

Introduction to Sport Management

SPRT 1010 SECTION A
FALL 2025/TERM F

Course Information

Course Instructor: Daniel Wigfield
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Course Time & Days: Weds 2:30pm
Class Location: MK 2055
Office Hours: Weds 10:30am – 12pm

Course Overview

Course Description

Historical and philosophical aspects of sport management are covered together with an overview of current issues, and career opportunities in sport management. Basic management and business principles to be covered.

Pre-Requisites:

Course Credit Exclusions (CCE): HH/KINE 2380 – Introduction to Sport Administration

Course Learning Objectives

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

1. Identify the fundamental principles of sport management, as well as its historical context.
2. Identify key stakeholders in the sports industry and describe their roles.
3. Identify and describe organization structures and functions of a variety of sport organizations.
4. Understand the functions and objectives of central areas of sport organization including marketing, finance, and event management.
5. Discuss and evaluate the economic, social, and cultural impact of sports on society.

Communication Guidelines

The main form of communication with you regarding this course will be through email and eClass. Please be sure that you **regularly check your YorkU email address** for announcements about the course.

Students are encouraged to attend office hours (noted on page 1) in order to ask questions and get personalized help with this course. Email correspondence with Prof. Wigfield is acceptable, but students should expect 24-48 hours turn-around time, and email responses will only occur during Mon-Fri business hours. No assignments will be accepted via e-mail.

Following the return of graded assignments, students may contact the marker/grader via email to discuss their grade (see Grade Appeal section for rules regarding this type of communication). The marker/grader will reply to emails within 48 hours.

For all email correspondence, please use your official YorkU email account and include the course code in the subject line. It is expected that the students will communicate in a professional manner at all times. Emails must include the full name of the student. Anonymous, unsigned, or disrespectful emails will be ignored and reported.

It is expected that you have read this syllabus and understand the information contained within it. Should you email the professor or marker/grader with questions that are answered in this syllabus, expect a very curt email replay along the lines of “Read the syllabus”.

Required Course Materials

The course requires the use of both an eText and Kritik peer-to-peer online learning platform. It is your responsibility to ensure that you have all of the required materials for the course.

Required Textbook:

Title: Principles and Practice of Sports Management

Author(s) / Editor(s): Lisa Pike Masteralexis & Mary A. Hums

Edition / Year: 7th / 2024

Publisher: Jones and Bartlett (via VitalSource)

ISBN: 9781284254365

Students may purchase the eText through York’s online campus bookstore for approximately. Please note that the eText includes access to the Navigate learning support tool, which will help students prepare for quizzes and other assignments.

Approximate cost of the package is \$125 CDN. Hard copy and previous editions of the textbook are acceptable for this course.

Required Software:

Title: Kritik

Website: <https://www.kritik.ca/>

Price: \$29 CDN plus tax

Registration: Instructions for registering for Kritik will be sent to each student's York email.

YorkU Technical Supports

Several platforms will be used in this course (e.g., eClass, Zoom, etc.) where students will interact with the course materials and each other.

Here are some useful links for computing information, resources, and help:

- [Student Guide to eClass](#)
- [Zoom@YorkU Best Practices](#)
- [Zoom@YorkU User Reference Guide](#)
- [eLearning Getting Started \(LA&PS eServices\)](#)
- [Student Guide to Remote and Online Learning](#)

To determine Internet connection and speed, there are online tests, such as [Speedtest](#), that can be run. If you need technical assistance, please consult the [University Information Technology \(UIT\) Student Services](#) web page or write to askit@yorku.ca.

Course Evaluations

| Assessment | Due Date | Weight % |
|--------------------------------------|--|-------------------|
| Online Quizzes | Quiz 1: Sept. 24 Quiz 2: Oct. 28 Quiz 3: Nov. 12 Quiz 4: Dec. 2 | 30% (Best 3 of 4) |
| Kritik Submissions & Peer Evaluation | As assigned in class | 30% |
| League Expansion Case Study | November 26 | 35% |

| Assessment | Due Date | Weight % |
|--------------------------|------------|----------|
| Professional Development | December 2 | 5% |
| TOTAL | | 100% |

Assessment Descriptions

Online Quizzes (30%)

Throughout the term students will be quizzed on course content (i.e., lecture, guest speakers, readings). These quizzes will be open book as they will be conducted online through eClass. Each quiz will be open for a period of time to allow for some flexibility but will be timed once a student starts and you will only be allowed one attempt.

