Course Description: This course will provide students with knowledge, skills, and information about current trends in Sports Business. Students who have an interest in pursuing further study of the world of sports business at any level (private business, fitness clubs, high school athletics, college athletics, professional sports, etc.) will benefit from learning the intricacies of the broad sports business industry, with topics that include sports economics, sports marketing, sports promotion, international sports, and sports management.

Intended Learning Outcomes/Goals/Objectives (Program/Student Learning Outcomes):
The overall objective of this course is for students to learn the basic principles of sports business as practiced by professional, collegiate and public organizations in a modern, high level economy. The course will introduce a wide variety of sports business topics with the goal of providing a basic understanding of those topics that will develop a foundation of knowledge for future study of each topic in greater depth.

Program Learning Outcomes:
Program learning outcomes define the knowledge, skills, and abilities students are expected to demonstrate upon completion of an academic program. These learning outcomes are regularly assessed to determine student learning and to evaluate overall program effectiveness. You may access the program learning outcomes for your major and particular courses in the Curriculum Management Handbook at http://www.sfasu.edu/academics/colleges/business/welcome/faculty-resources

Student Learning Outcomes:
1. Students will be able to identify the basic concepts of sports business that are significant to the fields of management, marketing, economics, law, and international business.
2. Students will be able to apply basic business concepts to the fields of professional, amateur, recreational, and collegiate sports.
3. Students will be able to demonstrate their knowledge of sports business concepts through examinations and case study assignments.
4. Students will be able to apply their foundation knowledge from this course into future management, marketing and sports business courses.

Text and Materials: No Required Textbook – Reading assignments will be made throughout the semester and correspond to course units, topical issues in sports business, debates and lecture topics. Additional recommended readings (articles, books, etc.) might be introduced throughout the course and will be posted whenever possible on D2L or handed out in class.

Grading Policy: The course grade for this class will be determined from the scores on two exams (midterm and final), case studies, quizzes, discussions, and a presentation. All grades will be averaged with the following weights:

Exams 400 pts (2 exams = 200pts each)
Summer 2024  
| Case Studies                                    | 200 pts (4 case studies, each open in D2L) |
| Quizzes                                         | 200 pts (10 online quizzes, each open in D2L) |
| Discussions                                     | 100 pts (8 online discussion board posts, each open in D2L) |
| Presentation                                    | 100 pts (Short presentation on a topic in Sports Business) |
| **Total Points**                                | **1000 pts** |

*Final grades will be determined using the policy outlined by the University:

A = 894.5-1000 (89.45 – 100%)
B = 794.5-894.4 (79.45 – 89.44%)
C = 694.5-794.4 (69.45 – 79.44%)
D = 594.5-694.4 (59.45 – 69.44%)
F = 594.4 or below (59.44% or below)

Attendance Policy: Your participation in online activities is required and missed assignments and quizzes cannot be made up.

Use of Artificial Intelligence (AI): You may not use Artificial Intelligence (AI) to copy or duplicate on any assignments. Misuse of AI will constitute academic dishonesty, and the university policy regarding reporting will be followed. If you have concerns about using AI to assist you in studying, please reach out to the instructor. When in doubt, do not utilize the technology.

Course Requirements:

Exams: There will be two exams, both worth 200 points (20%) each. The first exam will cover the first half of topics (quizzes 1-5, discussions 1-3, etc.). The second exam is not comprehensive and will only cover the last half of the material in the course. Exams will be a combination of multiple choice, matching, true/false, short answer, and essay questions. All exam must be proctored (details provided in D2L).

Case Studies: There will be four case studies introduced this semester. Students will be required to read each case study and answer questions. The solutions to each case study worth 50 points, for a total of 200 points. More details about this section will be provided in D2L.

Quizzes: There will be a quiz for each topic covered. The reading material is posted in D2L and it is the student’s responsibility to read each assignment prior to the quiz. Each quiz is worth 20 points (2% of the final grade), totaling 200 points.

Quizzes will be administered on D2L. Students can find these listed under the quizzes tab. Due dates are listed on D2L. Students may take each quiz as early as they wish; they are opened to everyone on the first day of the semester. Quizzes will consist of 5-10 questions. The quizzes also have a 120-minute time limit.

Discussions: There will be 8 discussions this semester. The purpose of these discussions are to critically reflect upon a sports business related topic. Students will be asked to post an answer to prompted questions, as well as respond to a classmates’ posted in support or challenging their answer to the same questions. Each discussion topic is worth 12.5 points, for a total of 100 points (10% of final grade).

Presentation: 100 points (10% of final grade) of the student’s final grade will come submitting a presentation on a Sports Business related topic. A topic approval process and presentation first draft will be required. More directions are posted in D2L.
TENTATIVE COURSE CALENDAR

