

GEORGE MASON UNIVERSITY
School of Recreation, Health, and Tourism

SPMT 440 – Global Perspectives in Sport
Spring 2015

DAY/TIME:	Fri./10:30 AM-1:10 PM	LOCATION:	West 1001
PROFESSOR:	Oliver Weiss	EMAIL:	oweiss@gmu.edu
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OFFICE HOURS:	By Appointment	FAX:	N/A

PREREQUISITES: SPMT 201 and completion of 60 hours.

COURSE DESCRIPTION:

This course is an interdisciplinary examination of sport as a global phenomenon. Historical, cultural, economic and governance perspectives are considered.

COURSE OBJECTIVES:

1. Analyze and understand the history and cultural significance of international sport.
2. Examine the role of sport in global politics.
3. Examine how global politics impacts international sport operations.
4. Explore sport based cultures in societies outside the United States.
5. Examine the various models of sport organization and governance internationally.
6. Explore the role of the media in international sport.
7. Examine the ways in which international sport is managed and marketed.
8. Understand the role of sport in economic development.

NATURE OF COURSE DELIVERY: Blackboard and Individual meetings.

COURSE OVERVIEW:

The learning experiences in this course are afforded through assignments, seminar discussions and film and video material. The course relies heavily on participatory dialogue as well as individual & collaborative learning. The following requirements reflect the demands of the course. Students will be expected to respect the following policies:

- 1) Punctual and regular attendance for the entire class session is expected.
- 2) Official e-mail communications from the instructor will be sent to students' GMU-assigned e-mail addresses. Students are responsible to check their e-mail inbox and to ensure that there is room to receive incoming correspondence.
- 3) All assigned readings for each class are to be completed prior to coming to class.
- 4) No cell phone use during class. Emergency use may be discussed with the instructor.
- 5) Lap tops may be used for note taking and educational purposes. However, the use of communication and entertainment devices such as iPods, cell phones, and similar devices is prohibited.
- 6) Participation in class discussions is expected and is an essential part of class.
- 7) Students will abide by the Mason Honor Code, guided by the spirit of academic integrity.
- 8) No grades or discussion of grades, test/exams or test appeals will be carried out over email due to its impersonal nature and security issues. Students can discuss their grades with the instructor over the phone or in person.
- 9) If a student misses a class or a meeting, it is the student's responsibility to obtain missed notes and information on any assignments from a peer.
- 10) There will be no make-up exams/assignments given without a valid university excuse. The instructor should be notified 24 hours in advance. The excuse must be written and documented.
- 11) Arrangements for approved make-up exams and assignments should be initiated by the student with the instructor.

REQUIRED READINGS:

Texts for information

Li, M., McIntosh, E., & Bravo, G. (2011). *International Sport Management*. Human Kinetics.
Foer, F. (2004). *How Soccer Explains the World: An unlikely theory of globalization*. NY: HarperCollins.

Optional Articles/Book Chapters for your perusal

Coalter, F. (2010). Sport-for-development: going beyond the boundary? *Sport in Society*, 13 (9): 1374-1391.
Gaffney, C. (2009). Stadiums and Society in twenty-first century Buenos Aires. *Soccer and Society*, 10(2): 160-182.
Kaplanidou, K. & Karadakis, K. (2010). Understanding the Legacies of a Host Olympic City: The Case of the 2010 Vancouver Olympic Games. *Sport Marketing Quarterly*, 19: 110-117.
Midgett, D. (2003). Cricket and Calypso: Cultural representation and social history in the West Indies. *Sport and Society*. 6(2-3): 239-268.
Norman, M. (2012). Saturday Night's Alright for Tweeting: Cultural citizenship, collective discussion, and the new media consumption/production of *Hockey Day in Canada*. *Sociology of Sport Journal*, 29 (3): 306-324.
Skille, E. (2011). Sport for all in Scandinavia: Sport policy and participation in Norway, Sweden and Denmark. *International Journal of Sport Policy and Politics*, 3 (3): 327-339.

EVALUATION:

Class Participation (20%)

Students are rewarded if they engage in homework presentations and other meaningful contributions to class or group discussions and other in-class assignments. Grading criteria for participation will be discussed in class.

Two Article Reviews (15%)

Select an article from any media source that considers a contemporary global sport topic of interest. It must be dated within the last 2 months of writing the article. Topics may span sports (cricket, hockey, tennis, etc.) as well as sport sectors (marketing, finance, development, governance, socio-political, technology, venue design, etc.). Summarize the article, identify the issues, and analyze its significance. Attach a hard copy of the article to your summary. Each review should be between 600-800 words.

