



# Department of Sport Management

**Course Number:** SPMA 1P94<sup>1</sup>  
**Term/Year/Duration:** Fall, 2017, D2  
**Course Title:** Professional Engagement in the Sport Industry

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**Liaison Librarian:** Elizabeth Yates; [eyates@brocku.ca](mailto:eyates@brocku.ca)

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## Times and Locations:

**Lecture:** Tuesday/Friday, 1000-1100 (THSOS)  
*Note: Classes at Brock University end ten minutes ahead of the hour or half hour to facilitate transfer time.*

**Tutorial** Tuesday, 1100-1200 (TH 258)  
*Note: Each student is assigned three (3) tutorials during the term. See the tutorial schedule on page 12 to note your group and the dates you must attend.*

**Online Seminar** The seminar portion of this course does not have a scheduled time. All seminar requirements are completed as independent self-directed online work. The requirement for each week's seminar is outlined on the Sakai course site and deadlines are listed in the course syllabus.

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## Course Calendar Description:

Introduction to academic writing, critical reasoning and professional discourse for diverse sport environments.

*Lectures, seminar, 3 hours per week.*

Restriction: open to year one SPMA majors with permission of the department.

## Course Philosophy:



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*Effective listening, reading, speaking, interpersonal, and writing skills are vital.*

Locker, Kaczmarek, & Braun (2013, p.6)

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This course involves a practical approach to building professional business communication competencies.

Many of the courses you take in the sport management program at Brock University will build your theoretical competence in several management areas. However, your success in the workplace also depends upon practical competencies.

This course addresses the essential written and verbal business communication skills you need in the workplace and introduces you to the importance of continuous professional development. Skill development *and* knowledge are valuable for career success. Baldwin, Bommer and Rubin<sup>2</sup> (2006) explain these two key aspects of management education as declarative knowledge (know 'that') and procedural knowledge (know 'how'). The combination of these two kinds of knowledge generates effective training, improves employability, and builds workplace readiness.

#### **Learning Objectives/Outcomes:**

1. Build written communication competence through four written course assignments that follow prescribed formats and composition strategies;
2. Show oral communication competency through an online verbal presentation on a course topic;
3. Upgrade writing skills through weekly completion of Learn Smart Achieve exercises;
4. Enhance interpersonal skills through in-class activity participation;
5. Improve professionalism and workplace readiness through weekly class preparation and contribution;
6. Extend data management and technological skills through completion of the database analysis.
7. Recall knowledge about business communication and research/information management through completion of online tutorials and weekly quizzes.

#### **Required Readings or Texts:**

The course package includes the following text with a McGraw-Hill Connect access card.

Braun, Locker, K., Kaczmarek, S. (2016). *Business Communication: building critical skills* (6<sup>th</sup> Canadian Edition). McGraw-Hill Ryerson.

Supplementary readings may be recommended throughout the term.

McGraw Hill Connect (MH Connect) - This course also includes requirements on McGraw Hill Connect (MH Connect).

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<sup>2</sup> Baldwin, T., Bommer, W. & Rubin, R. (2008). *Developing management skills: what great managers need to know and do*. McGraw-Hill, Toronto, ON.



## Professional Development Conference

The Professional Development (PD) Conference is a **mandatory event** for all students registered in SPMA 1P94. It will be held on:

**Saturday, November 11, 2017** from 0800 until 1600 (approximate times are subject to change) on the Brock University campus.

The cost of the PD Conference (\$40) is covered by a field experience fee assessed upon you course registration.

The PD Conference is a special experience for first year sport management students. You will hear from keynote and industry speakers about employment opportunities and the skills and professional qualities needed for these opportunities.

In order to build your professionalism, the event requires business professional attire. You may need to bring clothes back to school after the Fall Reading week, or arrange to obtain some through purchase or borrowing from a peer. This requirement is not meant to be a financial burden and there are always easy solutions to help you find a reasonable and comfortable way to meet this requirement. Please feel free to speak to the Instructor if you have questions about the dress code.

If you have a concern about your attendance at this event then please see the Instructor during office hours by September 28, 2017 in order to discuss the conflict.

