

**York University**  
**Faculty of Health**  
**Kinesiology and Health Sciences**  
**Course Outline**

**Introduction to Sport Administration (HH/AS/KINE 2380.03)**

**Term: Fall 2022**

**Lecturer: Antonio Santilli BSc., CSEP CEP, R.Kine., MBA.**

**Course eClass page: <https://eclass.yorku.ca/course/view.php?id=73430>**

**e-mail: [asantili@yorku.ca](mailto:asantili@yorku.ca)**

**Class Location: Ross S203**

**Time: Wednesdays 2:30 p.m. – 5:30 p.m.**

**Office Hours: By appointment**

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**Take Care of Yourself:**

We are all dealing with a tremendous amount of stress, anxiety, fear, and uncertainty as a consequence of the COVID-19 pandemic. Please be kind and gentle with yourselves and others during this difficult period of time. There are a number of online free resources available to help support you. If you need help, the following list of websites (this is not an exhaustive list) may be a good place for you to start:

<https://good2talk.ca/>

<https://counselling.students.yorku.ca/>

<https://coronavirus.info.yorku.ca/>

<https://yorkinternational.yorku.ca/>

**Technical requirements for taking the course:**

The course will be delivered in person, however electronic platforms will be used to provide students with recordings of the course materials and to facilitate submissions for grading purposes. Therefore, a computer or smart device with an adequate internet connection is required to complete the course.

Please review this syllabus carefully to determine how the course content will be delivered, how office hours will be conducted and how assignments will be submitted.

Students must make every effort to arrange adequate internet connection. In the event that a student is not confident they can access a reliable internet connection, they should communicate their concerns to the Course Directors well in advance of the test/exam.

Students are responsible for being actively involved in the course, and for checking eClass regularly and frequently to ensure you have the latest information about the course. “I did not know because I

was not online” or “because I did not check eClass” are not excuses that will be accepted under any circumstances for the course.

**[Technology requirements and FAQs for eClass can be found here](#)**

**Useful links describing computing information, resources and help for students:**

<u>Student Guide to eClass</u>	<a href="https://lthelp.yorku.ca/student-guide-to-eclass">https://lthelp.yorku.ca/student-guide-to-eclass</a>
<u>Computing for Students Website</u>	<a href="https://student.computing.yorku.ca/">https://student.computing.yorku.ca/</a>
<u>Student Guide to eLearning at York University</u>	<a href="http://elearning-guide.apps01.yorku.ca/">http://elearning-guide.apps01.yorku.ca/</a>
<u>Learning Skills Services</u>	<a href="https://www.yorku.ca/sclد/learning-skills/">https://www.yorku.ca/sclد/learning-skills/</a>
<u>Zoom@YorkU User Reference Guide</u>	<a href="http://staff.computing.yorku.ca/wp-content/uploads/sites/3/2012/02/Zoom@YorkU-User-Reference-Guide.pdf">http://staff.computing.yorku.ca/wp-content/uploads/sites/3/2012/02/Zoom@YorkU-User-Reference-Guide.pdf</a>
<u>Zoom@YorkU Best Practices</u>	<a href="https://staff.computing.yorku.ca/wp-content/uploads/sites/3/2020/03/Zoom@YorkU-Best-Practicesv2.pdf">https://staff.computing.yorku.ca/wp-content/uploads/sites/3/2020/03/Zoom@YorkU-Best-Practicesv2.pdf</a>

Students should note the following:

Zoom is hosted on servers in the U.S.A. This includes recordings done through Zoom.

If you have privacy concerns about your data, provide only your first name or a nickname when you join a session. The system is configured in a way that all participants are automatically notified when a session is being recorded. In other words, a session cannot be recorded without you knowing about it.

## **Course Description**

This course is designed to introduce the student to the sport administration field. Students will be made aware of the career options available to them in the sport management profession. They will also learn about the types of skills, abilities and knowledge that are required by sport administrators whether they are managing amateur or professional sport programs, executing events, marketing sporting goods, designing physical education programs or running their own sport-related businesses. All course material, assignments and class discussions emphasise both the understanding and application of key concepts across various aspects of the sport industry.

## **Course Objectives**

1. To familiarise students with career options in the sport administration field.
2. To introduce students to the basic knowledge, skills and abilities required for success in the sport management profession.
3. To assist students in developing critical analytical skills and demonstrate the ability to apply

theory to practice.

