



COURSE INFORMATION

Course / Section:	BU 201
Course Title:	Introduction to Sport & Event Management
School Name:	School of Business and Communication
Term:	Spring 2024
Credits:	3
Meeting Time:	MWF 9:30 - 10:20 am
Classroom:	Behavioral Science 102
Course website:	via CANVAS

INSTRUCTOR INFORMATION

Instructor Name:	Dr. Wendy Lam (aka Wonderful Wendy 😊)
Email:	via Canvas mail
Office Phone:	(808) 739-4606
Office Location:	Kieffer Hall, Room 20
Office Hours:	T 11:45am - 12:45pm W 11:30am - 12:30pm Th 11:45am – 12:45pm Kindly make an appointment for a meeting during office hours. Other meeting times can also be arranged if needed.

COURSE DESCRIPTION & LEARNING OUTCOMES

University Course Catalog Description:

Sport and Event Management is important to the economic well-being of Hawaii. A basic introduction to the business of Sport and Event Management will give students the foundation needed for continued education and development in the SEM discipline.

Course Overview

This course is designed to address the key challenges that have strategic and tactical implications for organizations in the sport and event industries.

Canvas will be used for this course.

There will be a mixture of individual assignments in this course to allow you to apply the concepts learned in class.

Methods of Delivery

This course is designed to promote student participation through discussion of current business issues as they relate to the management of an organization and decision-making processes. Students will study and apply quantitative techniques to practical issues and decisions faced by management, including global markets.

Methods of delivery may include (but are not limited to) lectures, class exercises and/or activities, discussions, just to name a few.

Marianist Values

This class represents one component of your education at Chaminade University of Honolulu. An education in the Marianist Tradition is marked by five principles and you should take every opportunity possible to reflect upon the role of these characteristics in your education and development:

1. Education for formation in faith
2. Provide an integral, quality education
3. Educate in family spirit
4. Educate for service, justice and peace
5. Educate for adaptation and change

Native Hawaiian Values

Education is an integral value in both Marianist and Native Hawaiian culture. Both recognize the transformative effect of a well-rounded, value-centered education on society, particularly in seeking justice for the marginalized, the forgotten, and the oppressed, always with an eye toward God (Ke Akua). This is reflected in the 'Olelo No'eau (Hawaiian proverbs) and Marianist core beliefs:

1. Educate for Formation in Faith (Mana) E ola au i ke akua ('Olelo No'eau 364) May I live by God
2. Provide an Integral, Quality Education (Na'auao) Lawe i ka ma'alea a kū'ono'ono ('Olelo No'eau 1957)
Acquire skill and make it deep
3. Educate in Family Spirit ('Ohana) 'Ike aku, 'ike mai, kōkua aku kōkua mai; pela iho la ka nohana 'ohana ('Olelo No'eau 1200) Recognize others, be recognized, help others, be helped; such is a family relationship
4. Educate for Service, Justice and Peace (Aloha) Ka lama kū o ka no'eau ('Olelo No'eau 1430) Education is the standing torch of wisdom
5. Educate for Adaptation and Change (Aina) 'A'ohe pau ka 'ike i ka hālau ho'okahi ('Olelo No'eau 203)
All knowledge is not taught in the same school

Program Learning Objectives

1. Explain the complex driving forces influencing sport and event management at multiple levels.
2. Identify key factors for success in the management of sport and special events.
3. Assess the impact of sport and events on the physical environment.

4. Evaluate the degree to which sport and event management contribute to the advancement of quality of life.
5. Apply learned knowledge and skills in sport and event management to an experiential project and through an internship.

Course Learning Objectives

By the end of our course, students will be able to:

1. Define the appropriate vocabulary, concepts, and terminology of business in the sport and event industry. (Examination)
2. Examine the business aspects of the sport and event industry. (SWOT analysis, Examination):
 - a. economic, social, technological, political, and legal environment
 - b. role of marketing
3. Identify examples of effective event management (Assignment)

	CLO 1	CLO 2	CLO 3
Marianist Values	2	5	2
Program Learning Objectives		1, 2	2

Course Prerequisites

Please **check** Chaminade's Course Catalog for any pre-requisites for this class at: <https://catalog.chaminade.edu/>

COURSE TEXTBOOK, REQUIREMENT & RESOURCES

Required Learning Materials

Textbook: Courtland, B.L., & Thill, J.V. (TBD). Pearson eText Business in Action. 9th Edition. New York: Pearson



Pearson eText Business in Action, 9th Edition
By Bovee, Courtland L.