### Important Point about Academic Integrity and the PD Conference:

Notes you take from face-to-face sessions with the PD Conference speakers are required for your Final Report assignment (see details below). Thus, you must attend the conference (or an alternative if agreed to by Instructor) in order to include speaker comments in your assignment. ***If you do not attend the PD Conference (or agreed upon alternative) then do not include the speaker sources in your Final Report assignment.***



	Evaluation Component	Learning Objectives	Grade	Due Date
<b>Declarative Knowledge (know 'that')</b>	1. Weekly Quizzes	Recall knowledge about business communication competencies that draws upon course textbook material.	20	Weekly each Monday at 1200
<b>Procedural Knowledge (know 'how')</b>	WRITING SKILLS			
	2. Learn Smart Achieve (LSA) (online)	Build written communication competence.	10 (5 x 2%)	<u>All dates by 1200</u> LSA #1 – Sep 20 LSA # 4 – Oct 19 LSA #2 – Sep 27 LSA # 5 – Nov 2 LSA #3 – Oct 5
	3. Library Tutorial (online)	Build research and information management competence.	5	October 25 by 1200
	COMMUNICATION SKILLS			
	4. Business Letter	Build written communication competence; Improve professionalism and workplace readiness.	10	October 19 by 1200
	DATA MANAGEMENT & TECHNOLOGY SKILLS			
	5. Power Point Presentation	Show oral communication competence; Extend data management and technological skills; Improve professionalism and workplace readiness.	25	November 9 by 1200
	INTERPERSONAL SKILLS			
6. Final Report	Build written communication competence; Enhance interpersonal skills; Improve professionalism and workplace readiness	30	December 7 by 1200	
Total			100	



## Outline of Course Assessment Components:

1. Learn Smart Achieve (Online Seminar): The online seminar component of this course requires you complete the Learn Smart Achieve (LSA) writing composition modules on MH Connect. LSA is an adaptive learning tool to improve student writing skills. The self-directed online writing lessons are customized to your knowledge and learning pace and therefore the work required to complete an assignment will differ among students.  
Each LSA assignment is worth 2 marks (5 assignments x 2 marks = 10 marks total). The LSA assignments are listed on the MH Connect course site. Prior to a deadline, you may work on a LSA assignment as many times as you wish in order to achieve full completion. The completion percent you obtain by the deadline is the mark you will receive (out of 2) for the LSA assignment. For example, if you complete 75% of LSA #1, then your mark will be 1.5/2. You are able to track your completion progress for each LSA assignment on the MH Connect course site so you know where you stand by each deadline.  
The LSA assignment is **due by 1200 (12 pm) on the stated deadline date.**

2. Weekly Online Quiz: Weekly online quizzes will include five multiple choice questions from each module assigned for the week. For example, the assigned reading for Week 4 is Module 8-10 so there will be 15 multiple choice questions on the Week 4 quiz (3 modules x 5 questions each); and so on.  
**The weekly quiz is due each week by Monday at 1200 (12 pm).**

The final grade for quizzes will be calculated as a percentage out of 130, which is the total number of questions for all online quizzes (26 modules x 5 questions each). For example, if your number of correct answers for all weekly quizzes totals 107 then your final grade for weekly quizzes is 82.3% (107/130) which is converted to a grade out of 20 (16.46/20).

- If you fail to complete a weekly quiz by the deadline, you will receive a zero for each question;
- The time limits for each quiz are listed below;
- The timer begins when you open the online quiz;
- Your quiz answers will be submitted automatically at the end of the time limit regardless of whether you are finished or have finalized your answers;
- Be sure to track your time while completing the quiz so you complete each question before the time limit expires;
- Begin the quiz well ahead of the assignment deadline to ensure you utilize the full time period;
- Access to a quiz is given two (2) weeks prior to the deadline;
- Your result is released one hour after the online quiz deadline;

The quiz time limits are as follows:

Quiz 1 = 15 minutes	Quiz 5 = 45 minutes	Quiz 9 = 15 minutes
Quiz 2 = 60 minutes	Quiz 6 = 60 minutes	Quiz 10 = 15 minutes
Quiz 3 = 30 minutes	Quiz 7 = 15 minutes	Quiz 11 = 60 minutes
Quiz 4 = 45 minutes	Quiz 8 = 15 minutes	



3. Online Library Tutorial: Introduction to literature searching quiz: students will complete interactive learning modules in Sakai covering topics including peer review, scholarly sources, and search strategies to find articles in SuperSearch. The online quiz is comprised of one to two multiple choice questions for each module. The online quiz may be completed two times. The highest score at the assignment deadline will count towards your final grade. For example, if you repeat the quiz and receive 10, then your mark is converted to 5/5 for this assignment.

4. Communication Assignments:

*Note: If you are repeating this course then please note you may not submit a previous assignment as part of the communication requirement. If you have any questions regarding this policy then please ensure you meet with the Instructor to ensure you understand issues of academic misconduct as they relate to the communication assignments.*

Two (2) communication assignments –Business Letter and Power Point Presentation - are required. Assignment instructions are provided on the Sakai course site.

