



INSTRUCTIONAL PACKAGE

SPT 108

The Business of Sports Tourism

201720

Spring 2018

INSTRUCTIONAL PACKAGE

Part I: Course Information

Effective Term: Spring 2018

COURSE PREFIX: SPT 108 COURSE TITLE: The Business of Sports Tourism

CONTACT HOURS: 3.0 CREDIT HOURS: 3.0

RATIONALE FOR THE COURSE: SPT 108 is a required course in the Sports Tourism Associate Degree Program. SPT 108 will help prepare you for event-based sports tourism by providing for you the basic knowledge and tools necessary for success in a sports business structure.

COURSE DESCRIPTION:

This course will prepare students to utilize sports tourism knowledge of both participatory sports tourism and event-based sports tourism to determine for each, the economic impact, appropriate marketing, and risk management processes.

PREREQUISITES/CO-REQUISITES:

COMPASS Reading 78 and writing 65 or credit level ENG 032 Minimum Grade of C or SAT Critical Reading 420 and COMPASS Pre-Algebra 40 or SAT Math 370 or ACT 16 or Credit level MAT 032 Minimum Grade of C.

Grades earned in courses impact academic progression and financial aid status. Before withdrawing from a course, be sure to talk with your instructor and financial aid counselor about the implications of that course of action. Ds, Fs, Ws, WFs and Is also negatively impact academic progression and financial aid status.

The Add/Drop Period is the first 5 days of the semester for full term classes. Add/Drop periods are shorter for accelerated format courses. The following week of the semester is Financial Aid Attendance Verification period. **You must attend at least one meeting of all of your classes during that period.** If you do not, you will be dropped from the course(s) and your Financial Aid will be reduced accordingly.

REQUIRED MATERIALS:

Please visit the Bookstore online site for most current textbook information. Use the direct link below to find textbooks.

[BOOKSTORE](#)

Enter the semester, course prefix, number and section when prompted and you will be linked to the correct textbook.

ADDITIONAL REQUIREMENTS: Basic writing supplies, computer access on and off campus. You must be able to have access to D2L and check it regularly. I will use this platform to communicate with you regarding classroom conversations, schedule and more. Class cancellation, assignment due dates and class updates will always be posted on D2L.

TECHNICAL REQUIREMENTS:

Basic computer skills. PowerPoint will be used. Access to Desire2Learn (D2L), HGTC's student

CLASSROOM ETIQUETTE: CLASSROOM DECORUM:

No cell phones, iPads or computers turned on unless instructed to use them by instructor. You will be asked to leave if you violate this policy, and if you are asked to leave, you will be counted as absent.

CHEATING POLICY: If you are Caught Cheating on a paper, quiz, exam or homework assignment, the following will occur:

1. You will receive a "0" on the assignment and may be withdrawn from the class.
2. Cheating/copying is considered an act of academic misconduct, and you will be reported to Student Affairs.
3. Should you be given a second chance, a second offense will result in a "withdrawal fail" in the course. This will stay on your permanent record.

SLEEPING IN CLASS: This is a zero tolerance policy. You will be given one warning, and after the one warning, you will be asked to leave class, and you will be counted absent.

ATTENDANCE POLICY:

Students must attend 80% of the class meetings. Students are allowed 6 full class days missed without withdrawal. Absences are "no fault." Absences count the same regardless of reason. Be on time for class!

portal for course materials. WaveNet and D2L email access.

MAKE-UP TEST POLICY:

No make-ups on exams and/or quizzes except for extreme circumstances approved in advance by the professor.

Part II: Student Learning Outcomes

COURSE LEARNING OUTCOMES and ASSESSMENTS*:

Module #1

Materials Covered: Chapters 1, 2 and 3

***Assessment(s):** Complete class review activity.
Unit Test

Learning Outcomes:

1. Define Sport Industry.
2. Define Sport Management.
3. Describe the internal environment of sports.
4. Explain problem solving and decision making.
5. Describe the importance setting objectives and criteria.

