

UNIVERSITY OF MASSACHUSETTS
Department of Sport Management

**SPORTMGT 493A-697A:
International Sport Management
Spring 2006**

Instructor: Prof. Sheranne Fairley
Phone: 545-5058
Email: sfairley@sportmgt.umass.edu
Office: SOM 236B

Class Time: Monday 2:30pm – 5:00pm
Classroom: 125 or (236 Conference Room – TBA)
Office Hrs: by appointment

REQUIRED READING MATERIALS:

- Reading Packet. Available at "people.umass.edu/sfairley".

COURSE OBJECTIVE:

This course strives to enhance critical thinking skills and understanding of cultural issues. Upon completion of this course students will be able to:

- Compare and contrast how sport is played and perceived in different cultural settings
- Describe social identity theory and how it can be used to interpret and understand the differences between the meaning of sport in different settings.
- Describe the structure of the club based sport management system. Specifically, students will be able to compare and contrast the sport system in America with systems commonly used by other countries.
- Identify key reasons why different sports are accepted in different countries. Students will be able to identify processes that facilitate successful globalization and diffusion strategies.
- Describe the structure of the Olympic Movement and the myriad of sport organizations that take part in the Olympic Games. Students will be able to describe the official ideology of Olympism and understand the multiple meanings of the Olympic Games in different cultures.

COURSE METHOD:

Classroom lectures and readings illuminate the theoretical underpinnings and practical applications of strategies relating to sport on an international level. The journal, comparative paper, and in-class presentations require the student to understand, analyze, and apply information presented in class (lectures and readings) in order to display an understanding and appreciation sport in the global community. Student participation in class is a major part of the course.

GRADING BASIS:

Students will be assigned grades based on performance in five class components:

Journal	15%
Comparative Paper	35%
Final Presentation	25%
Attendance and Participation	15%
Debate	10%

GRADING SCALE:

A	93 – 100%	C	73 – 76.99%
A-	90 – 92.99%	C-	70 – 72.99%
B+	87 – 89.99%	D+	67 – 69.99%
B	83 – 86.99%	D	60 – 66.99%
B-	80 – 82.99%	F	< 60%
C+	77 – 79.99%		

JOURNAL

Students will be required to keep a journal that documents their learning and critical thinking about global issues during the semester. After (or during) each reading students should critically reflect on how the concepts that are discussed impact on sport. Students will also be required to reflect on the experiences and information gathered throughout the field trip.

COMPARATIVE PAPER

Students will be required to write a comparative paper on return from the field trip. Specific guidelines will be given out before leaving on the field trip. The journal should be used as a key information source for this paper.

FINAL PRESENTATIONS

Students will be required to present their comparative paper to the class on return from the field trip.

DEBATES

These in-class “debates” are designed to achieve three objectives: 1) to provide a way of applying theory learned in class to current global issues; 2) to stimulate and educate your classmates on the latest industry innovations and issues; 3) to strengthen your presentation skills. Students will be assigned their presentation date and their debate team randomly by me.

ATTENDANCE/PARTICIPATION

Students needing to take an excused absence must inform the instructor beforehand via phone or email. Students are expected to participate in class. This means listening to what other people say and offering your own thoughts when applicable.

FIELD TRIP

During spring break, course participants will travel to Australia for a first-hand look at Australian sport and culture. Accompanied by a faculty member from the Department of Sport Management students will visit Melbourne, Brisbane, the Gold Coast, and Canberra. The trip will last for approximately 12 days. In Australia students will meet key personnel from Australia's major sport organizations, hear from sport management academics, visit cultural and historical sites, and observe sport competition and training at all levels. The course will allow students to see first hand the way that sport operates in a different culture. The sport system in Australia itself is considerably different from that in America. In addition, the different cultural values influence the way that sport is played and interpreted. Students will be expected to submit a comparative paper on completion of the trip outlining key differences between the American and Australian sport systems.

CLASS STRUCTURE

Class Meeting	Subject	Readings
1 (2/6/06)	Introduction	
2 (2/13/06)	Subcultures and Identity	Ch 1
3 (2/27/06)	Globalization & Diffusion	Ch 2
4 (3/13/06)	Sport Systems	Ch 3
5	The Olympic Games: International Issues	Ch 4
6	Political Issues & Boycotts	Ch 5
7	Sport For All	Ch 6
8	Diversity Issues in International Sport	Ch 7