The quizzes will cover the learning material from the following units:

- Quiz 1: Weeks 1-3
- Quiz 2: Weeks 4-6
- Quiz 3: Weeks 7-9
- Quiz 4: Weeks 10-11

The quizzes are an individual assessment and should be written without the assistance of your classmates. Each student's best three (3) quiz scores will be counted towards their final grade.

Kritik Submissions & Peer Evaluation (30%)

Students will complete several short assignments throughout the term, submitted through Kritik for peer evaluation. Grades will be based on both the quality of each submission and the evaluations provided to peers. Assignment instructions will be given only during class sessions, so attendance is required. Late submissions will not be accepted.

League Expansion Case Study (35%)

In Week 4, students will be introduced to a case study in which they must advise an investor on which professional sports league to pursue for franchise ownership. Working in groups of four, students will apply course concepts to develop a comprehensive advisement package, including a polished written report and a 10-minute in-class pitch. Both components are due and will be presented on November 26th.

Professional Development (5%)

Over the term, students must complete two (2) external professional development (PD) activities of their choosing. Options include workshops (online or in-person) focused on skills such as writing, public speaking, Excel, leadership, financial management, or graphic design, as well as guest lectures, industry networking events, conferences, or free online courses (e.g., from the Canadian Centre for Ethics in Sport or National Coaching Certification Program). At least one activity must focus on general skill development (non-sport-specific), and only one may be sport-industry-specific. Students must submit a brief description and proof of participation (e.g., certificate, confirmation email, or photo of attendance) for each activity.

All instructions for assignments will be posted on eClass and discussed in class.

Students are strongly encouraged to become familiar with York's library services to support all work and research in this course.

Late Work Policy

Assignments are due on the date and time specified in the instructions. A 10% penalty will be applied immediately after the deadline, with an additional 10% deducted every 24 hours (including weekends). Assignments will not be accepted more than five days past the due date. **Note:** Late submissions are **not permitted** for Kritik assignments under any circumstances.

Academic Consideration for Missed Course Work

If a student is experiencing a personal situation that may warrant an extension, they must communicate their absence through [the reporting tool in eClass](#). Examples of legitimate personal situations that may warrant an extension on an assignment include:

- Incapacitating illness;
- Death in the family;
- Accommodations for religious observances – see YorkU policy below

Examples of UNACCEPTABLE reasons for missing a due date include:

- Vacations;
- Varsity sports practices;
- Work/volunteer schedules;
- Student's forgetfulness or carelessness in planning their schedule;
- Multiple assessments taking place on the same day.

Students may submit two (2) self-reported absence request per 12-week term. Please review York's Academic Consideration for Missed Course Work [here](#).

Missed Tests and Exams

Students are strongly urged not to make any commitments (e.g., travel or vacations) during the examination period as unforeseen circumstances can result in exams being rescheduled. Consequently, students are required to be available for examinations during the examination periods of all terms in which they register.

Please review York University's [deferred standing policy](#) if they believe that they not be able to complete the final exam.

Grade Appeals

Any problems associated with your graded work (grading error, missing graded assignment) **must be brought to the attention of the teaching team (Prof. Wigfield and marker/grader) within one week after graded material has been returned.** Otherwise, the teaching team will not be able to negotiate an alternate arrangement with you. Therefore, stay on top of things, monitor your work, and make sure that inform the teaching team immediately if there are problems.

The teaching team will not entertain any end of semester negotiations about grades. However, the teaching team will support you in every way possible during the semester to ensure that you perform to the best of your ability as long as you communicate any difficulties or concerns with the material with the professor. Therefore, it is recommended that you take full advantage of the professor's office hours to ensure your success. Your grade in the course is a direct reflection of your engagement in your own learning process.

How to Use Citations in this Course

This course and the discipline of sport management relies on APA formatting for citations. It is recommended that students acquire the APA manual and/or use the on-campus resources noted below.

APA. (2020). *Publication Manual of the American Psychological Association*, (7th ed.). This is the standard publication manual for APA formatting, and will serve as an excellent resource throughout your studies. It is available at the bookstore and a copy is on reserve at the library.