Module #2

Materials Covered: Chapters 4, 5 and 6

***Assessment(s):** Complete class review and activity
Unit test

Learning Outcomes:

1. Give an overview of strategic and operational planning.
2. Define a strategic process.
3. Define corporate level strategy, business level strategy and functional level strategies.
4. Explain organizing yourself and delegating work.
5. Describe managing change in the industry and inside your own company.

Module #3**Materials Covered:** Chapters 7, 8 and 9**Assessment(s):** Complete class review and activity

Oral presentations

Unit test

Learning Outcomes:

1. Explain the importance of Human Resources management processes and the reasons to have the department.
2. Describe human resources planning, job analysis and attracting employees.
3. Define interviewing, developing and appraising employees.
4. Define organizational behavior and how to deal with different personalities and attitudes.
5. Explain the importance of teamwork and how it relates to performance.
6. Explain how to develop groups into teams.

Module #4**Materials Covered:** Chapters 10, 11 and 12**Assessment(S):** Complete class review and activity

Unit test

Learning Outcomes:

1. Explain the importance of good communication within the organization.
2. Explain how to use interpersonal communication.
3. Describe how performance is tied to motivation.
4. Describe how to put theory to work within the motivational process and motivating yourself.
5. Describe the behavior of effective leaders.

Module #5

Materials Covered:

Chapters 13 and 14

Assessments:

Complete class review and activity

Unit test

Learning Outcomes:

1. Define quality and control systems.
2. Define the control process, the financial controls and the human controls.
3. Describe how to deal with problem employees.
4. Explain the contrasts between sports facilities management and sports event management
5. Define time management.

Part III: Grading and Assessment

GRADING SYSTEM:

Basis of final grade:

270+ points	= A
240 – 269 points	= B
210 – 239 points	= C
180 – 209 points	= D
179 and below points	= F

Grades earned in courses impact academic progression and financial aid status. Before withdrawing from a course, be sure to talk with your instructor and financial aid counselor about the implications of that course of action. Ds, Fs, Ws and WFs also negatively impact academic progression and financial aid status.

The Add/Drop period is the first five days of the semester for full term classes. Add/Drop periods

REQUIRED COURSE MEASURES/ARTIFACTS:

Unit Quizzes
Chapter Assignments
Classroom Engagement/Participation
Oral Presentation
Final Examination

EVALUATION OF REQUIRED COURSE MEASURES/ARTIFACTS:

Unit Quizzes	100 points
Chapter Discussion Questions & Classroom Engagement/Participation	50 points
Oral Presentation	50 points
Final Examination	100 points

are shorter for accelerated format courses. Please refer to the academic calendar for deadlines for add/drop (<http://www.hgtc.edu/academics/academiccalendars.html>). You must attend at least one of all of your classes during that period. If you do not, you will be dropped from the course(s) and your Financial Aid will be reduced accordingly.

EVALUATION OF REQUIRED COURSE MEASURES/ARTIFACTS:

Performance is assessed for each measure as follows:

Unit Quizzes: Accuracy of information
Chapter Assignment Question(s): Accuracy of information, presentability
Classroom Engagement/Participation: Demonstrated knowledge and preparation
Oral Presentation: Presentability, preparation, accuracy of information
Final Examination: Accuracy of information

ASSIGNMENTS: Course assignments will consist of question(s) provided for each chapter. The questions can be found in content section under “Getting Started” within D2L. *Late assignments will not be accepted except for extreme circumstances approved by the professor.*

PART IV: ATTENDANCE

Horry-Georgetown Technical College maintains a general attendance policy requiring students to be present for a minimum of eighty percent (80%) of his or her classes in order to be eligible to receive credit for any course. However, due to the varied nature of courses taught at the College, a more rigid attendance policy may be required by individual instructors. At a minimum, a student may be withdrawn from a course(s) after he or she has been absent in excess of ten percent (10%) of the total contact hours for a course. **Instructors define absentee limits for their class at the beginning of each term; please refer to the Instructor Course Information Sheet.**

