COURSE OUTLINE

SPMT 320 GLOBAL SPORT PERSPECTIVES

Prepared By: Dr. Lorenda Prier
A. **TITLE:** Global Sport Perspectives

B. **COURSE NUMBER:** SPMT 320

C. **CREDIT HOURS:** 3

D. **WRITING INTENSIVE COURSE:** No

E. **COURSE LENGTH:** 15 weeks

F. **SEMESTER(S) OFFERED:** Spring,

G. **HOURS OF LECTURE, LABORATORY, RECITATION, TUTORIAL, ACTIVITY:** 3 HOURS LECTURE PER WEEK

H. **CATALOG DESCRIPTION:**

Global sport study introduces students to structure and critical issues of the sport business environment from a global perspective. International sport governance, globalization of professional sport, international sports mega-events, and global media technology will be assessed to recognize trends and create sport management strategy. The impact of social changes and global market expansion will be demonstrated in a review sport culture, and commerce.

I. **PRE-REQUISITES/CO-REQUISITES:**
   a. Pre-requisite(s): Junior or senior standing in SPMT program or permission of instructor
   b. Co-requisite(s):

J. **GOALS (STUDENT LEARNING OUTCOMES):**

By the end of this course, the student will be able to:

<table>
<thead>
<tr>
<th>Course Student Learning Outcome</th>
<th>To Program SLO</th>
<th>To Institutional SLO</th>
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<tbody>
<tr>
<td>a. Assess corruption and critical issues in international sport governance</td>
<td>3. Critical Thinking</td>
<td>2. Critical Thinking</td>
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<td></td>
<td>5. Leadership Application</td>
<td>3. Foundational Knowledge</td>
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<td>b. Analyze the socio economic impact of sports mega-events</td>
<td>1. Professional Competencies</td>
<td>2. Critical Thinking</td>
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<td>2. Application of Knowledge &amp; Skill</td>
<td>3. Foundational Knowledge</td>
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<td>4. Communication Skills</td>
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| c. Assess trends in the globalization of professional sport to create managerial strategies | 1. Professional Competencies  
2. Application of Knowledge & Skill  
3. Critical Thinking  
4. Communication Skills  
5. Leadership Application  
2. Critical Thinking  
3. Foundational Knowledge  
4. Social Responsibility |
| d. Evaluate the outcomes of global media and technology | 1. Professional Competencies  
2. Application of Knowledge & Skill  
3. Critical Thinking  
3. Foundational Knowledge  
4. Social Responsibility |

### K. TEXTS:


### L. REFERENCES:


M. **EQUIPMENT:** Blackboard Online Learning platform

N. **GRADING METHOD:**

<table>
<thead>
<tr>
<th>Grade</th>
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<tr>
<td>90+</td>
<td>A</td>
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<tr>
<td>85-89</td>
<td>B+</td>
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<tr>
<td>75-79</td>
<td>C+</td>
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<td>65-69</td>
<td>D+</td>
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<tr>
<td>&lt;64</td>
<td>F</td>
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<tr>
<td>80-84</td>
<td>B</td>
</tr>
<tr>
<td>70-74</td>
<td>C</td>
</tr>
<tr>
<td>60-64</td>
<td>D</td>
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O. **MEASUREMENT CRITERIA/METHODS:**

- Mega-event analysis (group): 15%
- Journal Article Review: 15%
- Participation (Discussion Board postings): 30%
- Research paper: 20%
- Final: 20%

P. **DETAILED COURSE OUTLINE:** (must use the outline format listed below)

I. Governance within the global sports environment
   A. International Sport Federations
   B. Integrity and corruption in sport
   C. Doping control in global sport
   D. Corporate social responsibility in sport

II. Globalization of professional sport
    A. Social media & fan engagement
    B. International diplomacy
    C. Market expansion for American professional sports (China)
    D. Signing of foreign players
    E. Professional league global partnerships

III. Socio-economic impact of international mega events
     A. Sponsor-global event relationship
     B. Planning and evaluation
     C. Comparison of outcomes of sports mega-events
     D. Economic impact of sport tourism
     E. Legacy effects on sport tourism

IV. Global sport media technology
    A. Sport analytics and performance technology
    B. Emerging sport media technologies
    C. Digital technology and sport sponsorship
    D. Sport media innovation and consequences

V. Sport, culture, and commerce
   A. Political effects of sports culture
   B. Sports to promote national identity
   C. Role of sport in international relations
   D. Sport for development and peace

Q. **LABORATORY OUTLINE:** N/A