4. To participate in learning groups as a means of completing assignments for the course.

## Course Text

*Contemporary Sport Management 5th Edition With Web Study Guide* - Paul Pedersen, Lucie Thibault - Human Kinetics

## Course Materials

1. Class Notes (Powerpoint) and other course information will be posted
2. Additional Reading: These will be provided under separate cover either during the class as resource material or posted on the class site

## Course Materials Copyright Information

These materials are designed for use as part of this course at York University. Third party copyrighted materials (such as book chapters, journal articles, music, videos, etc.) have either been licensed for use in this course or fall under an exception or limitation in Canadian Copyright law. Copying this material for distribution (e.g. uploading material to a commercial third-party website) may lead to a violation of Copyright law. [Intellectual Property Rights Statement](#).

## Course Evaluation

The evaluation for this course includes both an individual and group learning components:

### *Individual*

Mid Term	October 19	35%
Final Exam	TBA	45%

The mid-term exam will be completed in class time and the final exam will be held during the examination period after the end of classes. Both exams will be marked on content and format. Examination formats will be discussed in the class prior to the examination in question. Exams **will not** be conducted on campus and will be administered remotely

Students may book an office hours appointment to discuss their tests and study strategies with the instructor, but due to the nature of online exams and the risk of questions becoming available unfairly to those who have not completed the tests, specific test questions will not be made available for viewing. Please be aware that the instructors will personally examine all test questions after the completion of each test to ensure that no issues exist with respect to grading or question clarity. If the instructors do identify any issues, student grades will be automatically corrected accordingly.

*Any conflicts with the examination days or other necessary accommodations must be reported at least 1 week before the mid-term exam for the mid-term exam and at least 1 week before the last lecture for the final exam. An accommodation request form must be given to course director by email. The only acceptable conflicts that will be considered for deferred exams will be academic or medical in nature. Vacation or family celebrations are not acceptable REASONS TO MISS AN EXAM. If no*

conflicts or special accommodations are reported, then you will be expected to be present at the designated time and date for the exam.

**In the event a mid-term exam is missed the percentage allocated to the exam will be added to the final. There are no make-up exams for the midterm in the course.**

Any student missing the final examination must provide an “[Attending Physician’s Statement](#)” and a “[Deferred Standing Agreement](#)” within 5 days after the date of the exam. If the aforementioned forms are not provided, the student will receive a mark of “0” on the exam. Students missing exams with proper documentation will be given a makeup exam at a suitable time and date. The manner in which the missed test is made up will be at the discretion of course director. If you have missed a test for illness or other acceptable reason, it is your responsibility to keep your schedule open for a possible make-up test.

*Note: The format of the deferred final exam will not likely be the same as the regularly scheduled final exam.*

### *Learning Groups*

#### Course Project

1.1 Event Planning Presentation	<b>November 30</b>	20%
1.2 Peer evaluation	<b>December 7</b>	20%*

**\* Can impact presentation grade by up to +/- 20%**

**In teams of 5 or 6**, students will present an Event Plan based on a case description provided in class. The case outline and guiding questions will be reviewed during the class on Event Planning. A project outline will be provided. Group members must submit a “Team Form” by **September 28**. A total of 20% of the evaluation for this course is based on learning group work. The expectation is that the groups, once formed, will make every effort to make the group work effectively. Group members will assess the performance of their team members after the group presentation. Each student will submit a peer evaluation for each member of their group. Any student that does not submit a peer evaluation will forfeit 5% of their grade on the assignment. Evaluations are due no later than a week after the video recording of your presentation has been submitted.

**If a group has difficulty with a non-contributing member, the group must alert the course director.** It is the responsibility of the learning groups to arrange meetings with the course director by **October 28**. Following the meeting, non-contributing members will either re-commit to group goals or withdraw from the group. Any student that withdraws from a group will meet with the Course Director to determine a further course of action.

*Any requests for remarking any course materials must be received by the lecturer within 7 days of grades being posted. The request must be made in a 1 page memo outlining the group’s/student’s specific concerns.*

### **Final grades may be adjusted to conform to the University’s grades distribution profiles**

Although numerical marks are assigned to each piece of work in this course there should be no assumption that a total number of marks translates directly to a letter grade. Letter grades will be determined by the descriptions in the York University Undergraduate Calendar.

