

DEREE COLLEGE SYLLABUS FOR: SM 4040 ADVANCES IN SPORTS MANAGEMENT							
(Fall 2021)	UK LEVEL: 6 UK CREDITS: 15 US CREDITS: 3/0/3						
PREREQUISITES:	None						
CATALOG DESCRIPTION:	Analysis of the advances in sports management. Discussion of current topics from the sports management industry.						
RATIONALE:	This optional module further equips Sports Management students with important knowledge of the latest developments in the fields of sport management, sport marketing, sport economics, sport analytics, sport event management, sport tourism, as those arise.						
LEARNING OUTCOMES:	As a result of taking this module, the student should be able to: <ol style="list-style-type: none"> 1. Analyze the interconnections between the fields of sport management, sport marketing, sport economics, sport analytics, sport event management, and sport tourism with regards to advances in these fields. 2. Assess the positive and negative impacts of the latest advances in the broader field of sports management on the economy, the society and the natural environment. 3. Evaluate the management and policy implications of current and future advances in the broader field of sports management. 						
METHOD OF TEACHING AND LEARNING:	In congruence with the teaching and learning strategy of the college, the following tools are used: <ul style="list-style-type: none"> • Class lectures, interactive learning (class discussions, group work) and practical problems solved in class. • Individual term paper • Analysis and discussion of sport related cases • Office Hours: Students are encouraged to make full use of the office hours of their instructor, where they can ask questions and go over lecture material • Use of a Blackboard, where instructors post lecture notes, assignment instruction, timely announcements, as well as additional resources. 						
ASSESSMENT:	<p>Summative:</p> <table border="1"> <tr> <td>First Assessment: In-class written examination (One-hour closed-book, on core theoretical and practical issues)</td> <td style="text-align: center;">40%</td> </tr> <tr> <td>Final Assessment: Individual Written Project (2500-3000 words)</td> <td style="text-align: center;">60%</td> </tr> </table> <p>Formative:</p> <table border="1"> <tr> <td>Mock exams</td> <td style="text-align: center;">0%</td> </tr> </table> <p>The formative and coursework assessments aim to prepare students for the unseen assessments. The first assessment tests Learning Outcomes 1 and 2. The final assessment tests Learning Outcomes 1, 2 and 3.</p>	First Assessment: In-class written examination (One-hour closed-book, on core theoretical and practical issues)	40%	Final Assessment: Individual Written Project (2500-3000 words)	60%	Mock exams	0%
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Final Assessment: Individual Written Project (2500-3000 words)	60%						
Mock exams	0%						

	<p>The final grade for this module will be determined by averaging all summative assessment grades, based on the predetermined weights for each assessment. If students pass the comprehensive assessment that tests all Learning Outcomes for this module and the average grade for the module is 40 or higher, students are not required to resit any failed assessments.</p>
<p>INDICATIVE READING:</p>	<p>REQUIRED MATERIAL:</p> <ul style="list-style-type: none"> • Information Resources Management Association. (2018). <i>Sports Media, Marketing, and Management: Breakthroughs in Research and Practice</i>. Hershey, PA: IGI Global. • Rosner, S. & Shropshire, K. (2012). <i>The business of sports</i> (2nd ed.). New York, NY: Jones & Bartlett Learning. <p>RECOMMENDED MATERIAL:</p> <p>A. BOOKS</p> <ul style="list-style-type: none"> • Harrison, K. C. & Bukstein, S. (2017). <i>Sport Business Analytics</i>. Boca Raton, FL: Taylor & Francis Group. • Lewis, M. (2004). <i>Moneyball: The Art of Winning an Unfair Game</i>. New York, NY: W.W. Norton & Company, Inc. • Levenson, A. R. (2015). <i>Strategic Analytics: Advancing Strategy Execution and Organizational Effectiveness</i>. Oakland, CA: Berrett-Koehler Publishers. • Levermore, R., Beacom, A., (2012). <i>Sport and International Development</i>. Hampshire, UK: Palgrave Macmillan. • Peris-Ortiz, M., Alvarez-garcia, J., & Del Rio-Rama, M. (2017). <i>Sports Management as an Emerging Economic Activity</i>. Cham, Switzerland: Springer International. • Roberts, K. (2016). <i>The business of leisure: Tourism, Sport, Events, and Other Leisure Industries</i>. London, UK: Palgrave. • Anderson, C. & Sally, D. (2014). <i>The Numbers Game: Why Everything You Know About Football is Wrong</i>. Penguin. <p>B. ARTICLES</p> <ul style="list-style-type: none"> • Carrillo Vera, J. A., & Aguado Terrón, J. M. (2019). The eSports ecosystem: Stakeholders and trends in a new show business. <i>Catalan Journal of Communication & Cultural Studies</i>, 11(1), 3–22. https://doi-org.acg.idm.oclc.org/10.1386/cjcs.11.1.3_1 • Dixon, A. W., Backman, S., Backman, K., & Norman, W. (2012). Expenditure-based segmentation of sport tourists. <i>Journal of Sport & Tourism</i>, 17(1), 5-21. • Hallmann, K., & Giel, T. (2018). eSports–Competitive sports or recreational activity?. <i>Sport Management Review</i>, 21(1), 14-20. • Kim, M. K., Kim, S.-K., Park, J.-A., Carroll, M., Yu, J.-G., & Na, K. (2017). Measuring the economic impacts of major sports events: the case of Formula One Grand Prix (F1). <i>Asia Pacific Journal of Tourism Research</i>, 22(1), 64–73. https://doi-org.acg.idm.oclc.org/10.1080/10941665.2016.1176061 • Mills, B. & Rosentraub, M. (2013). Hosting mega-events: A guide to the evaluation of development effects in integrated metropolitan regions. <i>Tourism Management</i>, 34, 238-246.

	<ul style="list-style-type: none"> • Mondello, M., & Kamke, C. (2014). The introduction and application of sports analytics in professional sport organizations. <i>Journal of Applied Sport Management</i>, 6(2).1-12 • Yu, Y. & Wang, X. (2015). World Cup 2014 in the Twitter World: A big data analysis of sentiments in U.S. sports fans' tweets. <i>Computers in Human Behavior</i>, 48, 392–400. https://doi-org.acg.idm.oclc.org/10.1016/j.chb.2015.01.075 • Zarkada, A. and Tzoumaka, E. (in press) 'The structure, content and context of achieved celebrity brands: a study of footballers in their brandscapes', <i>Int. J. Sport Management and Marketing</i>, https://www.inderscience.com/info/ingeneral/forthcoming.php?jcode=ijsm
COMMUNICATION REQUIREMENTS:	Use of appropriate academic conventions as applicable in oral and written communications.
SOFTWARE REQUIREMENTS:	
WWW RESOURCES:	www.nassm.com www.inderscience.com www.imrpublicorshipations.com www.nassm.com www.marketingpower.com www.easm.net www.sportmarketingassociation.net
INDICATIVE CONTENT:	<ol style="list-style-type: none"> 1. Sport analytics (processes, techniques, ethics) 2. Special topics in sports marketing (experiential marketing, servicescapes, sports consumer behaviour) 3. Brand management of sports entities 4. Personal branding of sports professionals 5. Sport events as destination attraction (destination and event marketing) 6. Sport tourism 7. Technology & Sports (Esports) 8. Challenges, opportunities and management implications