Course Objective</b>	<b>Program Learning Goal</b>
Students should recognize and be able to discuss the role of sports in historical, economic, political, & cultural experiences from around the globe.	• Business Knowledge & Competency
Students should be able to compare and contrast financial and management differences in sport leagues from various countries and evaluate international business strategies, international economic and financial impacts of sports.	• Business Knowledge & Competency • Critical Thinking
Students should be able to analyze trends and future directions in international sports and sporting events.	• Business Knowledge & Competency

## **Texts and Supplementary Materials**

Required Text: International Sport Management, Editors Ming Li, Eric MacIntosh, & Gonzalo Bravo (2012).

## **Grading Policy**

The grades in this class break down as follows:

Test 1	20
Test 2	20
Final Exam	30
News file	10
Project Assignment	10
<u>Paper</u>	<u>10</u>
Total Points	100

Letter grades will be assigned according to the standard scale.

90-100%	= A
80-89%	= B
70-79%	= C
60-69%	= D
Below 60%	= F

## **Description of Course Requirements**

### Lectures

Students are expected to view all lectures for the course. Lectures may be augmented with video and news clips as well as media articles and other materials. Links or materials will be posted on D2L under the news tab. Please contact me via email if a link is dead or a file isn't working, etc.

### Course Sections

The course will be divided into several sections based on geographical context. Each section will cover historical, cultural, business and political influences in specific countries on the development and management of sport in the region or continent. Economic, financial, and policy impacts will be discussed from a sport management perspective. Sport tourism and travel impacts will also be examined within each section.

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## Exams

There are 3 exams for this course (all 50 questions, green scantron, pencil). You have 2 options for the exams. You can take them live with me on campus in Stillwater, OK (classroom to be determined, see schedule on page 5 of syllabus); OR you can take the exam at a testing center or with a test proctor. You must take the exam on the Thursday or Friday shown in the schedule. If you have an emergency, you must email me before the regular exam time and request a specific extension.

A- Live on campus with me (Thursdays, 5:30pm)- just show up with your student ID, a green scantron and pencil.

B- Taking the test at a campus testing center- fill out the student form and submit it online, then call to set up your exam for anytime on test Thursday or the next day, Friday. Make sure to be aware of any test center fees (\$) that often apply for their service.

Test centers: Stillwater, OK- Wes Watkins Center (405) 744-6390

Tulsa, OK- OSU Tulsa testing center; (918) 594-8232

Also OSU OKC, and University Testing and Assessment available.

<https://spears.okstate.edu/distance/forms/studentform/>

C- Proctored test- If you are in Germany or California or elsewhere and can't make it to a testing center, then you need to fill out a test proctor form and fax it in- <http://spears.okstate.edu/distance/forms/>.

*For more information about the testing and proctoring procedure, contact the Distance Learning office at (405) 744-4019 and see <http://spears.okstate.edu/distance/guide/procedures/>.*

Test #1- 50 multiple choice questions. The first test will cover chapters 1-6 of the book as well as other reading assignments and lectures from class up to the day of the test. See schedule for exact break points.

Test #2- 50 multiple choice questions. The second test will focus on the second section of the class, and include chapters 7-15 of the book. It will be comprehensive but will focus on the second phase of the class more than phase one.

Final exam- 50 multiple choice questions. The final will be comprehensive (over the entire course), and will include chapters 16-22 of the book also.

## News file

The news file will consist of your analysis of the sports page of one day's major newspaper of your choice *from each of the six inhabited continents* (North America, South America, Australia, Africa, Asia, Europe). Each analysis should include the top stories, a review of what sport seems to be the most popular, and your thoughts on how these sports might reflect that city/regional/country's culture. For example, you may read the Pittsburgh Gazette sports page, and your analysis would include coverage of the Steelers, Penguins, and University of Pittsburgh sports, as well as other local teams and events. This would cover North America. Each report should

be 2 pages, typed, double spaced, Times New Roman, font size 12 (about 12 pages total!). You may drop the assignment into the drop box before it is due (see schedule). It can be dropped as one file or as 6 separate files.

### Project Assignment

The project will be an in-depth analysis of an international sports team or sporting event of your choosing (with instructor approval).

\*You will develop your report using Powerpoint.

\*You will need to gather information from several sources, including internet news reports, official team web pages, printed newspaper and magazine articles, and books. Do not cite Wikipedia! Make sure you have legitimate sources from several formats (not just team blogs and web pages).

\*Deliverables: Powerpoint slides (13-20 slides); you will need to post these materials on the drop box in D2L by the due date (see schedule). Include your Powerpoint slides with notes below them (what you would have said verbally for each slide) and include a slide with your references.

\*I will post the grading scale on D2L so you will know exactly how the projects are graded.

