

KINS 3560 (3 Credits)  
 CONTEMPORARY ISSUES IN SPORT  
 The University of Georgia, Spring 2009

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Office Hours:	MW 12:05 – 1:00 and by appointment		
Course Web:	WebCT		

### **READINGS**

#### **Required:**

- (1) Rosner, S. R., & Shropshire, K. L. (2004). *The business of sports*. Sudbury, MA: Jones and Bartlett.
- (2) Articles (Available via WebCT) – TBA

#### **Optional/ Suggested:**

- (1) Street & Smith's SportsBusiness Journal (SBJ)  
[www.sportsbusinessjournal.com](http://www.sportsbusinessjournal.com)
- (2) Masteralix, L. P., Barr, C. A., & Hums, M. A. (2005). *Principles and practice of sport management* (2<sup>nd</sup> eds.). Sudbury, MA: Jones and Bartlett.

### **COURSE DESCRIPTION**

Examination of contemporary issues that are facing sport and the people who manage or participate in sport

### **COURSE OBJECTIVES**

The objectives of this course are to:

- a) Increase awareness of the impact of current issues of sport upon sport agency, family, and public populations.
- b) Understand the implications of policy decisions upon the management of sport.
- c) Link the policy decision process to current issues of sport.
- d) Engage in discussion and problem solving with regard to managerial concerns relative to current issues of sport.

### **COURSE POLICES and EXPECTATIONS**

- a) You are expected to attend class. Any work missed due to an absence **MAY NOT BE MADE UP**. Each student is permitted **THREE** unexcused absences without a penalty. In case of **EXCUSED** absences, you must notify the instructor prior to 48 hours before the start of class; via e-mail message (require written documentation of a situation).
  - a. **If you miss 10 or MORE classes** (including excused absences), **the highest grade you can earn is a "B" (No EXCEPTIONS)**,
- b) Please note that coming to class late constitutes one-half of an absence, so if you come to class late twice, it counts as one complete absence unless you notify me your situation in advance (coming five minutes late to class is not as serious as coming 15 minutes late unless the five-minute lateness becomes a recurring problem).

- c) Please note that all assignments are due even if you are not in class. Missing a class then showing up to turn something in is not acceptable and will not be considered. Exams CANNOT be made up. **All late assignments result in a 10% per day (not class day, every day) penalty.**
- d) You are expected to check UGA WebCT and UGA Emails for class-related materials and updates.
- e) You are expected to be on time.
- f) **YOU ARE EXPECTED TO BE FULLY PREPARED FOR CLASS AND FULLY ENGAGED WHILE IN CLASS.** I expect you to have read all assigned readings, taken notes as applicable, and be prepared and willing to discuss all readings in detail and take part in group work to the fullest extent.
- g) Please do NOT hesitate to ask me for additional help if you need it. I am more than willing to provide such assistance. Remember, **you earn grades, I do not give them.**

## COURSE REQUIREMENTS/ EVALUATION

### Point Structure:

ITEM	%	DUE
<b>i.</b> Participation (in-class activities) + Attendance + Personal Profile Card	10	Weekly
<b>ii.</b> Midterm Exam (In-class)	25	2/23 (M)
<b>iii.</b> Final Exam (In-class)	25	5/ 4 (M)
<b>iv.</b> Sport Topic – Daily Discussion Leader	5	TBA
<b>v.</b> Reaction Papers (x 2)	10	2/9 (M) & 3/30 (M)
<b>vi.</b> End of the Semester Debate	25	
<i>Debate Research Paper</i>	20	4/27 (M)
<i>Debate Research Presentation</i>	5	4/20 ~ 4/29
<b>TOTAL</b>	<b>100 %</b>	
* Extra-Credit Activities	Vary	
Inviting a guest lecturer	(1~2)	Approval required

### Grading:

A = 93.0 ~ 100 %	C+ = 77.0 ~ 79.9 %
A- = 90.0 ~ 92.9%	C = 73.0 ~ 76.9 %
B+ = 87.0 ~ 89.9%	C- = 70.0 ~ 72.9 %
B = 83.0 ~ 86.9 %	D = 60.0 ~ 69.9 %
B- = 80.0 ~ 82.9 %	F = 59.9% and below

**i. Participation & In-class Activities** – Students will be working on several different in-class activities and actively participating in class discussions. Plus, you must submit your picture and name you go by (via emails).

**ii & iii. Midterm and Final Exam (25 points each)** – Two written tests will be given. They will include materials from the lecture and assigned readings. No make-up is allowed.

**iv. Sport Topic – Daily Discussion Leader (5 points)** – Each student, as a pair, will be required to lead a class discussion regarding a sport issue. Students are expected to exhibit a thorough knowledge of the topic (thus, you will have to do **extra** research in the area), ask though-provoking questions, tie in the topic to their experiences, class work, and/or internships, and generally, create a discussion that provides a valuable and interesting learning experience for the rest of the class. Each group will be provided about 10 minutes of class time for these discussions.