Edition : 9TH 20
Publisher : RENT PEARS
ISBN 13 : 9780135175477

Please check with CUH bookstore.

Technical Assistance for Canvas Users:

- Search for help on specific topics or get tips in Canvas Students
- Live chat with Canvas for students
- Canvas Support Hotline for students: +1-833-209-6111
- Watch this [video](#) to get you started
- [Online tutorials](#): click on “Students” role to access tutorials
- Contact the Chaminade IT Helpdesk for technical issues: helpdesk@chaminade.edu or call (808) 735-4855

Tutoring and Writing Services

Chaminade is proud to offer free, one-on-one tutoring and writing assistance to all students.

Tutoring and writing help is available on campus at Kōkua ‘Ike: Center for Student Learning in a variety of subjects (including, but are not limited to: biology, chemistry, math, nursing, English, etc.) from trained Peer and Professional Tutors. Please check Kōkua ‘Ike’s website (<https://chaminade.edu/advising/kokua-ike/>) for the latest times, list of drop-in hours, and information on scheduling an appointment.

Free online tutoring is also available via TutorMe. Tutor Me can be accessed 24/7 from your Canvas account. Simply click Account – Notifications –TutorMe. For more information, please contact Kōkua ‘Ike at tutoring@chaminade.edu or 808-739-8305.

Course Expectations

Your final grade will be based on your performance on exams, assignments, class participation, professionalism, and attendance.

Honest & Timely communication with me via e-mail is expected if any unexpected changes occur in your life.

Note: In case of class cancellation, you will be notified via Canvas and your Chaminade email.

I **DO NOT** accept late work unless it was pre-arranged with proper documentation (e.g. doctor’s note, university’s official excused letter...).

Computer Proficiency Expectations

Students in this course are expected to be proficient in the following technology areas:

- Canvas LMS
- Chaminade email
- Microsoft Word (or other word processing software)

Course Attendance Policy

Students are expected to attend daily and log in to Canvas daily to check for course announcements, materials, and assignments. Class begins on time. Excessive lateness will be counted as an absence from class. Request for excused absences must include proper documentation (e.g. doctor’s note, Chaminade’s official excuse letter...) Unexcused absences equivalent to more than a week of classes may lead to a grade reduction for the course. Any unexcused absence of two consecutive weeks or more may result in being withdrawn from the course by the instructor.

Behavioral Expectations

You are expected to conduct yourself in a manner compatible with the college’s function as an institute of higher learning. To uphold this principle in the face-to-face BUS classroom, no cell phones, or “side conversations” that disrupt the learning process or interfere with the primary activity are allowed. Laptop computers may be used for taking notes or engaging in class activities. Please refrain from surfing the Internet, or using your computer for anything other than classwork. Lastly, please silence your cell phones before entering class. Thank you in advance!

Every student has the right to a respectful learning environment. In order to provide this right, students must take individual responsibility to conduct themselves in a mature and appropriate manner. I appreciate your serious approach to education.

COURSE ORGANIZATION, EVALUATION, GRADING & SCHEDULE

Assessment

Assessment methods include exams, oral and written assignments, class discussions, and activities. Every effort will be made to return all student work in two-weeks after due dates.

Class assignments are divided into the following groups:

Canvas Content and Homework

- Weekly study materials
- Article summaries + discussions
- Assignment
- SWOT/TOWS Analysis

Grading and Assignments

Class sessions are designed to promote student participation through the discussion of current events in the business world as they relate to the use of quantitative analysis for managerial decision-making processes.

