

SMG634 Business Strategies in Sport

(3 credit hours)

Course Syllabus

Course Description

The case study approach will be used in a critical analysis of business concepts related to decision making, leadership, ethics, communication, marketing, sponsorship, budgeting, policy development, public relations and fundraising in the sport industry.

Course Learning Outcomes

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

1. Demonstrate ability to critically analyze cases related to business concepts in the sports industry and present a logical, fact-based managerial response to questions.
2. Assess the ownership models and business priorities of sports organizations and use comparative data to analyze the effectiveness of managerial decisions.
3. Apply financial and accounting principles to analyze payrolls, market value, profitability, revenue streams and revenue sharing plans in professional sports.
4. Demonstrate a basic understanding of the collective bargaining agreement and anticipate the impact on compensation and labor relations between professional team owners and players.
5. Factor in divisional differences and justify or suggest reforms for the NCAA's cartel-like business operations related to revenue distribution plans, payment for student-athletes, and conference alignment decisions for member institutions.
6. Assess the relationship between Title IX legislation and financial decision making in intercollegiate athletics departments.

Required Textbook(s) and Resources

Tiell, B. (editor) & Cebula, K. (2020). *Governance in sport: Analysis and application*. Human Kinetics.

A digital copy of your textbook is included with your DragonACCESS fees for this course. Use the DragonACCESS tool in Moodle to view your book.

Be sure to also review the weekly **Explore** sections for additional library or web resources. For access to databases, research help, and writing tips, visit the [Tiffin University Library](#).

Time Commitment

Effective time management is possibly the single most critical element to your academic success. To do well in this online class you should plan your time wisely to maximize your learning through the completion of readings, discussions, and assignments. Because of our accelerated, seven-week term, TU online courses are designed with the expectation that you dedicate a little over **six (6)** hours per credit hour to course activities and preparation **each week**. For example, for successful completion of a three-credit, seven-week online course you should reserve roughly **twenty (20) hours per week**.

To help plan your time and keep on track toward successful course completion, note the distinctive rhythm of assignment due dates:

1. All times assume Eastern Time (GMT-4).
2. Weeks begin at 12:00 a.m. ET on Monday and end at 11:55 p.m. ET on Sunday.
3. Unless otherwise noted, initial assignments or discussion posts are due by **11:55 p.m. ET on Wednesdays**.
4. Additional assignments or follow-up discussion posts are due by **11:55 p.m. ET on Saturdays, and**
5. Major assignments and reflections are typically due by **11:55 p.m. ET on Sundays**.

Learning Activities

The course project is a central element of this class, designed to engage you with the International Olympic Committee's (IOC) sport recognition process. You will develop a comprehensive proposal for a sport not currently recognized by the IOC, demonstrating its eligibility through detailed analysis across eight themes. This multifaceted project will challenge you to apply business concepts to the sports industry, evaluate governance structures, financial models, and the socio-economic impacts of sports. The final submission must integrate all themes and feedback received throughout the term, culminating in a document that is polished and professional, ready for submission to the IOC.

In addition to the course project, various other activities will enrich your learning experience. These include forums for discussion on current sports management issues, case studies that provide real-world scenarios for problem-solving, and presentations that develop your skills in effective communication and data presentation. Each activity is designed to enhance your understanding and application of business strategies within the sports industry, supporting the comprehensive learning goals of critically analyzing sports business cases, assessing

financial and managerial aspects of sports organizations, and exploring effective sports marketing and sponsorship strategies.

Grading

The chart below identifies the individual contributions from each type of activity, per week.

| Week 1 | Week 2 | Week 3 | Week 4 | Week 5 | Week 6 | Week 7 | Total |
|--|--|--|--|---|---|--|-------------|
| Forum Activity 1.1 (n/a) Activity 1.2 (50) | Forum Activity 2.1 (50) | Forum Activity 3.1 (50) | Forum Activity 4.1 (50) | Forum Activity 5.1 (50) | -- | -- | 250 |
| Presentation Activity 1.3 (100) | -- | -- | -- | -- | -- | Reflection Activity 7.2 (100) | 200 |
| -- | Project Activity 2.2 (50) | Project Activity 3.2 (50) | Project Activity 4.2 (50) | Project Activity 5.2 (100) | Project Activity 6.2 (250) | Project Activity 7.1 (50) | 550 |
| 150 | 100 | 100 | 100 | 150 | 250 | 150 | 1000 |

Grading Scale

A: 90-100% | B: 80-89% | C: 70-79% | F: <70%

Course Schedule and Weekly Checklist

Start Here

- MON: Activity 1.1: About Me

Week 1

- Activity 1.2: Course Project Introduction - Initial Post
- Activity 1.2: Course Project Introduction - Follow-Up Post
- Activity 1.3: Global E-sports

Week 2

- Activity 2.1: Analyzing Sports Team Ownership Evolution - Initial Post
- Activity 2.1: Analyzing Sports Team Ownership Evolution - Follow-Up Post
- Activity 2.2: Course Project - Themes 1 & 2

Week 3

- Activity 3.1: Financial Management - Initial Post

- Activity 3.1: Financial Management - Follow-Up Post
- Activity 3.2: Course Project - Themes 3 & 4

Week 4

- Activity 4.1: Policy Proposal - Initial Post
- Activity 4.1: Policy Proposal - Follow-Up Post
- Activity 4.2: Course Project - Themes 5 & 6

Week 5

- Activity 5.1: Title IX - Initial Post
- Activity 5.1: Title IX - Follow-Up Post
- Activity 5.2: Course Project - Themes 7 and 8

Week 6

- Activity 6.1: Course Project - Final Submission

Week 7

- Activity 7.1: IOC Presentation
- Activity 7.2: Reflective Essay

Tips for Success

Online learning requires self-discipline and self-direction. As seekers of the truth, we should be willing to challenge one another's academic work in a spirit of respectful comradery. Your course is a place for you to grow as you benefit from the expertise, experience, and diverse perspectives of your instructor and peers. Constructive feedback will challenge you to stretch your own thinking, thereby expanding your knowledge and understanding.

To get the most out of your learning experience, you should actively engage (participate) in **ALL** course activities. Course elements are arranged chronologically. To complete a week, simply work your way "down the page" through all of the course materials and activities.

For More Information:

Be sure to review the [Support, Policies, and Procedures](#) addendum.