## **Academic Integrity**

In this course, we strive to maintain academic integrity to the highest extent possible. Please familiarize yourself with the meaning of academic integrity by completing SPARK's [Academic Integrity module](#) at the beginning of the course. Breaches of academic integrity range from cheating (i.e., the improper crediting of another's work, the representation of another's ideas as your own, etc.) to aiding and abetting (helping someone else to cheat). All breaches in this course will be reported to the appropriate university authorities, and can be punishable according to the [Senate Policy on Academic Honesty](#).

## **Test Banks**

The offering for sale of, buying of, and attempting to sell or buy test banks (banks of test questions and/or answers), or any course specific test questions/answers is not permitted in the Faculty of Health. Any student found to be doing this may be considered to have breached the [Senate Policy on Academic Honesty](#). In particular, buying and attempting to sell banks of test questions and/or answers may be considered as "Cheating in an attempt to gain an improper advantage in an academic evaluation" (article 2.1.1 from the Senate Policy) and/or "encouraging, enabling or causing others" (article 2.1.10 from the Senate Policy) to cheat.

## **Aids During an examination**

Mid-term and final exam are closed book exams which means no external aids (notes, books, calculators, or other reference materials) are permitted. Electronic mobile devices other than the one computer or tablet being used to write the test/exam are not allowed during a test or examination. Students are required to turn off and secure all electronic communication devices while a test/exam is in progress. Any student observed using more than one electronic device during a test/exam may be reported to the Undergraduate Office for a potential breach of Academic Honesty.

Work completed by students is expected to be submitted on time, as per instruction, and be original work. Copying previous/current assignments/projects or protected material from books and Internet web sites will not be condoned.

To promote academic integrity in this course, students may be required to submit their written assignments to Turnitin (via the course Moodle page) for a review of textual similarity and the detection of possible plagiarism. In so doing, students will allow their material to be included as source documents in the Turnitin.com reference database, where they will be used only for the purpose of detecting plagiarism. The terms that apply to the University's use of the Turnitin service are described on the [Turnitin.com](#) website.

If you are uncertain about your responsibilities in completing your academic requirements for this course, or you are not sure of appropriate practices in completing assignments and tests, you are encouraged to go to the York website on Academic Integrity (<http://www.yorku.ca/academicintegrity>) to read the section "For Students". This site includes a

tutorial that is intended to help students learn about the central aspects of academic integrity. We suggest you complete the tutorial. All students are expected to familiarize themselves with the following information, available on the Senate Committee on Curriculum & Academic Standards webpage [http://www.yorku.ca/secretariat/senate\\_cte\\_main\\_pages/ccas.htm](http://www.yorku.ca/secretariat/senate_cte_main_pages/ccas.htm)

- York's Honesty Policy and Procedures
- Course requirement accommodation for students with disabilities
- Student Conduct Standards
- Religious Observance Accommodation

## Lecture Schedule

Date	Topic	Readings
September 7	Introduction to Course	<a href="https://eclass.yorku.ca/course/view.php?id=73430">https://eclass.yorku.ca/course/view.php?id=73430</a>
September 14	Managing Sport Management Concepts and Practice in Sport Organizations	Chapter 1 Chapter 4
September 21	Managing and Leading in Sport Organizations Finance and Economics in the Sport Industry	Chapter 5 Chapter 15
September 28	Finance and Economics in the Sport Industry (cont'd) Sport Facility and Event Management	Chapter 15 Chapter 16
October 5	Sport Facility and Event Management (cont'd) Professional Sport	Chapter 16 Chapter 9
October 13	No Class(Reading Week)	
<b><i>October 19 Mid-Term (Up to and including Sport Facility and Event Management)</i></b>		
October 26	Professional Sport (cont'd) Sport Marketing	Chapter 9 Chapter 12
November 2	Communication in the Sport Industry Sport Consumer Behaviour	Chapter 14 Chapter 13
November 9	Sport Management and Marketing Agencies Developing a Professional Perspective	Chapter 10 Chapter 2
November 16	Developing a Professional Perspective (cont'd)	Chapter 2
November 23	<b><i>Panel Event Management &amp; Sport Administration</i></b>	
November 30	<b><i>Event Planning Presentation Due</i></b>	