Resources to help with citations:

- [I need to cite and reference, Learning Commons](#)
- [Drop-in Research Support](#), YorkU Libraries
- [Writing Centre](#)
- [SPARK Student Papers & Academic Research Kit](#)

Grading

The grading scheme for this course conforms to the 9-point system used in undergraduate programs at York University. For a full description of the York grading system, visit the York University [Academic Calendar](#).

| Grade | Grade Point | Percent Range | Description |
|-------|-------------|------------------------|--------------------|
| A+ | 9 | 90-100 | Exceptional |
| A | 8 | 80-89 | Excellent |
| B+ | 7 | 75-79 | Very Good |
| B | 6 | 70-74 | Good |
| C+ | 5 | 65-69 | Competent |
| C | 4 | 60-64 | Fairly Competent |
| D+ | 3 | 55-59 | Passing |
| D | 2 | 50-54 | Marginally Passing |
| E | 1 | (marginally below 50%) | Marginally Failing |
| F | 0 | (below 50%) | Failing |

Course Schedule

Important Dates

- November 4th - Last date to drop a course without receiving a grade
- December 2nd - Last day of fall classes
- December 3rd – Fall study day

- December 4th – Exam period begins

Explore the York University [Academic Calendar](#) to find a list of important dates, such as class start/end dates, drop deadlines, holidays and more.

Weekly Course Schedule

| Week | Topic(s) | Readings and Activities | Assessment Due Dates |
|--------------------------------------|---|---|----------------------|
| Week 1 Sept. 3 | <ul style="list-style-type: none"> • Course Overview • Uniqueness of the Sport Industry • History of Sport Management as a Discipline & Practice | <ul style="list-style-type: none"> • Chapter 1 | |
| Week 2 Sept. 10 | <ul style="list-style-type: none"> • Types of Sport Organizations • Understanding the Sport Industry from a Manager's Perspective • Career Planning | <ul style="list-style-type: none"> • Chapters 2 & 21 | |
| Week 3 Sept. 17 | <ul style="list-style-type: none"> • Organizational Structures & Leadership in Sport | <ul style="list-style-type: none"> • No textbook readings – required reading material will be shared on eClass | |
| Week 4 Sept. 24 | <ul style="list-style-type: none"> • Finance and Economic Principles Applied to Sport Management | <ul style="list-style-type: none"> • Chapter 4 | |
| Week 5 Oct. 1 | <ul style="list-style-type: none"> • Marketing Principles Applied to Sport Management • Sport Agencies | <ul style="list-style-type: none"> • Chapters 3 & 11 | |
| Week 6 Oct. 8 | <ul style="list-style-type: none"> • Sport Fandom & Sales (including sponsorship & licensing) | <ul style="list-style-type: none"> • Chapters 15, 16, & 19 | |
| Oct 13-17: READING WEEK – NO LECTURE | | | |

| Week | Topic(s) | Readings and Activities | Assessment Due Dates |
|--------------------|---|---|--|
| Week 7 Oct. 22 | <ul style="list-style-type: none"> Professional Sport International Sport | <ul style="list-style-type: none"> Chapter 9 & 10 | |
| Week 8 Oct. 29 | <ul style="list-style-type: none"> Sport Media & Communications | <ul style="list-style-type: none"> Chapter 18 | |
| Week 9 Nov. 5 | <ul style="list-style-type: none"> Facility & Event Management | <ul style="list-style-type: none"> Chapters 13 & 14 | |
| Week 10 Nov. 12 | <ul style="list-style-type: none"> Sport & the Environment | <ul style="list-style-type: none"> No textbook readings – required reading material will be shared on eClass | |
| Week 11 Nov. 19 | <ul style="list-style-type: none"> Introduction to Sport Analytics | <ul style="list-style-type: none"> No textbook readings – required reading material will be shared on eClass | |
| Week 12 Nov. 26 | <ul style="list-style-type: none"> Case Study Pitches – Location to be posted on eClass. | | Case Study written submission & slide decks @ 2:30pm |

***Please note that the course schedule is subject to change at the discretion of the instructor.**

****All students are responsible for accessing any additional reading content noted by the professor through the library unless otherwise directed.**

Course Policies

Please review the course policies in this section. All students are expected to familiarize themselves with the following information:

- [Student Rights & Responsibilities](#)
- [Academic Accommodation for Students with Disabilities](#)

Academic Integrity

Academic integrity is a fundamental and important value of York University. As a York student, you are responsible for understanding and upholding academic integrity by completing your own work. Connect with reliable [on-campus resources](#) that can support your work in ways that uphold academic honesty values of honesty, trust, fairness, responsibility, and courage. To better understand the serious consequences of breaching academic honesty policies, familiarize yourself with the [Academic Conduct Policy and Procedures](#). You can learn more about upholding academic integrity in your courses by exploring the [Guiding Principles for LA&PS](#) webpage.

Generative Artificial Intelligence (GenAI)

Students are not permitted to use generative artificial intelligence (AI) in this course. Submitting any work created (in whole or part) through the use of generative AI tools will be considered a violation of York University's [Senate Policy on Academic Honesty](#). Using AI apps such as ChatGPT, GPT-3, DALL-E, translation software among others to complete academic work **without your instructor's knowledge or permission**, is considered to be a breach of academic honesty. For more information, please review [AI Technology & Academic Integrity: Information for Students](#).

