

Course Guide

Sports Management in International Perspective

MC-SPMINT-18



Minor; Sports Management

**HOGESCHOOL
UTRECHT**

Postbus 85029
3508 AA
Utrecht

Tel 088 481 62 00
Fax 088 481 62 05
www.hu.nl

MC-SPINTERNATIONAL-18

Contents

1	Course description	3
2	Course Goals and Learning Objectives	4
3	Place in the Curriculum and Related Courses	5
4	Study Burden per Block	6
5	Prerequisites	7
6	Exemption Possibilities	8
7	Competencies and Learning Objectives	9
8	Didactic Forms	10
9	Assessment	11
10	Course Material, Literature	12
11	Course Evaluation	13
12	Group assignment and planning	13

Author; Martijn Gregoire, martijn.gregoire@hu.nl

January 2018

© Hogeschool Utrecht,
Utrecht, 2016

Bronvermelding is verplicht.
Vereenvoudigen voor eigen gebruik of intern
gebruik is toegestaan.

Sports Management

1 Course description

In recent years, there has been a dramatic growth in the internationalization of sport. This course therefore helps students to identify where internationalization is taking place in sport and provides some initial insights into the reasons why sport has internationalized. Respective theoretical contributions to understanding internationalization will be addressed, with the implications being indicated. The main part of this course is an international exchange program with an international partner university, which helps students to understand international sports management and provides insights into intercultural aspects.

Main criteria;

- The internationalization of sport
- Factors that have resulted in the internationalization of sport
- The implications of internationalization for sports managers
- The intercultural aspects of sports management

2 Course Goals and Learning Objectives

Learning objectives;

During the course the student works on realizing the following learning objectives:

- Students understand the development of internationalization of sports management
- Students understand the factors that have resulted in the internationalization of sport
- Students understand the implications of internationalization for sports managers
- Students understand the implications of different cultures on sports management
- Students can work together with international students on understanding differences in international sports culture and sports management
- Students can reflect on international experiences and how these learnings could help to develop sports locally
- Students can plan and execute research independently and in groups with international students and use the results from research to write a paper on international sports management

3 Place in the Curriculum and Related Courses

The course Sports Management in international perspective is part of the minor Sports Management and is related to the other courses in the minor, which consists of;

- 1. Sports Management (5EC), term A/C**
Organizations in sport often have a typical financial structure. On the basis of theoretical models and real life cases, insight is provided here.
- 2. Sports Marketing (5 EC), term A/C**
Within this course we look at the unique marketing mix of sports organizations. In addition, we will look extensively at one of the most important elements of the promotion mix, namely sports sponsoring
- 3. Sports Psychology, term A/C & Effort Physiology, term B/D (total 5EC)**
These courses are offered by the Faculty of Healthcare and provide insight into two typical fields that many sports managers will encounter in the future
- 4. Sports Finance (5EC), term B/D**
Organizations in sport often have a typical financial structure. On the basis of theoretical models and real life cases, insight is provided here.
- 5. Starting your own sports company (5EC), term B/D**
You will be challenged to write a business plan for a company in sports. This includes aspects such as marketing, operations, sponsoring and financial management.

The course Sports Management is a 5 EC course and is offered in term B and D

4 Study Burden per Block

Total study burden per student is 140 hours. [5 EC]

Activity	Description	Total
Attending lectures	2 times, 2 hours	4 hours
Homework (studying theory)	2 times, 2 hours	4 hours
Hosting visit of international students at home and preparation	One and a half day program, plus preparations of presentations and intercultural activity	50 hours
International visit to partner University and preparation	3 full days, plus preparation	50 hours
Final report		32 hours
Total		140 hours

5 Prerequisites

Not Applicable

6 Exemption Possibilities

The course is in English and assumes that the student is able to pro-actively use the English language

There are no possibilities for exemption, unless the student can demonstrate that he / she has completed a comparable course with a different economic education with sufficient results. This is then taken into consideration and submitted to the Examination Board.

7 Competencies and Learning Objectives

Students will have a critical understanding of:

- the definition internationalization
The factors of internationalization
The implications for sports management
Cultural aspects

Students will acquire the ability to:

- Analyze internationalization for local and international sport;
- Reflect on Dutch sports management and culture

8 Didactic Forms

The education takes place in groups of a maximum of 30 students and is a combination of lectures / tutorials. Over a period of 7 weeks, the students work in groups of up to 5 people on the final assignment, the advisory report. During the lectures / seminars, there is room for advice regarding the group assignment. For detailed planning, see section 12.3.

9 Assessment

Type of assessment	Weighting	Min. Mark
Group assignment and presentation	100%	5.5

- The group assignment consists of the following elements;

A. Preparation for hosting international partner university; presentation of Dutch sports management and organization of cultural activity

B. An advisory report of the findings and reflection on learnings at the end of period B or D; this assignment is carried out in groups of a maximum of five students.

Resit

For the examination there is a resit opportunity at the end of the next period.

If the assignment is insufficiently assessed, the students from the group will individually be given the opportunity to improve the work they have delivered

Fraud

Fraud situations are treated very seriously. All relevant documents are submitted by the lecturers and others to the Examination Board.

An important form of fraud is plagiarism. This is understood to mean the definition given in the Dutch dictionary and the wording in the OER (Education Examination Regulations).

This implies:

1. Handing in assignments that show too many similarities with someone else's work.
2. Copying (pieces of) text or ideas of books, magazines, internet, etc. without citing the source.
3. Taking over answers from other students during the exam.
4. Allowing other students to take over your work and hand it in.

The forgery of academic, medical and other sources etc. is also a form of fraud and is treated equally seriously.

10 Course Material, Literature

Book (mandatory)					
Title:	The Business of Sport Management - <i>Chapter 23</i>				
Author(s):	Beech & Chadwick				
ISBN:	978-0-273-72133-8	Edition	Second	Publisher:	Pearson
Treated topics and literature during lectures (mandatory)					

11 Course Evaluation

Evaluation of the course and exam will take place at the end of the block on the authority of the Institute.

12 Group assignment and planning

TBD