Grading Distribution

Class Participation & attendance	100 points
Test 1	100 points
Test 2	100 points
Final Exam	100 points
Article Summaries + Discussion (10)	100 points (10 pt@)
Assignment	50 points
SWOT/TOWS Project	150 points
Part 1 Company (10)	
Part 2 S, W, Ref (30)	
Part 3 O, T, Ref (30)	

Final Grade Requirements

A = 630 or more
B = 560 - 629
C = 490 - 559
D = 420 - 489
F = Below 420

Part 4 TOWS, Recomm., Complete paper (40)	
PPT & Presentation (40)	
TOTAL possible points	700 points

Exams (CO, 1, 2, 3)

Three exams will cover material from class lectures, class discussion, PowerPoint slides, ~~handouts~~ and assigned readings. Exams may include multiple-choice and short essay questions. There are no make-up exams without proper documentation for your absence, which must be provided prior to the absence if at all possible. A missed exam will count as a zero.

Article Summaries + Discussions (CO, 1, 2, 3)

- **Summaries**

Each student will post (via Canvas Discussion Forums) a short 10-sentence summary of any type of business article that **relates to weekly textbook chapter topic(s)**.

In your post, please describe **why you have chosen the business article and how it relates to the chapter(s) of the week from the textbook, as well as what you have learned from reading the article that relates to the weekly chapter materials**. **Summaries must be posted by Friday 11:59PM HST.**

- **Discussions**

Students are also required to make a **substantive response comment of at least 50 words** (avoid "I liked this!" or "Good job!") **on two of their peers' article summaries by Sunday 11:59PM HST** to receive full credit for the assignment.

Assignment

Participate in ONE industry, university or community event before due date and write a 2-page reflection paper relating your experience following the outline posted on Canvas. Please include documentation of your participation.

SWOT/TOWS Analysis (CO, 1, 2, 3)

Each student will write a simple business management analysis of a company **of their choice in the sport and event industry**. A word document must contain a 8-10 page double-spaced summary of the business analysis and its findings. Any outside sources must be included on a separate reference page. Additionally, students must create a PowerPoint presentation file that describes the SWOT-TOWS ANALYSIS findings. The PPT should have 5-6 slides.

Specific details on the paper requirements will be available on Canvas.

Part 1 – Description of selected company

Part 2 – 2S, 2W with description + 4 references

Part 3 – SO, 2T with description + 4 references

Part 4 – Complete paper with TOWS table and Recommendation based on TOWS analysis

Suggestions for Success

Manage your time wisely and stay organized! Learn how to use the required technology. Come to class prepared. Engage in the learning, discussions, and activities that take place in the classroom. Don't be distracted or distract others. Always do your best! 😊

Grading outside of Canvas

The faculty is responsible for correcting all submissions on Canvas. Please contact the faculty in advance if you cannot submit assignments on Canvas. It is the students' responsibility to check if the grade of an assignment is entered since the submission is not on Canvas.

Challenging a Grade on an Individual Assignment

Should a student find at any point during the semester that they wish to challenge a grade they have received on an assignment, they are welcome to do so. Following are the grade challenging guidelines:

- Students must wait 48 hours after receipt of their assignment before challenging the grade
- Grade challenges must be submitted in writing via email, in respectful and professional prose
- Students must articulate, based on the merits of their work (not on circumstances) and the guidelines of the assignment/rubric, why they feel their grade should be amended
- Students have up to 2 weeks to challenge an assignment grade if desired.

Students also retain the right to academic grievance for final course grades through standard Chaminade processes should they feel this step is necessary.

CUH & COURSE POLICIES

Late Work Policy

Assignment submission boxes will promptly close on due date & time. Late work is NOT accepted unless it was pre-arranged with proper documentation (e.g. doctor's note, university's official excused letter...). Assignments which are not submitted by their due date will receive an automatic zero. Please plan ahead so that you can submit assignments on time.

If you find that you are having technical difficulties, please contact the Chaminade IT Helpdesk for issues related to Chaminade technology. If you have documentation from the Helpdesk indicating that they have identified a problem with the technology, you can submit the assignment once a resolution with no penalty. If students are unsure of their home technology, they should plan ahead to use the computer lab on-campus in order to submit work in a timely manner.