If you're not sure whether using an AI app for your academic work is acceptable, it is recommended that you:

- Carefully review the guidelines for your assessments
- Check for any messages from your instructor on eClass
- Ask your instructor or TA if they are permitting the use of these tools

Turnitin

To promote academic integrity in this course, students will normally be required to submit their written assignments to Turnitin (via the course's eClass site) for a review of textual similarities and the detection of possible plagiarism. In so doing, students will allow their material to be included as source documents in the Turnitin.com reference database, where they will be used only for the purpose of detecting plagiarism. The terms that apply to the University's use of the Turnitin service are described on the Turnitin.com website. York students may opt out of using Turnitin. If you wish to opt out, you should contact your instructor as soon as possible.

Accessibility

York University is committed to creating a learning environment which provides equal opportunity to all members of its community. If you anticipate or experience any

barriers to learning in this course, please discuss your concerns with your instructor as early as possible. For students with disabilities, contact [Student Accessibility Services](#) to coordinate academic accommodations and services. Accommodations will be communicated to Course Directors through a Letter of Accommodation (LOA). Accommodations for tests/exams normally require three (3) weeks (or 21 days) before the scheduled test/exam to arrange.

Religious Observance Accommodation

York University is committed to respecting the religious beliefs and practices of all members of the community and making reasonable and appropriate [accommodations to adherents for observances of special significance](#). Should any of the dates specified in this syllabus for course examinations, tests, or deadlines conflict with a date of religious significance, please contact the instructor within the first three (3) weeks of class. If the date falls within the formal examination periods, you must complete and submit a [Religious Accommodation for Examination Form](#) at least three (3) weeks before the start of the exam period.

Intellectual Property

Course materials are designed for use as part of this particular course at York University and are the intellectual property of the instructor unless otherwise stated. Third-party copyrighted materials (such as book chapters, journal articles, music, videos, etc.) have either been licensed for use in this course or fall under an exception or limitation in Canadian copyright law. Students may not publish, post on an Internet site, sell, or otherwise distribute any course materials or work without the instructor's express permission. Course materials should only be used by students enrolled in this course.

Copying this material for distribution (e.g., uploading material to a commercial third-party website) may lead to a charge of misconduct according to York's [Code of Student Rights and Responsibilities](#), [Academic Integrity](#), and/or legal consequences for copyright violations.

Student Support and Resources

York University offers a wide range of student supports resources and services, including everything from writing workshops and peer mentorship to wellness support and career guidance. Explore the links below to access these on-campus resources:

- [Academic Advising](#) is available to provide students support and guidance in making academic decisions and goals.

- [Student Accessibility Services](#) are available for support and accessibility accommodation when required.
- [Student Counselling, Health & Wellbeing](#) offers workshops, resources, and counselling to support your academic success.
- [Peer-Assisted Study Sessions \(PASS\) Program](#) provides student study sessions for students to collaborate and enhance their understanding of course content in certain courses.
- [Student Numeracy Assistance Centre at Keele \(SNACK\)](#) supports students in courses involving math, stats, and Excel.
- [The Writing Centre](#) provides multiple avenues of writing-based support including drop-in sessions, one-to-one appointments, a Multilingual Studio, and an Accessibility Specialist.
- [Centre for Indigenous Student Services](#) offers a community space with academic, spiritual, cultural, and physical support, including writing and learning skills programs.
- [ESL Open Learning Centre \(OLC\)](#) supports students with building proficiency in reading, writing, and speaking English.
- [Learning Skills Services](#) provides tips for time management, effective study and learning habits, keeping up with coursework, and other learning-related supports.
- [Learning Commons](#) provides links to supports for time management, writing, study skills, preparing for exams, and other learning-related resources.
- [Roadmap to Student Success](#) provides students with timely and targeted resources to help them achieve academic, personal, and professional success.
- [Office of Student Community Relations \(OSCR\)](#) is responsible for administering the [Code of Student Rights & Responsibilities](#) and provides critical incident support.
- [Peer Mentorship](#) helps students transition through their first year by connecting them with upper-year students. The mentors can help find supports and resources. They also lead a community hub on campus.
- [goSAFE](#) is staffed by York students and can accompany York community members to and from any on-campus location, such as the Village Shuttle pick-up hub, parking lots, bus stops, or residences.

For a full list of academic, wellness, and campus resources visit [Student Support & Resources](#).