



# INSTRUCTIONAL PACKAGE

SPT 108

The Business of Sports Tourism

AY 2020-2021

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## Part I: Course Information

Effective Term: AY 2020-2021

COURSE PREFIX: SPT 108

COURSE TITLE: The Business of Sports Tourism

CONTACT HOURS: 3

CREDIT HOURS: 3

### **RATIONALE FOR THE COURSE:**

SPT 108 is a required course in the Sports Tourism Associate in Applied Science Degree. 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:**

Must be enrolled in one of the following Fields of Study (Major, Minor, or Concentration):

- Sport Tourism (Tracking)
- Sports Tourism & Rec Mgmt

\***Online/Hybrid** courses require students to complete the DLI Online Student Orientation prior to completing an online course. The DLI Online Student Orientation can be found in WaveNet, under the My Student tab.

### **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.

### **TECHNICAL REQUIREMENTS:**

Access to Desire2Learn (D2L), HGTC's student portal for course materials.

WaveNet and D2L email access.

### **STUDENT IDENTIFICATION VERIFICATION**

Students enrolled in online courses will be required to participate in a minimum of one (1) proctored assignment and/or one (1) virtual event to support student identification verification. Please refer to your Instructor Information Sheet for information regarding this requirement.

### **CLASSROOM ETIQUETTE:**

As a matter of courtesy to other students and your professor, please turn off cell phones and other communication/entertainment devices before class begins. If you are monitoring for an emergency, please notify your professor prior to class and switch cell phone ringers to vibrate.

**NETIQUETTE:** is the term commonly used to refer to conventions adopted by Internet users on the web, mailing lists, public forums, and in live chat focused on online communications etiquette. For more information regarding Netiquette expectations for distance learning courses, please visit [Online Netiquette](#).

## **Part II: Student Learning Outcomes**

### **COURSE LEARNING OUTCOMES and ASSESSMENTS\*:**

<b>Module Subject</b>	<b>Learning Objectives</b>	<b>Assignments/ Assessments</b>
<b>Managing Sports</b>	<ul style="list-style-type: none"><li>• Describe a sport manager's responsibilities.</li></ul>	As assigned in D2L
<b>The Sport Industry Environment: Globalization, Ethics, and Social Responsibility</b>	<ul style="list-style-type: none"><li>• Explain how factors in the external environment affect the internal business environment.</li><li>• Discuss the four levels of social responsibility in business.</li></ul>	As assigned in D2L

<b>Module Subject</b>	<b>Learning Objectives</b>	<b>Assignments/ Assessments</b>
<b>Creative Problem Solving and Decision Making</b>	<ul style="list-style-type: none"> <li>Describe how meeting objectives, solving problems, and making decisions are connected.</li> </ul>	As assigned in D2L
<b>Strategic and Operational Planning</b>	<ul style="list-style-type: none"> <li>Explain why organizations analyze industries and competitive situations.</li> <li>Describe how to write objectives.</li> </ul>	As assigned in D2L
<b>Organizing and Delegating Work</b>	<ul style="list-style-type: none"> <li>Describe the relationship between line and staff authority.</li> </ul>	As assigned in D2L
<b>Sport Culture, Innovation, and Diversity</b>	<ul style="list-style-type: none"> <li>Identify the driving forces behind change.</li> </ul>	As assigned in D2L
<b>Human Resources Management</b>	<ul style="list-style-type: none"> <li>Describe the four parts of HR management.</li> </ul>	As assigned in D2L
<b>Behavior in Organizations: Power, Politics, Conflict, and Stress</b>	<ul style="list-style-type: none"> <li>Explain how personality, perception, and attitude are related and why they are important.</li> </ul>	As assigned in D2L
<b>Team Development</b>	<ul style="list-style-type: none"> <li>Explain how groups and teams differ.</li> </ul>	As assigned in D2L
<b>Communicating for Results</b>	<ul style="list-style-type: none"> <li>Understand how communication flows through organizations.</li> <li>Communicate effectively in person.</li> </ul>	As assigned in D2L
<b>Motivating to Win</b>	<ul style="list-style-type: none"> <li>Compare content, process, and reinforcement theories.</li> </ul>	As assigned in D2L
<b>Leading to Victory</b>	<ul style="list-style-type: none"> <li>Compare the trait, behavioral, and contingency theories of leadership.</li> </ul>	As assigned in D2L
<b>Controlling Quality, Financials, and Productivity, and Managing People</b>	<ul style="list-style-type: none"> <li>Explain how controls function within the systems process.</li> <li>State what the three basic financial statements entail.</li> </ul>	As assigned in D2L
<b>Facilities and Event Management</b>	<ul style="list-style-type: none"> <li>Describe what managing a sport facility entails.</li> <li>Explain when, and why, contingency plans are necessary.</li> </ul>	As assigned in D2L

***\*Students – please refer to the Instructor’s Course Information sheet for specific information on assessments and due dates.***

### **PART III: GRADING AND ASSESSMENT**

#### **EVALUATION OF REQUIRED COURSE MEASURES/ARTIFACTS\***

**Students’ performance will be assessed and the weight associated with the various measures/artifacts are listed below.**

#### **EVALUATION OF REQUIRED COURSE ARTIFACTS:**

Tests	%
Assignments	%
Papers/Plans	%
Projects/Portfolios	%
Class Participation	%
Final Exam	%
	100%

***\*Students, for the specific number and type of evaluations, please refer to the Instructor’s Course Information Sheet.***

#### **GRADING SYSTEM:**

The Sports Tourism Department has a seven day grading policy. Please note the College adheres to a 10 point grading scale A = 100 – 90, B = 89- 80, C = 79 – 70, D = 69 – 60, F = 59 and below.

