

GEORGE MASON UNIVERSITY
School of Recreation, Health, and Tourism

SPMT 440
Global Perspectives in Sport

DAY/TIME: T & TR / 10:30 – 11:45

PROFESSOR: Ji-Ho Kim, Ph.D.

OFFICE LOCATION: Occoquan Building 228

OFFICE HOURS (DAY/TIME):

T / 2:00 – 4:00 pm and by appointment
(e-mail for appointment)

LOCATION: PW - BRH 247

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PHONE NUMBER: 703.993.2060

CREDITS: 3

PREREQUISITES:

SPMT 304 and sixty hours of undergraduate study, or permission of instructor.

COURSE DESCRIPTION:

This course is an examination of sport in the international context from the beginnings of modern sport in the late nineteenth century to the present day with particular focus on the emergence of the international sports industry. Focus will be given to international organizations such as the International Olympic Committee and FIFA, major international sports leagues, the globalization of sport and sporting goods production and consumption and to American sporting organizations operating internationally.

COURSE OBJECTIVES:

The student will be able to:

1. Understand the historical development of international sport
2. Understand the role of sport in the global economy
3. Understand the operation of the international politics of sport
4. Understand sporting cultures in societies outside the USA
5. Understand the various models of sports organization internationally
6. Understand the role of sport in economic development
7. Understand the role of the media in international sport

COURSE OVERVIEW:

The learning experiences in this course are afforded through assignments, seminar discussions, film and video material.

STUDENT SUPPORT:

Any eligible student with an exceptionality documented through George Mason University's Disability Resource Center must notify the instructor so that suitable accommodations can be implemented.

EXPECTATIONS:

1. All assigned reading for each class is to be completed prior to coming to class.
2. Regular attendance and participation is expected.
3. Students must abide by the Mason Honor Code, guided by the spirit of academic integrity.

REQUIRED READINGS:

1. J. Nauright & Steven Pope (eds.) (2009). *The New Sport Management Reader*.
2. Other readings as assigned.

RECOMMENDED READINGS

1. Giulianotti, R., & Robertson, R. (2007). *Globalization and sport*. Malden, MA: Blackwell.
2. Allison, L. (2005). *The global politics of sport: the role of global institutions in sport*. NY: Routledge.
3. Maguire, J. (1999). *Global sport: identities, societies, civilizations*. Malden, MA: Blackwell.

COURSE ACTIVITIES & EVALUATION

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|--|-----|
| Exams (I & II) | 40% |
| Course assignments (Reading Portfolio, Case Studies) | 20% |
| Project and Presentation | 30% |
| Participation & Professionalism | 10% |

Reading Portfolio & Case Study

Throughout the semester you will put together a reading portfolio (ring binder) in which you will organize, document, and reflect on what you have read in addition to the textbook. You are expected to stay abreast of current events and scholarly texts (book chapters and/or journal articles) that pertain the chapters and topics in textbook and case studies. Readings should come from a balance of *scholarly* and *applied* sources.

You will be called upon periodically to review your readings and reflections/summary in class and to share your notes with me. Bring your portfolio with you to classes.

Note: You will cover 10 sessions total.

Portfolio Content

- Table of Contents
- One copy each of readings per session covered in class
- Complete bibliographic information
 - i.e., author(s) name, title, source etc.
- Your brief summary of the article and a short reflection on why this article relates to the corresponding book chapter and what you learned from it
 - Expected length: 1–1.5 pages

Evaluation

The finished portfolio will cover 9 sessions. Each chapter's entries are worth 3 points and graded on the following scale: 0 = materials incomplete or missing; 1 = demonstrates that the student lacks reasonable understanding of the materials; 2 = demonstrates that the student has read the material with reasonable understanding; 3 = demonstrates that the student has read the material with outstanding understanding. This assignment may be evaluated based on in-class participation in small-group work.

Group Project

The final project is designed to get students thinking about how to apply research in the field to addressing issues or problems that are currently relevant in the sport industry. The project will involve both in-class presentation as well as a written analysis.

Exams

There will be two exams during the semester, each of which account for 20 percent of a student's grade. The exams will include variety questions (essay, short answer, multiple choice, etc) that are designed to evaluate students' knowledge of key issues/topics included in assigned readings and addressed in course lecture/discussion.

