



Academic School Name

Department Name

BU201-01-1 Intro to Sport & Event Management

Kieffer Hall #9 Lecture Tuesday /Thursday 1:00pm – 2:20 PM

Credits: # 3.0 Section: # Term: Fall 2025

Instructor Information



Instructor: Thomas W. Buning, Ed.D.

Email: thomas.buning@chaminade.edu

Phone: 808.739.8578

Office Location: Henry Hall 221

Office Hours: 8:30 AM – 5:00 PM

Virtual Office Hours: [By appointment]

Other Professional Contact Information

<https://www.linkedin.com/in/tombuning>

Communication

Primary form of communication is a direct email, Canvas Message system, and finally by phone, where you can also leave a message. I will respond in 24hrs/48hrs]]

School & Department Information

School of Business & Communication

Office Location: Kieffer Hall [Website](#)

Phone: (808) 739-4606

If you have questions regarding the **School of Business & Communication**, reach out to your Instructor or

Wendy Lam, Ph.D.

Associate Professor of Business / Sport and Event Management

Kieffer Hall, Room 20

o: (808) 739-4606 | email: wendy.lam@chaminade.edu

Course Description & Materials

Catalog Course Description

This course provides a survey of sport and event management business functions, principles, and practices. Students study behavior in sports organizations and learn basic tools for analysis. The course is designed for students interested in careers in the business of sport and/or event management.

Time Allocation

This three-credit course requires 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, 28 hours researching and writing the two Critical Thinking papers, a sports event audit, and a group sports industry presentation, 8 hours studying for and taking two in-progress exams, and 10.5 hours studying for and taking the final exam. An additional 51 hours of work will be required beyond what is listed here (course readings, homework assignments, etc.), averaging 3.4 hours each week.]

Example CHP course description: This is a three-credit hour course requiring 135 clock hours of student engagement, per the official CUH Credit Hour Policy. Over the 15 weeks of this course, students will spend 37.5 hours in class, 48 hours researching and writing a ten-page essay, 1 hour each week writing reflection papers (15 hours total), and 10.5 hours studying for and taking the final exam. There will be an additional 24 hours of work required beyond what is listed here (course readings, homework assignments, etc.), averaging 1.6 hours each week.

Required Materials

[Principles and Practice of Sport-Management](#)

By: Lisa Pike Masteralexis; Mary Hums ISBN 13: 8220130976323

Edition: 7TH 23

Publisher: JONES+B CO

Throughout the course, recommendations will be made for utilizing websites, e-books, applications, software, and other resources for current classwork and future professional development. Computer or tablet with the ability to conduct internet research and produce typed written documents that can be saved and shared (digital/electronically), are required for use in class and assignments.

Recommended Items

Laptop, Tablet or iPad with internet access

Canvas (<https://chaminade.instructure.com>)

Canvas LMS is an all-in-one, cloud-based Learning Management System developed by Instructure, providing a central online hub for educators and students to manage course content, assignments, communication, and assessments. Chaminade utilizes Canvas to enable students to submit assignments and view their grades, while also allowing teachers to post course materials, provide feedback, and organize learning activities.

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

Learning Outcomes

Sport and Event Management (SEM) Learning Outcomes

Upon completion of the B.B.A. undergraduate program in Sport and Event Management, students will be able to:

1. Explain the complex driving forces influencing sport and event management at multiple levels.
2. Identify key factors for success in managing 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 improving quality of life.
5. Apply learned knowledge and skills in sport and event management to an experiential project and through an internship.

Course Learning Outcomes (CLOs)

Upon completion of course, BU 201, the student will be able to:

1. Explain how history has shaped the culture of sport and the economic, financial, ethical, legal, technological, and sociological contexts within the business of sport. [Measurement: Exams – 1 & Final, Class Participation]
2. Apply their understanding of theories of management and recognize their application in sports enterprises, and discuss the nature and scope of opportunities in the sports industry business; [Measurement: Exams – 1,2 & Final, Sport Industry Presentation, Sports Audit]

3. Recognize current trends within the sports industry and critically evaluate major challenges confronting various segments of the sports industry. [Measurement: Critical thinking paper, Peer-Reviewed Article paper]

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, and integrity of creation.
5. Educate for adaptation and change.

