

**International Sports Management (graduate)  
MGMT 5943 Fall 2017  
Spears School of Business  
Oklahoma State University**

**Instructor:**

Dr. Bryan Finch, Clinical Professor of Management; Director Sports Management Institute

**Contact Information:**

Office: BUS 301

Email: bryan.finch@okstate.edu

Phone: 744-8652

Office Hours specifically for online students: as needed via email, phone: I will respond to student inquiries within 24 hours.

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

Online Learning Support: [spearsonline@okstate.edu](mailto:spearsonline@okstate.edu)

Phone: 405-744-4048

Facebook: Follow Spears School Online Learning on

Facebook! <https://www.facebook.com/SpearsOnline/>

**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: none

## **Grading Policy**

The grades in this class break down as follows:

Test 1	20
Test 2	20
Final Exam	20
News file	10
Project Assignment	20
<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 online 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), they require a proctor. Here are your exam options:

1- I will be in Stillwater so you can choose to take it live with me on paper (bring a green scantron and pencil)- see schedule for times and locations.

2- You can take the exams at a testing center with a proctor. This can be on campus in Stillwater, Tulsa, OKC, or almost anywhere in the USA. The proctored exams will be online.

If you want to test with me on campus (select 'other') or University Assessment & Testing (Stillwater), OSU-OKC or OSU-Tulsa, or Wes Watkins (Stillwater) then you **only** need to fill out the Student Information Form: <https://spears.okstate.edu/online/forms/studentform/>

If you will be testing at any other testing center you must fill out a Proctor Agreement Form: <https://spears.okstate.edu/online/files/proctoragreementform-tc2015.pdf>

ProctorU is also available to use in this class as a proctor in addition to going to a testing center. ProctorU is a live online proctoring service that allows exam takers to complete their exams at home while still ensuring the integrity of the exam. Using almost any webcam and computer, you can take exams at home, at work, or anywhere you have internet access. Watch a How It Works video here: <http://www.proctoru.com/howitworks.php>.

Check your computer and internet connection meets all of the technical requirements: <http://www.proctoru.com/tech.php>.

To select ProctorU as your Proctor this semester please complete a Student Information Form: <https://spears.okstate.edu/online/forms/studentform/>. If you will be located internationally for any of the exams you are required to use ProctorU the only exception is military students who may test in an on base testing center/

If you need help locating a proctor please look at a list of possible testing centers in your area. This is only a suggested list there might be other places in your area that are suitable: <http://spears.okstate.edu/distance/guide/centers/>

If you have any questions or need help locating a testing center contact the Distance Learning Office: [spearsonline@okstate.edu](mailto:spearsonline@okstate.edu) or 405-744-4048.

**Test #1**- 50 multiple choice/matching questions (see schedule for exact break point).

**Test #2**- 50 multiple choice/matching questions (see schedule for exact break point).

**Final exam**- 50 multiple choice/matching questions. The final will be comprehensive but will have several questions from section 3.

### **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 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/>

## Schedule

Course Sections	Due (date)
→Syllabus/ Course Introduction →Sport in North America / Central America →Sport in South America →Sport in Europe	<b>Test #1:</b> <b>On campus: JB 208, Thursday Sept 14, 5:30p-7p.</b> <b>Or</b> <b>At test proctor or ProctorU Sept. 14 or Sept 15</b>
→Sport in Africa →Sport in Asia →Sport in Australia / New Zealand / Pacific	<b>Test #2:</b> <b>On campus: JB 208, Thursday Oct 5th, 5:30p-7p.</b> <b>Or</b> <b>At test proctor or ProctorU Oct. 5 or Oct 6th</b>

<p>→International Sporting Events</p>	<p><b>* Projects due on dropbox (11:59 pm, <u>Monday Oct 16th!</u></b></p> <p><b>*<u>Final exam (comprehensive)</u>-</b> <b>On campus: JB 208, Tuesday Oct 17th, 5:30p-7p.</b></p> <p><b>Or</b> <b>At test proctor or ProctorU</b> <b>October 17 or 18th</b></p>
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- 1- Syllabus
- 2- United States
- 3- Canada
- 4- Mexico
- 5- Dominican Republic/Cuba
- 6- Brazil
- 7- Argentina
- 8- Chile/Colombia/Peru
- 9- Spain
- 10- United Kingdom
- 11- Ireland
- 12- Germany/Italy
- 13- Finland/Russia
- 14- Greece/France/Switzerland
- (test 1)---
- 15- Egypt/Nigeria/Kenya
- 16- Morocco/South Africa
- 17- China/Taiwan
- 18- Japan/South Korea
- 19- Malaysia/Indonesia/Philippines
- 20- India/Pakistan/Nepal
- 21- Turkey/Israel
- 22- Australia
- 23- Australia II/New Zealand/Samoa
- (test 2)---
- 24- Olympics
- 25- Winter Olympics
- 26- World Cup
- 27- Rugby
- 28- Surfing
- 29- Formula 1
- 30- Tennis/Golf/Yachting
- 31- Tourism
- 32- Samsung / BMW
- 33- Adidas/Emirate Airline