THE AMERICAN BUSINESS SCHOOL PARIS

COURSE SYLLABUS

COURSE TITLE:	Introduction to Sports Management	COURSE CODE:	MGMT 190
PREREQUISITES:	None		
INSTRUCTOR:	DEUTOU Gabriel	CREDITS:	3
EMAIL:		SCHEDULE:	Wednesday 8h30 - 11h30

COURSE DESCRIPTION:

The global sports industry is estimated at 1.3 billion dollars ranging from team sports, merchandising, media and betting. This field is being transformed by fans and their ability to have more access to information through mobile technology up to the point where fans can own sports information and media in the form of Non-fungible tokens (NFTs). Due to these recent changes, this course will explore the evolution of sports management with a focus on marketing and the management of information by working on case studies related to sports as an entertainment industry, as a service industry and as a driver of the goods industry.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course, students should be able to:
- Evaluate the evolution of various sports leagues and their commercialisation
- Analyse the concept and strategic positioning of a sports project
- Apply the core elements of market analysis product concept and positioning to a sports brand
- Analyse the different types of sports consumers, fan motivation and behaviour
- Monitor general market trends and measure impact on sports

REQUIRED TEXTBOOK:

Masteralexis, L.P., Barr, C.A., & Hums, M.A. (2018). *Principles and Practice of Sport Management* (6th ed.). Jones & Bartlett Learning: Sudbury, MA.
A subscription to Athletic Business e-news (www.athleticbusiness.com)

ASSESSMENT:

The final grade will be determined as follows:

Participation 20%

Group Work 30%

Group Presentation 20%

Project 30%

GRADING CRITERIA:

The final grade issued for a course is a letter grade, at times followed by a + or a – sign. Each letter grade has a point value and The American Business School of Paris uses the following grading scale:

100-93	A	4.00		72-69	C-	1.67
92-89	A-	3.67		68-66	D+	1.33
88-86	B+	3.33		65-63	D	1.00
85-83	B	3.00		62-60	D-	0.67
82-79	B-	2.67		<60	F	0.00
78-76	C+	2.33				
75-73	C	2.00				

Any grade below a C (73%) is considered a failing grade and students are required to retake the class.

Grades will be based on the standard ABS Grading Rubrics.

COURSE SCHEDULE:

Dates	Reading/Homework	Session Content
Session 1 Wednesday 11 September 2024 8h30 - 11h30	Reading : Chapter 2, 3	The principles of sport management (*strategic management, organization structure, culture, human ressources…*)
Session 2 Wednesday 18 September 2024 8h30 - 11h30	Reading : https://www.fifa.com/ en/legal/documents Chapter 9 Jurisdiction	International actors in sport *(CIO, FIFA, sport law, governance …)*
Session 3 Wednesday 25 September 2024 8h30 - 11h30	Homework : Introduce me the UFC organisation	Management concepts and practice in sports organisations *(ufc)*
Session 4 Wednesday 2 October 2024	Reading : https://johancruyffinst itute.com/en/blog-	Fan experience at the heart of development challenges

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8h30 - 11h30	en/sport-marketing/athletes-as-fan-engagement-generators/	
Session 5 Wednesday 9 October 2024 8h30 - 11h30	Analyse the website of the PGA TOUR, NBA, WWE	Communication is the key of sport management *(social media, web culture…)*
Session 6 Wednesday 23 October 2024 8h30 - 11h30	🚫	Group project: Introduction to sports entertainment *(NFL, NBA, community program, Tv rights…)*
Session 7 Wednesday 6 November 2024 ONLINE	Homework : Define your carerr plan	Career management in the sport industry *(planification, volunteer,management…)*
Session 8 Wednesday 13 November 2024 8h30 - 11h30	Vidéo : https://www.youtube.com/watch?v=oUvvfHkXyOA	Sport & digital "Tools of the future" *(NFT, big data, IA…)*
Session 9 Wednesday 20 November 2024 8h30 - 11h30	Vidéo : https://www.youtube.com/watch?v=ddTRuCsyQCA	Financial, legal, ethnic, leadership "applied to sport management" *(NFL, Colin kapernick…)*
Session 10 Wednesday 27 November 2024 8h30 - 11h30	Homework : Define the two existing types of marketing	Lifestyle & Marketing "The two arms of our new industry"
Session 11 Wednesday 4 December 2024 8h30 - 11h30	🚫	High school, collegiate, university "the next stars of sport" invited Mathys Lefevbre (NCAA soccer), Jordan Avissey (NCAA football)
Session 12 Wednesday 11 December 2024 8h30 - 11h30	🚫	Group Project: Olympic Games 2024

Last updated: 15-May-24

The last day of the semester is 11 December 2024. DO NOT PLAN ANY TRAVEL BEFORE THIS DATE AS THERE ARE NO MAKE-UP EXAMS.

ATTENDANCE POLICY:

Presence in class is mandatory. More than 3 absences may result in failure. More than 10 minutes late equals a half absence. Beyond 3 absences equals 1 letter grade reduction in the final grade per additional absence.