### *International team/sport report sections:*

- A- Team/sport overview and history
- B- Fan report (take me inside the fan base, unique fan cultures or behaviors, rivalries, etc.)
- C- Economic Impact: Local communities, stadium situation, financial reports
- D- Marketing: Recent team marketing initiatives, promotions (tickets), public relations events
- E- Sponsorships: Who are the team sponsors? How are they activating the sponsorships?
- F- Web page/media: Analyze the team web page and social media. Any ideas for improvement?
- G- Other/Summary: Review key points. Discuss future challenges and opportunities on the field and off the field.

Paper: For this graduate section, you are required to complete a research paper. The paper will include your review and analysis of an international sports event of your choice. The paper should review the following:

- I. History of the event
- II. Impact of the event on the city/region, as well as on the US sports scene
- III. A review of the business/marketing/sponsorship strategies of the event, and their level of effectiveness
- IV. Future challenges of the event

The paper must be 6-8 pages, typed, Times New Roman font size 12, double spaced, and put in the D2L dropbox. It is due at the same time as the project. For the paper, you will also need to include multiple sources showing where you gained your information (these should include a variety of locations, not just a single web page or blog, for example.

Books, newspapers, magazines, or other edited work should be included and sourced.

Some example events might be: surfing championships in Australia, French Open tennis,

Dakar Rally, etc. You cannot do the same sport for your project and your paper.

### **Make-up Policy**

Students are expected to take each exam on the date given and submit the assignment in a timely manner. If for any reason a student cannot attend an exam or submit an assignment, he or she must notify the instructor prior to the examination. All late assignments and exams lose a letter grade per 24-hour period following the due date, unless the instructor has granted prior approval for late submission of an assignment. Approval for late submissions must be obtained from the instructor in advance, or be based on a documented medical emergency.

### **University Policy**

More information about university policy can be found at this website:

<http://academicaffairs.okstate.edu/faculty-a-staff>

To drop this course, you must contact the office in 108 Gundersen or call (405)744-4048.

### Academic Integrity

Oklahoma State University is committed to the maintenance of the highest standards of integrity and ethical conduct of its members. This level of ethical behavior and integrity will be maintained in this course. Participating in a behavior that violates academic integrity (e.g., unauthorized collaboration, plagiarism, multiple submissions, cheating on examinations, fabricating information, helping another person cheat, unauthorized advance access to examinations, altering or destroying the work of others, and fraudulently altering academic records) will result in your being sanctioned. Violations may subject you to disciplinary action including the following: receiving a failing grade on an assignment, examination or course, receiving a notation of a violation of academic integrity on your transcript (F!), and being suspended from the University. You have the right to appeal the charge. Contact the Office of Academic Affairs, 101 Whitehurst, 405-744-5627, [academicintegrity.okstate.edu](http://academicintegrity.okstate.edu).

### Accessibility

Any student in this course who has a disability that may prevent him or her from fully demonstrating his or her abilities should contact the instructor as soon as possible, so we can discuss accommodations necessary to ensure full participation and facilitate your educational opportunity. For more information about OSU Student Disability Services, please go to: <http://www.okstate.edu/ucs/stdis/>

## Tentative Schedule

Course Sections	Due (date)
→Syllabus/ Course Introduction; Book overview →Sport in North America / Central America →Sport in South America Sport in Europe (through lecture #22)	<b>*Test #1 (THUR, Feb 5, 5:30pm)            OR proctored exam</b>
→Sport in Africa →Sport in Asia →Sport in Australia / New Zealand / Pacific (through lecture #39)	<b>*Test #2 (THUR, Feb 26, 5:30pm)            OR proctored exam</b>
→International Sporting Events; Olympic Movement; World Cup; Rugby; Cricket; Trends / Future Directions & Opportunities	<b>*Due at 11:59pm CDT:            News file AND Project (Monday, March 9)             *Final exam (THUR, March 13th, 5:30pm) OR proctored exam</b>

**MGMT 4943/ 5943  
(International)**

- 1- Intro
- 2- Overview
- 3- United States
- 4- Canada
- 5- Mexico
- 6- Dominican Republic
- 7- Cuba
- 8- Brazil
- 9- Argentina
- 10- Chile
- 11- Peru
- 13- Spain
- 14- United Kingdom
- 15- Ireland
- 16- Germany
- 17- Italy
- 18- Finland

- 19- Russia
- 20- Greece
- 21- France
- 22- Switzerland
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- 23- Egypt
- 24- Nigeria
- 25- Kenya
- 26- Morocco
- 27- South Africa
- 28- China
- 29- Japan
- 30- South Korea
- 31- Turkey
- 32- India
- 33- Pakistan
- 34- Philippines
- 35- Israel
- 36- Nepal

- 37- Australia
- 37.5- Australia Part II
- 38- New Zealand
- 39- Samoa
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- 40- Olympics (summer)
- 41- Olympics (winter)
- 42- World Cup (soccer)
- 43- World Cup (rugby)
- 44- Tennis
- 45- Surfing
- 46- Formula1
- 47- Yachting
- 48- Golf
- 49- Tourism
- 50- Adidas
- 51- MasterCard
- 52- Textbook