**v. Reaction Papers (2 @ 5 pts each):** Each student will individually write 2 reaction papers which will deal with a topic covered in class. Each paper must be a minimum of 3 pages in length and no more than 5 pages (Note: 3 pages means “3 going onto 4”, not “2 going onto 3”). A reaction paper is not just your opinion about the topic. Rather, it is taking a position on the topic and providing factual support for your position. Each reaction paper must contain a **minimum of 4 references in APA format** ( [www.libs.uga.edu/ref/apastyle.html](http://www.libs.uga.edu/ref/apastyle.html) ), properly cited both in the text and on the Reference Page, to support your position. The following are the due dates for each of the 2 papers (Note: Time New Roman, Font Size 12; 1 inch page margins):

- 1<sup>st</sup> Reaction Paper = Monday, Feb 9<sup>th</sup>;
- 2<sup>nd</sup> Reaction Paper = Monday, March. 30<sup>th</sup>;

**vi. Current Issue Debate Research Paper (20 pts)/Presentations (5 pts):** This project has two components - a paper and a presentation. You and a partner will choose a topic of interest to you (in 3 or 4 person teams), possibly relevant to the industry segment in which you wish to work, and it may be the same or different from the topics in class (I strongly encourage you to choose the topics that are **not** in the textbook if you wish to get better grades). Topics must be submitted in writing to your instructor by Monday, February 16<sup>th</sup>. You will be paired up with 2 (or 1) other students that have a different perspective on the issue. Your paper, written together with all 4 of you receiving the same grade, must be 9-12 pages. (Note: 9 pages means “9 going onto 10”, not “8 going onto 9”). The paper must have a minimum of 9 pages and a maximum of 12 pages of text, followed by reference pages. Each paper must contain a **minimum of 10 references** in APA format, properly cited both in the text and on the Reference Page. Your paper is due at the beginning of class on MON, April 27<sup>th</sup>.

For your presentation (8~10 minutes per side, plus about 5 minutes for questions for a total of no more than 25 minutes), you will each present your perspective to the class, and lead the class in discussion about the topic. For this presentation you must be dressed properly, business casual attire for both men and women is appropriate. Note: You must use PowerPoint for your presentation.

## **NOTICE**

The course syllabus is a general plan for the course; deviations announced to the class by the instructor may be necessary.

## **HONOR CODE**

All academic work must meet the standards contained in “A Culture of Honesty.” Each student is responsible to inform themselves about those standards before performing any academic work.

**TENTATIVE SCHEDULE**

<b>WK</b>	<b>Topic</b>	<b>Assignment</b>	<b>ETC</b>
<b>0</b> Jan. 9	Orientation		
<b>1</b> Jan. 12, 14, 16	Intro to Pro Sports Ch 1 – Ownership	Personal profile due	
<b>2</b> Jan. 21, 23	Ch 2 – League Structure		1/19 (M) – MLK day
<b>3</b> Jan. 26, 28, 30	Ch 3 – League Revenue Sharing Ch 5 – Stadiums & Arenas		
<b>4</b> Feb. 2, 4, 6	Ch 6 – Media Ch 7 – Licensing		
<b>5</b> Feb. 9, 11, 13	Ch 8 – Labor: Union Ch 9 – Labor: Compensation	2/9– <b>Reaction Paper #1 Due</b>	
<b>6</b> Feb. 16, 18, 20	Ch 10 – Individual Sports	2/16 – Debate Research Topics Due (In Writing via emails)	
<b>7</b> Feb. 23, 25, 27	Catch-up <b>Midterm Exam</b> (Feb. 25)		
<b>8</b> Mar. 2, 4, 6	Ch 11 – Starting up Leagues Ch 12 – Franchise Valuation		
<b>9</b> Mar. 9, 11, 13	<b>No Classes – SPRING BREAK</b>		
<b>10</b> Mar. 16, 18, 20	Ch 13 – Olympics		
<b>11</b> Mar. 23, 25, 27	Ch 14 – College Sport Ch 15 – NCAA		
<b>12</b> Mar. 30, Apr.1 & 3	Ch 16 – Member Institutions Ch 17 – Gender Equity	3/30 – <b>Reaction Paper #2 Due</b>	
<b>13</b> Apr. 6, 8, 10	Ch 18 – Amateurism		
<b>14</b> Apr. 13, 15, 18	Ch 21 – Future Challenge		
<b>15</b> Apr. 20, 22, 24	Debate Presentations – Day 1, 2, 3		
<b>16</b> Apr. 27 & 29	Debate Presentations – Day 5&6	<b>4/27 – Debate Research Papers Due</b>	
<b>FINAL</b>	<b>Final Exam</b> (Mon, May 4 <sup>th</sup> @ 12:00 pm)		

\*Course schedules are subject to change, especially in case of inviting guest lecturers.