Grades of "Incomplete"

Incomplete grades are reserved for cases of illnesses and other emergencies that cause a student to be unable to complete the course by the due date. In such cases, the instructor has the option of issuing an "incomplete" grade at the end of the semester. Requests for an "incomplete" must be accompanied by substantive documentation.

Writing Policy

APA Style writing will be used in this class. For more information about this writing style, please visit:

<https://apastyle.apa.org/>

Instructor and Student Communication

Questions for this course can be sent via Canvas mail.

In-person or virtual meetings can be arranged. I will respond within 24 hours. If you do not hear back from me, please check your spam box and use another communication medium to contact me.

Cell phones, tablets, and laptops

Out of consideration for your classmates, please set your cell phone to silent mode during class. Students are encouraged to bring laptops or tablets to class as the instructor will assign online activities and readings that will require the use of a laptop or tablet. Laptops and tablets should not be misused, such as checking distracting websites. Use your best judgment and respect your classmates and instructor.

Disability Access

If you need individual accommodations to meet course outcomes because of a documented disability, please speak with me to discuss your needs as soon as possible so that we can ensure your full participation in class and fair assessment of your work. Students with special needs who meet criteria for the Americans with Disabilities Act (ADA) provisions must provide written documentation of the need for accommodations from Kōkua 'Ike: Center for Student Learning by the end of week three of the class, in order for instructors to plan accordingly. If a student would like to determine if they meet the criteria for accommodations, they should contact the Kōkua 'Ike Coordinator at (808) 739-8305 for further information (ada@chaminade.edu).

Title IX Compliance

Chaminade University of Honolulu recognizes the inherent dignity of all individuals and promotes respect for all people. Sexual misconduct, physical and/or psychological abuse will NOT be tolerated at CUH. If you have been the victim of sexual misconduct, physical and/or psychological abuse, we encourage you to report this matter promptly. As a faculty member, I am interested in promoting a safe and healthy environment, and should I learn of any sexual misconduct, physical and/or psychological abuse, I must report the matter to the Title IX Coordinator. If you or someone you know has been harassed or assaulted, you can find the appropriate resources by visiting Campus Ministry, the Dean of Students Office, the Counseling Center, or the Office for Compliance and Personnel Services.

Attendance Policy

The following attendance policy is from the 2022-23 Academic Catalog.

Students are expected to attend regularly all courses for which they are registered. Students should notify their instructors when illness or other extenuating circumstances prevents them from attending class and make arrangements to complete missed assignments. Notification may be done by emailing the instructor's Chaminade email address, calling the instructor's campus extension, or by leaving a message with the instructor's division office. It is the instructor's prerogative to modify deadlines of course requirements accordingly. Any student who stops attending a course without officially withdrawing may receive a failing grade.

Unexcused absences equivalent to more than a week of classes may lead to a grade reduction for the course. Any unexcused absence of two consecutive weeks or more may result in being withdrawn from the course by the instructor, although the instructor is not required to withdraw students in that scenario. Repeated absences put students at risk of failing grades.

Students with disabilities who have obtained accommodations from the Chaminade University of Honolulu ADA Coordinator may be considered for an exception when the accommodation does not materially alter the attainment of the learning outcomes.

Federal regulations require continued attendance for continuing payment of financial aid. When illness or personal reasons necessitate continued absence, the student should communicate first with the instructor to review the options. Anyone who stops attending a course without official withdrawal may receive a failing grade or be withdrawn by the instructor at the instructor's discretion.

Student Conduct Policy

Campus life is a unique situation requiring the full cooperation of each individual. For many, Chaminade is not only a school, but a home and a place of work as well. That makes it a community environment in which the actions of one students may directly affect other students. Therefore, each person must exercise a high degree of responsibility. Any community must have standards of conduct and rules by which it operates. At Chaminade, these standards are

outlined so as to reflect both the Catholic, Marianist values of the institution and to honor and respect students as responsible adults. All alleged violations of the community standards are handled through an established student conduct process, outlined in the Student Handbook, and operated within the guidelines set to honor both students' rights and campus values.

