



## Undergraduate Course Syllabus

### SPT 465: Global Sport Business

Center: Online

#### Course Prerequisites

CE: MKT 113; UC: MKT 113 or MKT 105

#### Course Description

This course develops a basic theoretical and applied understanding of international business principles as applied to the global sport industry. Several key areas of international business, as they relate to sport business, are explored including the scale, scope and organization of global sport, globalization, internationalization, cultural aspects, international marketing, financial/political/economic risk, human rights, ethical dimensions, role of media, technology/products, professional sport leagues and governance. The course will be delivered from an entrepreneurial and business development perspective encouraging students to think and act strategically when considering sport business in a global context. Class discussions and exercises will focus on assisting the student in establishing a conceptual and applied understanding of these major content areas using relevant text, multi-media. The outcomes will be to develop the skills necessary to function as a professional manager in the international sport business market place. In addition, the student will be exposed to a team working environment in order to foster authentic management interaction skills. Global marker.

#### Course Outcomes

- Explain why a sport business might seek to expand internationally
- Identify key international business issues that will influence decision making when expanding a sport business into international markets
- Explain a variety of different international expansion methods a sport business manager can use when considering how they will expand
- Describe some of the unique social, ethical, and human rights challenges a sport manager may face in the global sport market
- Explain key differences between U.S. professional sport leagues and European leagues
- Describe unique factors to be considered in international sport marketing
- Develop an international expansion plan for a sport business

#### Required Materials

Using your learning resources is critical to your success in this course. Please purchase directly through the [SNHU Online Bookstore](#) rather than any other vendor. Purchasing directly from the bookstore ensures that you will obtain the correct materials and that the IT Service Desk, your advisor, and the instructor can provide you with support if you have problems.

### *International Sport Management*

MacIntosh, Bravo, and Li

Human Kinetics

2nd edition

2020

978-1-4925-5678-4

### *SportsBusiness Journal*

This site is to be used to order a 12-week subscription: <https://www.sportsbusinessdaily.com/College-University/Subscribe/College-Subscription.aspx>

This site is to be used to order a *SportsBusiness Journal* subscription. Make sure to select Southern New Hampshire University – Online in the “Your School” drop-down menu and then select “SNHU Online Sport Business Courses” in the “Your Professor” drop-down menu.

### **Diversity, Equity, and Inclusion**

As indicated in our core values, SNHU is committed to “embrace diversity where we encourage and respect diverse identities, ideas, and perspectives by honoring difference, amplifying belonging, engaging civilly, and breaking down barriers to bring our mission to life.”

This may or will be reflected in SNHU’s curriculum as we embrace and practice diversity, equity, and inclusion (DEI) to provide the most transformative experience for our students, faculty, and staff. Because topics pertaining to DEI can be sensitive, please remember that embodying and practicing diversity, equity, and inclusion is one of our core values that you will encounter throughout the academic experience. In higher education, we are expected to think and engage critically. Use a growth mindset to embrace the diverse readings, course assignments, and experiences of your peers and faculty.

For more information about DEI at SNHU, please visit our website at the [Office of Diversity and Inclusion](#).

### **Instructor Availability and Response Time**

Your class interaction with the instructor and your classmates will take place on a regular, ongoing basis. Your instructor will be actively engaged within the course throughout the week. You will normally communicate with your instructor in the weekly discussions or the General Questions discussion topic so that your questions and the instructor’s answers benefit the entire class. You should feel free, however, to communicate with your instructor via SNHU email at any time, particularly when you want to discuss something of a personal or sensitive nature. Your instructor will generally provide a response within 24 hours. Instructors will post grades and feedback (as applicable) within seven days of an assignment’s due date, or within seven days of a late submission.

## Grade Distribution

Assignment Category	Number of Graded Items	Point Value per Item	Total Points
Discussions	10	20	200
Short Papers	6	42	252
SBJ Presentation	1	198	198
Team Discussion	4	25	100
Final Project Written Report	1	250	250
			<b>Total Course Points: 1,000</b>

This course may also contain practice activities. The purpose of these non-graded activities is to assist you in mastering the learning outcomes in the graded activity items listed above.

## University Grading System: Undergraduate

Grade	Numerical Equivalent	Points
A	93–100	4
A-	90–92	3.67
B+	87–89	3.33
B	83–86	3
B-	80–82	2.67
C+	77–79	2.33
C	73–76	2
C-	70–72	1.67
D+	67–69	1.33
D	60–66	1
F	0–59	0
I	Incomplete	
IF	Incomplete/Failure *	
IP	In Progress (past end of term)	
W	Withdrawn	

\* Please refer to the [policy page](#) for information on the incomplete grade process.

## Grading Guides

Specific activity directions, grading guides, posting requirements, and additional deadlines can be found in the Assignment Guidelines and Rubrics section of the course.

## Weekly Assignment Schedule

All reading and assignment information can be found within each module of the course. Assignments and discussion posts during the first week of each term are due by 11:59 p.m. Eastern Time. Assignments and discussion posts for the remainder of the term are due by 11:59 p.m. of the student's local time zone.

In addition to the textbook readings that are listed, there may be additional required resources within each module.