Course Dates: July 8 - August 7

<table>
<thead>
<tr>
<th>Due Date</th>
<th>Unit Topic Covered</th>
<th>Case Study (by midnight)</th>
<th>Quizzes (by midnight)</th>
<th>Discussion Due (by midnight)</th>
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<tbody>
<tr>
<td>Week 1</td>
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<tr>
<td>11-Jul</td>
<td>Intro to Sports Business &amp; The Sports Industry</td>
<td>Case Study 1</td>
<td>Quiz 1</td>
<td>Introduce Yourself</td>
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<tr>
<td>14-Jul</td>
<td>International Sports &amp; Professional Sports</td>
<td>Quiz 2</td>
<td></td>
<td>Discussion 1 &amp; 2</td>
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<tr>
<td>Week 2</td>
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<tr>
<td>17-Jul</td>
<td>Sports Economics &amp; Sports Analytics</td>
<td>Case Study 2</td>
<td>Quiz 3 &amp; 4</td>
<td>Discussion 3</td>
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<tr>
<td>21-Jul</td>
<td>Midterm Exam</td>
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<td>Week 3</td>
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<tr>
<td>24-Jul</td>
<td>Sports Marketing &amp; Sports Promotion</td>
<td>Quiz 5 &amp; 6</td>
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<td>Discussion 4 &amp; 5</td>
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<tr>
<td>28-Jul</td>
<td>Sports Media</td>
<td>Quiz 7</td>
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<td>Discussion 6</td>
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<td>Week 4</td>
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<tr>
<td>31-Jul</td>
<td>Sports Management &amp; Diversity in Sports</td>
<td>Case Study 3</td>
<td>Quiz 8 &amp; 9</td>
<td>Discussion 7</td>
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<tr>
<td>4-Aug</td>
<td>Sports Law &amp; Ethics in Sports</td>
<td>Case Study 4</td>
<td>Quiz 10</td>
<td>Discussion 8</td>
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<td>Week 5</td>
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<tr>
<td>6-Aug</td>
<td>Final Presentations</td>
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<tr>
<td>7-Aug</td>
<td>Final Exam</td>
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Important Dates: Topic approval for final presentation is due July 31st, first draft of presentation is due August 4th, final draft of presentation is due August 6th (all submitted using Dropbox in D2L).

Note: The schedule may be altered at the discretion of the professor. Students will be informed in advance of scheduling changes that affect student grades. Per SFA policy, this class being a 3-hour credit (for 5 weeks), you should spend 18 hours per week studying and completing class work.

Academic Integrity (4.1)

The Code of Student Conduct and Academic Integrity outlines the prohibited conduct by any student enrolled in a course at SFA. It is the responsibility of all members of all faculty, staff, and students to adhere to and uphold this policy.

Articles IV, VI, and VII of the new Code of Student Conduct and Academic Integrity outline the violations and procedures concerning academic conduct, including cheating, plagiarism, collusion, and misrepresentation. Cheating includes, but is not limited to: (1) Copying from the test paper (or other assignment) of another student, (2) Possession and/or use during a test of materials that are not authorized by the person giving the test, (3) Using, obtaining, or attempting to obtain by any means the whole or any part of a non-administered test, test key, homework solution, or computer program, or using a test that has been administered in prior classes or semesters without permission of the Faculty member, (4) Substituting for another person, or permitting another person to substitute for one’s self, to take a test, (5) Falsifying research data, laboratory reports, and/or other records or academic work offered for credit, (6) Using any sort of unauthorized resources or technology in completion of educational activities.

Plagiarism is the appropriation of material that is attributable in whole or in part to another source or the use of one’s own previous work in another context without citing that it was used previously, without any indication of the original source, including words, ideas, illustrations, structure, computer code, and other
expression or media, and presenting that material as one’s own academic work being offered for credit or in conjunction with a program course or degree requirements.

Collusion is the unauthorized collaboration with another person in preparing academic assignments offered for credit or collaboration with another person to commit a violation of any provision of the rules on academic dishonesty, including disclosing and/or distributing the contents of an exam.

Misrepresentation is providing false grades or résumés; providing false or misleading information in an effort to receive a postponement or an extension on a test, quiz, or other assignment for the purpose of obtaining an academic or financial benefit for oneself or another individual or to injure another student academically or financially.

Withheld Grades Semester Grades Policy (5.5)
Ordinarily, at the discretion of the instructor of record and with the approval of the academic chair/director, a grade of WH will be assigned only if the student cannot complete the coursework because of unavoidable circumstances. Students must complete the work within one calendar year from the end of the semester in which they receive a WH, or the grade automatically becomes an F. If students register for the same course in future terms the WH will automatically become an F and will be counted as a repeated course to compute the grade point average. For additional information, go to https://www.sfasu.edu/policies/course-grades-5.5.pdf.

Students with Disabilities
To obtain disability-related accommodations, alternate formats, and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Human Services Building, and Room 325, 468-3004 / 468-1004 (TDD) as early as possible in the semester. Once verified, ODS will notify the course instructor and outline the accommodation and/or auxiliary aids to be provided. Failure to request services promptly may delay your accommodations. For additional information, go to http://www.sfasu.edu/disabilityservices/.

Student Wellness and Well-Being
SFA values students’ overall well-being, mental health and the role it plays in academic and overall student success. Students may experience stressors that can impact both their academic experience and their personal well-being. These may include academic pressure and challenges associated with relationships, emotional well-being, alcohol and other drugs, identities, finances, etc.

If you are experiencing concerns, seeking help, SFA provides a variety of resources to support students’ mental health and wellness. Many of these resources are free, and all of them are confidential.

On-campus Resources
The Dean of Students Office (Rusk Building, 3rd floor lobby)
www.sfasu.edu/deanofstudents
936.468.7249
dos@sfasu.edu

SFA Human Services Counseling Clinic Human Services, Room 202
www.sfasu.edu/humanservices/139.asp
936.468.1041

The Health and Wellness Hub “The Hub”
Location: corner of E. College and Raguet St.
To support the health and well-being of every Lumberjack, the Health and Wellness Hub offers comprehensive services that treat the whole person – mind, body and spirit. Services include:

- Health Services
- Counseling Services
- Student Outreach and Support
- Food Pantry
- Wellness Coaching
- Alcohol and Other Drug Education

www.sfasu.edu/thehub
936.468.4008
thehub@sfasu.edu

Crisis Resources:
- Burke 24-hour crisis line: 1.800.392.8343
- National Suicide Crisis Prevention: 9-8-8
- Suicide Prevention Lifeline: 1.800.273.TALK (8255)
- johCrisis Text Line: Text HELLO to 741-741