Research Topic presented via Powerpoint Presentation (20%)

Student will select and research an appropriate global sport related topic outside the United States and as outlined in class. Topics must be approved by instructor prior to March 20 and should focus on a sector of sport management (marketing, finance, governance, culture, politics, facilities, etc., current issues, scandals, and controversies, or international or regional sport organizations. Presentations should be between 10-15 slides and will be delivered in a 7-8 minute oral presentation in class. A minimum of three scholarly sources must be cited on last slide. More details to follow.

Group Project (20%): Mason World Cup

Working on a 5 person learning team, each team will take part in a coordinated group project to be announced in class. Successful completion and personal assessment of the project will be assessed. Details to follow.

Final Exam (25%)

A comprehensive short answer exam covering the topics discussed in class.

Optional Extra Credit: Sport Director Journal (3%)

Post 10 weekly journal entries of 50 words or more on blackboard about your insights and management decisions as the sporting director of a professional sport organization/club outside of North America. More details in class.

GRADING SCALE:

A = 94-100	B+ = 88-89	C+ = 78-79	D = 60-69
A- = 90-92	B = 83-87	C = 73-77	F = 0-59
	B- = 80-82	C- = 70-72	

TENTATIVE COURSE SCHEDULE:

Jan. 23:	Course Overview & Intro: ISM: Ch. 1, 2, North America, Ch. 4: Lecture
Jan. 30:	North America: HSETW, Ch.10: U.S. Culture Wars, Movie: TBA
Feb. 6:	Europe: ISM Ch. 6 Lecture, Movie: Greenstreet Hooligans
Feb. 13:	Europe: HSETW Ch. 1: Gangster's Paradise (Arkan's Tigers)
Feb. 20:	Europe: Sports Business Case, Guest Speaker: Nenad Babic
Feb. 27:	Blackboard Collaborate Class: Latin America, ISM Ch. 5, HSETW Ch. 5: Top Hats
Mar. 6:	Group Project Meetings with Learning Team (anytime between Mar 2-6)
Mar. 13:	Spring Break: No class meeting
Mar. 20:	Africa: ISM Ch. 7, HSETW Ch. 6: Black Carpathians, Movie: Invictus,
Mar. 27:	Middle East: ISM Ch. 7, HSETW Ch. 9: Islam's Hope
Apr. 3:	Southeast Asia: ISM Ch. 7 & 8
Apr. 10:	North Asia: ISM Ch. 9
Apr. 17:	Special Topics: TBA
Apr. 24:	Special Topics: TBA
May 1:	Research Presentations
May 2:	Group Project: Mason World Cup (Staging the Event)
May 8:	Final Exam

Assignments Due Dates:

1st Article Review: Feb. 18

2nd Article Review: Mar. 18

Research Powerpoint: April 20

Group Project Updates: at the start of each Friday class

Sport Directors Journal Entries: at the start of each class

Student Expectations

- Students must adhere to the guidelines of the George Mason University Honor Code [See <http://oai.gmu.edu/honor-code/>].
- Students with disabilities who seek accommodations in a course must be registered with the George Mason University Office of Disability Services (ODS) and inform their instructor, in writing, at the beginning of the semester [See <http://ods.gmu.edu/>].
- Students must follow the university policy for Responsible Use of Computing [See <http://universitypolicy.gmu.edu/policies/responsible-use-of-computing/>].
- Students are responsible for the content of university communications sent to their George Mason University email account and are required to activate their account and check it regularly. All communication from the university, college, school, and program will be sent to students solely through their Mason email account.
- Students must follow the university policy stating that all sound emitting devices shall be turned off during class unless otherwise authorized by the instructor.

Campus Resources

- The George Mason University Counseling and Psychological Services (CAPS) staff consists of professional counseling and clinical psychologists, social workers, and counselors who offer a wide range of services (e.g., individual and group counseling, workshops and outreach programs) to enhance students' personal experience and academic performance [See <http://caps.gmu.edu/>].
- The George Mason University Writing Center staff provides a variety of resources and services (e.g., tutoring, workshops, writing guides, handbooks) intended to support students as they work to construct and share knowledge through writing [See <http://writingcenter.gmu.edu/>].
- For additional information on the College of Education and Human Development, School of Recreation, Health, and Tourism, please visit our website [See <http://rht.gmu.edu/>].

PROFESSIONAL BEHAVIOR: Students are expected to exhibit professional behaviors and dispositions at all times.

CORE VALUES COMMITMENT: The College of Education and Human Development is committed to collaboration, ethical leadership, innovation, research-based practice, and social justice. Students are expected to adhere to these principles.