Module	Topics and Assignments
1	<p>Introduction to Global Sport Business</p> <p><i>International Sport Management</i>, Chapter 1</p> <p>1-1 Discussion: Entering International Markets</p> <p>1-2 Final Project: Global Sport Business Plan Overview</p> <p>1-3 Short Paper: Global Sport Forces</p> <p>1-4 SportsBusiness Journal Article Presentation: Review</p>
2	<p>Strategic Issues</p> <p><i>International Sport Management</i>, Chapter 2 (The NBA's Road to Globalization Case Study on page 18; pp. 20-22: Globalization of Sport in the Late 20th century, Globalization of the Sporting Good Industry)</p> <p>2-1 Discussion: Why Go International?</p> <p>2-2 Final Project: Team Discussion: Project Idea</p> <p>2-3 Short Paper: International Sport Business Analysis</p>
3	<p>Professional Sport</p> <p><i>International Sport Management</i>, Chapters 3, 15, and 19 (pp. 286-288: European Sport, Financing European Sports, The Big Five Europeans Sports, Differences Between North American and European Sport, North American Sport)</p> <p>3-1 Discussion: NFL vs. English Premier League</p> <p>3-2 Final Project: Team Discussion: Milestone #1</p> <p>3-3 Short Paper: United States vs. Europe</p>
4	<p>Culture</p> <p><i>International Sport Management</i>, Chapter 17</p> <p>4-1 Discussion: Cultural Forces</p> <p>4-2 Final Project: Team Discussion: Milestone #2</p> <p>4-3 Short Paper: Organizational Culture</p>
5	<p>Olympics</p> <p><i>International Sport Management</i>, Chapter 12</p> <p>5-1 Discussion: Olympic Games Comparison</p> <p>5-2 Discussion: SportsBusiness Journal Article Presentation</p> <p>5-3 Final Project: Team Discussion: Continue Work</p> <p>5-4 SportsBusiness Journal Article Presentation: Submit</p>
6	<p>International Sport Marketing</p> <p><i>International Sport Management</i>, Chapters 20 and 21</p> <p>6-1 Discussion: Global Sport Product</p> <p>6-2 Final Project: Team Discussion: Milestone #3</p> <p>6-3 Short Paper: Reebok Core Board Analysis</p> <p>6-4 Final Project: Written Report</p>

Module	Topics and Assignments
7	Social, Ethical, and Human Dimensions <i>International Sport Management</i> , Chapter 24 7-1 Discussion: Natasha's Choice 7-2 Discussion: Change the World with Sport Business 7-3 Final Project: Team Discussion: Continue Work 7-4 Short Paper: Humanitarian Issue Analysis 7-5 Final Project: Written Report Group Evaluation Form
8	Global Sport Business Plan Delivery 8-1 Discussion: Final Project Presentation 8-2 Final Project: Written Report

### Attendance Policy

Online students are required to submit a graded assignment/discussion during the first week of class. If a student does not submit a graded assignment/discussion during the first week of class, the student is **automatically dropped** from the course for non-participation. Review the [full attendance policy](#).

### Late Assignments Policy

Meeting assigned due dates is critical for demonstrating progress and ensuring appropriate time for instructor feedback on assignments. Students are expected to submit their assignments on or before the due date. Review the [full late assignment policy](#).

### SNHU Student Handbook

Review the [student handbook](#).

### ADA/504 Compliance Statement

Southern New Hampshire University (SNHU) is dedicated to providing equal access to individuals with disabilities in accordance with Section 504 of the Rehabilitation Act of 1973 and with Title III of the Americans with Disabilities Act (ADA) of 1990, as amended by the Americans with Disabilities Act Amendments Act (ADAAA) of 2008.

SNHU prohibits unlawful discrimination on the basis of disability and takes action to prevent such discrimination by providing reasonable accommodations to eligible individuals with disabilities. The university has adopted this policy to provide for prompt and equitable resolution of complaints regarding any action prohibited by Section 504, the ADA, or the ADAAA.

For questions about **support services, documentation guidelines, general disability issues, or pregnancy accommodations**, please visit the [Online Accessibility Center](#) (OAC).

As a student, you must complete an interactive intake process, with supporting documentation, in order to be granted accommodations. Once reasonable accommodations are approved by the OAC, you will receive an accommodations letter. You are then responsible for sharing the letter with your instructor. Accommodations are not retroactive.

If you feel you've been subject to discrimination on the basis of disability, by any party, you may file a complaint or grievance. For more information on the ADA/504 Grievance Policy, go to the [Disability and Accessibility Services](#) website.

**Academic Integrity Policy**

Southern New Hampshire University requires all students to adhere to high standards of integrity in their academic work. Activities such as plagiarism and cheating are not condoned by the university. Review the [full academic integrity policy](#).

**Copyright Policy**

Southern New Hampshire University abides by the provisions of United States Copyright Act (Title 17 of the United States Code). Any person who infringes the copyright law is liable. Review the [full copyright policy](#).

**SNHU Withdrawal Policy**

Review the [full withdrawal policy](#).

**Southern New Hampshire University Policies**

More information about SNHU policies can be found on the [policy page](#).