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. Please refer to the academic calendar for deadlines for add/drop (<http://www.hgtc.edu/academics/academiccalendars.html>). 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.

## Part IV: Attendance

Horry-Georgetown Technical College maintains a general attendance policy requiring students to be present for a minimum of 80 percent (80%) of their classes in order to receive credit for any course. Due to the varied nature of courses taught at the college, some faculty may require up to 90 percent (90%) attendance. Pursuant to 34 Code of Federal Regulations 228.22 - Return to Title IV Funds, once a student has missed over 20% of the course or has missed two (2) consecutive weeks, the faculty is obligated to withdraw the student and a student may not be permitted to reenroll. **Instructors define absentee limits for their class at the beginning of each term; please refer to the Instructor Course Information Sheet.**

**For online and hybrid courses**, check your Instructor's Course Information Sheet for any required on-site meeting times. Please note, instructors may require tests to be taken at approved testing sites, if you use a testing center other than those provided by HGTC, the center may charge a fee for its services.

## 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 or go to the [Online Resource Center](#) to access on-demand resources any time.

### TECH Central – Student Information Center



TECH Central provides quality enrollment and collegiate guidance for students, faculty, and staff. Services include phone, walk-in, and online technical support for technology

training and troubleshooting. Additionally, we offer support in Office 365, Outlook E-mail setup, and ID cards.

**Phone:** 843-349-5340

**Email:** [techcentral@hgtc.edu](mailto:techcentral@hgtc.edu)

**Text:** 843-357-8552

**TECH Talk (Live Chat):** Located on the "Home" tab in WaveNet.

**Website:** [TECH Central Link](#)

**Locations:**

Conway Building 1100, Room 132D

Grand Strand Building 200, Room 136

## **Student Testing:**

Testing in an **online/hybrid** course may be accomplished in a variety of ways:

- Test administered within D2L
- Test administered in writing on paper
- Test administered through Publisher Platforms

Further more tests may have time limits and/or require a proctor.

Proctoring can be accomplished either face-to-face at an approved site or online through RPNOW, our online proctoring service. To find out more about proctoring services, please visit the [Online Testing](#) section of the HGTC's Testing Center webpage.

The **Instructor Information Sheet** will have more details on test requirements for your course.

## **Disability Services:**

HGTC is committed to providing an accessible environment for students with disabilities. Inquiries may be directed to Beth Havens, 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, sex, national or ethnic origin, age, religion, disability, marital or family status, veteran status, political ideas, sexual orientation, gender identity, or pregnancy, childbirth, or related medical conditions, including, but not limited to, lactation in educational programs and/or activities.

Inquiries regarding the non-discrimination policies: Students 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 Vice President for Student Affairs, Dr. Melissa Batten, VP Student Affairs, Title IX Coordinator, Building 1100, Room 107A, Conway Campus, PO Box 261966, Conway, SC 29528-6066, 843-349-5228, [Melissa.Batten@hgtc.edu](mailto:Melissa.Batten@hgtc.edu). Employee and applicant inquiries concerning Section 504, Title II, and Title IX and their application to the College may be directed to the Vice President for Human Resources, Jacquelyne Snyder, VP Human Resources, Section 504, Title II, and Title IX Coordinator, Building 200, Room 212A, Conway Campus, PO Box 261966, Conway, SC 29528-6066, 843-349-5212, [Jacquelyne.Snyder@hgtc.edu](mailto:Jacquelyne.Snyder@hgtc.edu).

**Title IX Requirements**

All students (as well as other persons) at Horry-Georgetown Technical College are protected by Title IX—regardless of their sex, sexual orientation, gender identity, part- or full-time status, disability, race, or national origin—in all aspects of educational programs and activities. Any student, or other member of the college community, who believes that he/she is or has been a victim of sexual harassment or sexual violence may file a report with the college’s Chief Student Services Officer, campus law enforcement, or with the college’s Title IX Coordinator, or designee.

\*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).

<p><b>Inquiries regarding the non-discrimination policies:</b></p>	
<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 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 Vice President for Human Resources.</p>
<p><b>Dr. Melissa Batten, VP Student Affairs</b>  <i>Title IX Coordinator</i>          Building 1100, Room 107A, Conway Campus          PO Box 261966, Conway, SC 29528-6066</p>	<p><b>Jacquelyne Snyder, VP Human Resources</b>  <i>Section 504, Title II, and Title IX Coordinator</i>          Building 200, Room 212A, Conway Campus</p>



<b>Inquiries regarding the non-discrimination policies:</b>	
843-349-5228 <a href="mailto:Melissa.Batten@hgtc.edu">Melissa.Batten@hgtc.edu</a> _	PO Box 261966, Conway, SC 29528-6066 843-349-5212 <a href="mailto:Jacquelyne.Snyder@hgtc.edu">Jacquelyne.Snyder@hgtc.edu</a>