Part V: Student Resources

The Student Success and Tutoring Center (SSTC)



The SSTC offers to all students the following **free** resources:

- 1. Academic coaches** for most subject areas, **Writing Center Support**, and **college success skills**.
- 2. On-line student success and academic support resources.**

Visit the SSTC website: [Student Success & Tutoring Center](#) and visit the student services tab in your WaveNet account to schedule appointments using TutorTrac. For more information, call: SSTC Conway, 349-7872; SSTC Grand Strand, 477-2113; and SSTC Georgetown, 520-1455. Room locations and Live Chat is available on Georgetown, 520-1455. Room locations and Live Chat is available on the SSTC website.

Student Information Center: WaveNet Central (WNC)



WNC offers to all students the following **free** resources:

1. **Getting around HGTC:** General information and guidance for enrollment!
2. Use the **Online Resource Center (ORC)** for COMPASS support, technology education, and online tools.
3. **Drop-in technology support or scheduled training** in the Center or in class.
4. **In-person workshops, online tutorials and more services** are available.

Visit the WNC website: [Wavenet Central](#). Live Chat and Center locations are posted on the website. Or please call one of the following locations: WNC Conway, 349-5182; WNC Grand Strand, 477-2076; and WNC Georgetown, 520-1473.

Disability Services:

HGTC is committed to providing an accessible environment for students with disabilities. Inquiries may be directed to Jocelyn Williams, Director of Student Development on the Conway Campus Jaime Davis, Counselor/Advisor on the Georgetown Campus or Kristin Griffin, Counselor on the Grand Strand Campus. These individuals will review documentation of the student's disability and, in a confidential setting with the student, develop an educational accommodation plan.

Note: It is the student's responsibility to self-identify as needing accommodations and to provide acceptable documentation. After a student has self-identified and submitted documentation of a disability, accommodations may be determined, accepted, and provided.

Statement of Equal Opportunity/Non-Discrimination Statement

Horry Georgetown Technical College prohibits discrimination and harassment, including sexual harassment and abuse, on the basis of race, color, gender, national or ethnic origin, age, religion, disability, marital status, veteran status, sexual orientation, gender identity, or pregnancy in educational programs and/or activities.

Title IX Requirements

Horry Georgetown Technical College prohibits the offenses of domestic violence, dating violence, sexual assault, and stalking. Any student who believe he or she has experienced or witnessed discrimination including sexual harassment, domestic violence, dating violence, sexual assault or stalking is encouraged to report such incidents to one of the College's Title IX Coordinators.

*Faculty and Staff are required to report incidents to the Title IX Coordinators when involving students. The only HGTC employees exempt from mandatory reporting are licensed mental health professionals (only as part of their job description such as counseling services).

Inquiries regarding the non-discrimination policies:

<p>Student and prospective student inquiries concerning Section 504, Title II, and Title IX and their application to the College or any student decision may be directed to the Associate Vice President for Student Affairs.</p>	<p>Employee and applicant inquiries concerning Section 504, Title II, and Title IX and their application to the College may be directed to the Associate Vice President for Human Resources.</p>
<p>Dr. Melissa Batten, AVP Student Affairs <i>Title IX Coordinator</i></p> <p>Building 1100, Room 107A, Conway Campus PO Box 261966, Conway, SC 29528-6066 843-349-5228 Melissa.Batten@hgtc.edu _</p>	<p>Jacquelyne Snyder, AVP Human Resources <i>Section 504, Title II, and Title IX Coordinator</i></p> <p>Building 200, Room 212A, Conway Campus PO Box 261966, Conway, SC 29528-6066 843-349-5212 Jacquelyne.Snyder@hgtc.edu</p>