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| Grading Scale | B+ = 88 – 89 | C+ = 78 – 79 |
| A = 94 – 100 | B = 84 – 87 | C = 74 – 77 |
| A- = 90 – 93 | B- = 80 – 83 | C- = 70 – 73 |
| | | F = 0 – 69 |



- ❖ All students are held to the standards of the George Mason University Honor Code [See <http://www.gmu.edu/catalog/apolicies/#Anchor12>]
- ❖ University policy states that all sound emitting devices shall be turned off during class unless otherwise authorized by the professor
- ❖ Students with disabilities who seek accommodations in a course must be registered with the Disability Resource Center (DRC) and inform the instructor, in writing, at the beginning of the semester [See www.gmu.edu/student/drc]
- ❖ For additional School of Recreation, Health, and Tourism information, please visit the website at <http://rht.gmu.edu>
- ❖ Students must use their Mason email accounts either the existing “MEMO” system or a new “MASONLIVE” account to receive important University information, including messages related to this class. See <http://masonlive.gmu.edu> for more information.
- ❖ Other useful campus resources: Writing center: A114 Robinson Hall: 703.993.1200; <http://writingcenter.gmu.edu>
- ❖ University Policies: The University Catalog, <http://catalog.gmu.edu>, is the central resource for university policies affecting student, faculty, and staff conduct in university academic affairs. Other policies are available at <http://universitypolicy.gmu.edu/>. All members of the university community are responsible for knowing and following established policies.

COURSE SCHEDULE (subject to change with notice)

| Session | Date | Topic | Reading / Assignments |
|----------------|-------------|--|---------------------------------|
| 1 | 08/31 | Introduction / Overview of the Course / Syllabus | |
| 2 | 09/02 | Globalization of Modern Sports I | Chapter 25 |
| 3 | 09/07 | Globalization of Modern Sports II | Reading Portfolio 1 |
| 4 | 09/09 | Theories of Globalization and Sport I | |
| 5 | 09/14 | Theories of Globalization and Sport II | Reading Portfolio 2 |
| 6 | 09/16 | The Cold War and Global Sports I (video: Doping for Gold) | |
| 7 | 09/21 | The Cold War and Global Sports II | Video Review & Discussion/ RP 3 |
| 8 | 09/23 | Global Sport Management Perspectives I | Chapters Introduction, 1, 6, 10 |
| 9 | 09/28 | Global Sport Management Perspectives II | Reading Portfolio 4 |
| 10 | 09/30 | Sports Fans in Global Context I | Chapters 12-15 |
| 11 | 10/05 | Sports Fans in Global Context II | Reading Portfolio 5 |
| 12 | 10/07 | Media and Sport Globally I | Chapter 20-23 |
| 13 | 10/12 | Media and Sport Globally II | Reading Portfolio 6 |
| | 10/14 | Exam I | |
| 14 | 10/19 | Sport, Human Rights and Development I | Chapters 28-30 |
| 15 | 10/21 | Sport, Human Rights and Development II | Reading Portfolio 7 |
| 16 | 10/26 | Sports, Events and Tourism I | Chapters 5, 9, 24-27 |
| 17 | 10/28 | Sports, Events and Tourism II | Reading Portfolio 8 |
| 18 | 11/02 | Women, Sport, Globalization I | |
| 19 | 11/04 | Women, Sport, Globalization II | Reading Portfolio 9 |
| 20 | 11/09 | Sport in Muslim World I | |
| 21 | 11/11 | Sport in Muslim World II | Reading Portfolio 10 |
| 22 | 11/16 | Case Study: Super Bowl | |
| 23 | 11/18 | Case Study: World Baseball Classic | |
| 24 | 11/23 | Case Study: 2002 FIFA World Cup | |
| | 11/25 | Thanksgiving | |
| 25 | 11/30 | Case Study: MLS | |
| 26 | 12/02 | Research Presentation- Paper Due | |
| 27 | 12/07 | Research Presentation | |
| 28 | 12/09 | Wrap Up and Preparation for Final Exam | |
| | 12/15 | Exam II (4:30 – 7:15 pm) | |