ADD/DROP POLICY:

BBA students have the option to add or drop a course during the first week of the semester by emailing their Academic Advisor. Students can add/drop courses without penalty until **18h00 on 16 September 2024**. Students may attend as many classes as they like during the add/drop period. If the student adds a course, but has not attended the first session of the term, it will be counted as an absence.

WITHDRAWAL POLICY:

BBA students may withdraw from a class up until **18h00 on 28 October 2024**. Withdrawing from a course does not exempt the student from the fees associated with the course. Withdrawal requests must be submitted to the Academic Advisor in writing. No withdrawal requests will be acknowledged without a written and signed request. Students may not withdraw from a class after the 7th week deadline.

ACADEMIC INTEGRITY & PLAGIARISM POLICY:

ABS Paris expects its students to meet and maintain the highest ethical standards in all areas of their academic and professional behavior. Therefore, compliance to academic integrity means that students use reputable sources of information and the proper acknowledgement of authors and sources of information whose ideas, materials, data, and research have informed one's own work. This entails that if ideas, data or words of others have been used, this must be clearly and rigorously indicated using agreed scholarly conventions.

All work submitted by students is to be subjected to plagiarism checks through the software, Turnitin. URKUND is the plagiarism detection software used by ABS Paris. Each professor has an account with URKUND, and are to submit any assignment worth more than 20% of the final grade through the software. They must inform the Academic team if the plagiarism is more than the allotted 20%. Any suspicious assignment is subject to being passed through URKUND.

Any work that is found to contain more than 20% similarity, excluding proper citations, will receive an F grade, and the student will not be given an opportunity to rewrite the work. The first violation will result in a written warning, of which a copy will be placed in the student's permanent record. A second offence will result in a summons to a meeting of the Academic Disciplinary Committee where the sanction will be deliberated. Sanctions include: retaking and repaying for ENGL101 Academic Methodology, retaking and repaying for the failed course, and expulsion from the school for the most egregious forms of academic dishonesty.

Collusion is a specific type of academic dishonesty that occurs when students work together on an assignment that is intended to be individual. Some examples of collusion include:

- Collaborating in any way not expressly authorized by the instructor
- Copying any work belonging to another student without proper citation
- Sharing or allowing access to assignments, including past assignments, to "help" another student

Claims of assisting a student with work or an exam that copies work of another student or shares answers in a formally assessed, individual assignment—whether an exam, essay, case study, or other task, may also face consequences of academic dishonesty. Even if there was no intent to aid another student to plagiarize or cheat by sharing their work, students will still be held accountable for their actions. Therefore, students are encouraged to never share their current or previous work.

Self-plagiarism involves recycling one's own previously submitted work in a new course without proper citation or acknowledgement. However, it is also important to note that submitting previous assignments from another course (even if it is your own work) without permission from the current instructor is also considered self-plagiarism and is not acceptable. This is because each course has its own learning objectives and requirements, and reusing work from another course may not meet the expectations of the current instructor. To avoid self-plagiarism, students are to always cite the source of any material that has been previously published or disseminated, including their own work. A citation management tool can help to keep track of all sources and their proper citation format. Additionally, always review the guidelines of the assignment or project to ensure compliance with policies on self-plagiarism. By avoiding self-plagiarism, academic integrity is maintained.

SPECIFIC GUIDANCE ON THE USE OF GENERATIVE AI:

In addition to the traditional forms of academic dishonesty, ABS Paris recognizes the threat posed by the increasing use of generative AI (e.g. OpenAI ChatGPT). While ABS Paris does not impose a blanket restriction on the use of generative AI, it puts a strong emphasis on the expectation that all assessed assignments should be students' own original work. The unethical use of generative AI for assessed assignments may not only undermine the fundamental principles of academic integrity, but is also a form of academic misconduct that will not be tolerated. More importantly, students' reliance on generative AI can reduce their opportunity to practice and develop critical thinking, writing, and analytical skills required to succeed in and beyond their studies at ABS Paris. Students should also be aware that most employers have very strict policies on the use of generative AI.

If students choose to use generative AI, they must do so in a way that is ethical and responsible and does not compromise higher education learning and academic integrity. Generative AI has the potential to support students' data collection and help improve their writing style and technique. However, it must not be used to write – partially or fully – assessed academic work. It is imperative that students understand the limitations of generative AI and the risks of relying on it as a single or key source of information and infringing on intellectual property rights. For example, such AI-powered chatbot tools are prone to

producing written work without proper attribution of sources or original authorship, containing inaccurate information, and producing false citations and references. Therefore, students should use it judiciously in conjunction with other reliable sources.

Depending on the course, students may be asked to sign a declaration of own work. This will be determined at the discretion of the course instructor. If any submitted academic work is suspected to be AI-generated content, the student in question will be required to defend it in an oral presentation before the examiner panel. Students who fail to demonstrate original work or sufficient intellectual ownership of the ideas or materials submitted will receive an F grade for the assignment and, in the most egregious cases, a F grade for the entire course.