You must submit each written assignment electronically to the sakai course site as outlined in the instructions. When you upload your Business Letter assignment it will be automatically submitted to turnitin.com. If you have any concern about the use of this plagiarism software, please see the policy statement below.

The communication assignments (Business Letter and Final Report) require the submission of two file formats – one as a MS Word and one as a PDF. If you fail to submit both file formats by the deadline for each assignment then the late penalty policy will be applied to your assessment. You must submit each written assignment **by 1200 (12pm) on the due date.**

5. Formal Report Assignment:

*Note: If you are repeating this course then please note you may not submit a previous assignment as part of the formal report assignment. If you have any questions regarding this policy then please ensure you meet with the Instructor to ensure you understand issues of academic misconduct as they relate to the final report assignment.*

Assignment instructions are provided on the Sakai course site. The Formal Report is based upon your **mandatory attendance** at the Professional Development Conference on Saturday, November 11<sup>th</sup>, 2017 at Brock University. Guidelines will be provided in class.

The formal report requires you include comments shared by speakers at the Professional Development Conference. You must submit the assignment electronically via the sakai assignment tool and as outlined in the assignment instructions. You must submit the formal report **by 1200 (12pm) on the due date.**



## **Late Submission Policy:**

The penalties for late submission of assigned coursework (e.g., papers, assignments) are **20%** per day, unless accompanied by acceptable documentation. In regards to medical accommodation, the official document from Student Health Services is the [medical health certificate](#). Other unanticipated emergencies may also occur during the term and these are reviewed on a case by case basis between a student and the Instructor. If such an emergency occurs for you then you must contact the Course Coordinator (who will then communicate with the Instructor) immediately as such events are discussed on a case by case basis to determine if an accommodation will be granted for the assignment.

## **Academic Policies**

### Academic Integrity:

Academic misconduct is a serious offence. The principle of academic integrity, particularly of doing one's own work, documenting properly (including use of quotation marks, paraphrasing and referencing properly, collaborating appropriately, and avoiding misrepresentation, is a core principle in university study. Students should consult Section VII, "Academic Misconduct", in the "Academic Regulations and University Policies" entry in the Undergraduate Calendar, available at <http://brocku.ca/webcal> to view a fuller description of prohibited actions, and the procedures and penalties.

The submission of the same piece of work, in part or in whole, that was originally submitted for this course or another course, to this course may only be done with the permission of the Instructor. Permission may not be given. If material from another course is submitted then permission from the other Instructor must be obtained by the student, in writing, state any guidelines or restrictions related to the academic work, and be submitted by the assignment deadline.

### Plagiarism software:

This course will use Turnitin.com, phrase-matching software. If you object to an upload of your assignments to Turnitin.com for any reason, please notify the instructor to discuss alternative submissions at a minimum of two (2) weeks prior to the assignment deadline.

### Intellectual Property Notice

All slides, presentations, handouts, tests, exams, and other course materials created by the instructor in this course are the intellectual property of the instructor. A student who publicly posts or sells an instructor's work, without the instructor's express consent, may be charged with misconduct under Brock's Academic Integrity Policy and/or Code of Conduct, and may also face adverse legal consequences for infringement of intellectual property rights.

### Academic Accommodation:

As part of Brock University's commitment to a respectful work and learning environment, the University will make every reasonable effort to accommodate all members of the university community with disabilities. If you require academic accommodations related to a documented disability in order to participate in this course, you are encouraged to contact Student Accessibility Services in the Student Development Centre (4th floor Schmon Tower, ex. 3240). You are also encouraged to discuss any accommodations with the instructor well in advance of due dates and scheduled assessments.



Academic Accommodation due to Religious Obligations:

Brock University acknowledges the pluralistic nature of the undergraduate and graduate communities such that accommodations will be made for students who, by reason of religious obligation, must miss an examination, test, assignment deadline, laboratory or other compulsory academic event. Students requesting academic accommodation on the basis of religious obligation should make a formal, written request to their instructor(s) for alternative dates and/or means of satisfying requirements.

Medical Exemption Policy:

The University will accommodate students whose studies become interrupted, or who may be unable to complete academic work, due to an incapacitating medical condition. In these situations, the student must complete the [Brock University Student Medical Certificate](#) (or in case of a concussion, the Brock University Student Health Services Medical Concussion Certificate) and include any relevant medical documentation to support his/her request for academic accommodation based on medical grounds. The University may, at its discretion, request more detailed documentation in certain cases.