Students should conduct themselves in a manner that reflects the ideals of the University. This includes knowing and respecting the intent of rules, regulations, and/or policies presented in the Student Handbook, and realizing that students are subject to the University's jurisdiction from the time of their admission until their enrollment has been formally terminated. Please refer to the Student Handbook for more details. A copy of the Student Handbook is available on the Chaminade website.

For further information, [please refer to the Chaminade Catalogue](#).

Credit Hour Policy

The unit of semester credit is defined as university-level credit that is awarded for the completion of coursework. One credit hour reflects the amount of work represented in the intended learning outcomes and verified by evidence of student achievement for those learning outcomes. Each credit hour earned at Chaminade University should result in 45 hours of engagement. This equates to one hour of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work each week for approximately fifteen weeks for one semester, 10-week term, or equivalent amount of work over a different amount of time. Direct instructor engagement and out-of-class work result in total student engagement time of 45 hours for one credit.

The minimum 45 hours of engagement per credit hour can be satisfied in fully online, internship, or other specialized courses through several means, including (a) regular online instruction or interaction with the faculty member and fellow students and (b) academic engagement through extensive reading, research, online discussion, online quizzes or exams; instruction, collaborative group work, internships, laboratory work, practica, studio work, and preparation of papers, presentations, or other forms of assessment. This policy is in accordance with federal regulations and regional accrediting agencies.

This is a three-credit hour course requiring a minimum of 135 clock hours of student engagement, per the official CUH Credit Hour Policy. Students enrolled in this course are anticipated to spend 37.5 hours in class, 48 hours researching and writing the ten-page essay, and 26 hours studying and taking three exams. There will be additional 23.5 hours of work required beyond what is listed here (assignment, discussion board, course readings, etc.), averaging 1.6 hours each week.

TENTATIVE SCHEDULE

Faculty retain the rights to adjust the schedule. Any changes will be announced in class and on Canvas.

Week	Date	Content	Notes
1	1/8 1/10 1/12	Welcome & Intro to Business & Sport and Event industry Ch 1 Business Mindset	Wk 1 Article summary & Discussion Self-intro & Syllabus Affidavit
2	1/15 1/17 1/19	1/15 Martin Luther Day holiday – No class Ch 2 Economics	Wk 2 Article summary & Discussion Intro to SWOT + Organization sign-up

3	1/22 1/24 1/26	Ch 3 Global markets Study Guide posted	Wk 3 Article summary & Discussion
4	1/29 1/31 2/2	Ch 4 Ethics & CSR	Wk 4 Article summary & Discussion SWOT Part #1 due
5	2/5 2/7 2/9	Ch 5 Forms of Ownership	Wk 5 Article summary & Discussion
6	2/12 2/14 2/16	Ch 6 Entrepreneurship	Wk 6 Article summary & Discussion 2/16 Test 1 (Ch 1 - 5)
7	2/19 2/21 2/23	2/19 President's Day Holiday – No class Ch 7 Management SWOT presentation sign up	Wk 7 Article summary & Discussion SWOT Part #2 due
8	2/26 2/28 3/1	Ch 8 Organization	Wk 8 Article summary & Discussion
9	3/4 3/6 3/8	Ch 9 Production	Wk 9 Article summary & Discussion SWOT Part #3 due
10	3/11 3/13 3/15	Ch 10 Motivation Assignment posted Study Guide posted	Wk 10 Article summary & Discussion
11	3/18 3/20 3/22	3/18 – 22 Spring Break – No class	
12	3/25 3/27 3/29	Ch 11 HRM SWOT presentation week 3/29 Good Friday holiday – No class	
13	4/1 4/3 4/5	Ch 12 Marketing SWOT presentation week	4/1 Test 2 (Ch 6 - 10)
14	4/8 4/10 4/12	Ch 13 Product & Pricing SWOT presentation week	Assignment due
15	4/15 4/17 4/19	Ch 14 Communication SWOT presentation week Study Guide posted	
	4/22 4/24 4/26	Ch 15 Accounting SWOT presentation week	SWOT Part 4 (complete paper due)
16	EXAM wk	According to CUH Final exam schedule	4/29 (Mon.) 11am Test 3 (Ch 11-15)