Pope St. John Paul II, in his address to the Roma Sports Association, Nov. 30, 2000, said, "If played as they should be, sports become... an ideal context for practicing many virtues." The Catholic Church has long recognized a need to ensure a proper perspective on sport, so that it is truly at the service of humanity.

Why the Catholic Church cares about sports, by *Patrick Kelly, S.J.*, June 07, 2018 in **America: The Jesuit Review**

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 (‘Ōlelo 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 (‘Ōlelo No‘eau 203) All knowledge is not taught in the same school

Alignment of Course Learning Outcomes

	CLO 1	CLO 2	CLO 3
Marianist Values	2, 5	2, 5	2, 5
PLOs (SEM)	1	2	4

Course Activities

- In-class discussions, case study analyses, and activities
- Guest Speakers
- Lectures
- Group Activities
- Assignments—readings, writing assignments, engaged learning activities (critical analysis of the culture of sport and analyses of current trends and crises in sport)
- Sport Management videos; use of multiple technologies, including social media
- Interactive learning workshops, such as in-class tutorials on navigating Sullivan Library databases

Discussions

Class Professionalism/Participation. You will be evaluated based on your overall participation and professionalism in class. CLO: 1, 2, & 3

Exams

Test 1 and 2. The tests will comprise multiple-choice questions and a few short-answer questions. The content of the tests will be based on in-class discussions and lectures, PowerPoints, assigned readings, and classroom activities. CLO: 1, 2, & 3

Final Exam. The final exam will consist of multiple-choice questions and will be comprehensive. The exam will be based on course discussions, lectures, readings, handouts, videos, and class activities. CLO: 1, 2, & 3

Team Projects

Critical Thinking Papers #1-Group: After picking a classmate of your choosing (teams of two), use the questions and guide in Table 1.2 of your textbook (pages 22-23) to address a contemporary issue in college or professional sports. Based on your research of the issue, write a two (2) page paper (minimum two pages double-spaced) that covers the following: Provide background on what makes your issue controversial, present both sides of the argument, address what each side

would say about the other's position, and then based on the research, data, wisdom of the arguments take a position on which side you support and why that position benefits the sports industry. CLO: 3

Sports Industry Presentation (Group). For this assignment, you must form a group (3-4 students) and work on an industry presentation (10-12 minutes) for a chosen sports organization. There will be peer evaluations for this assignment. You are expected to email your presentation to your professor by midnight the night before your group presentation date. Details of this assignment will be provided in class. CLO: 1 & 2

Individual Projects

Peer-Reviewed Research Article Review Assignment: You will learn to identify scholarly peer-reviewed journal articles. You will submit a written summary and be prepared to discuss your findings and reflections in an oral discussion (assignment details will be provided). Students select a peer-reviewed article from our Sullivan Library database and write a two (2) page summary (minimum two pages double-spaced) on the contribution of this scholarly research paper to the benefit of the sports industry professionals. This peer-reviewed article must address a current and relevant sports topic (5 years old or less). CLO: 3

Critical Thinking Papers #2 -Individual. Same as *Critical Thinking Papers #1*, but this is entirely your work. CLO: 3

Grading Criteria

Test 1	15%
Test 2	15%
Peer-Reviewed Research Assignment	5%
Critical Thinking Paper (Group) # 1	5%
Critical Thinking Paper (Individual) # 2	10%
Sport Industry Group Presentation (including peer review)	10%
Final Exam (cumulative final exam)	30%
<u>Class Professionalism/Participation</u>	<u>10%</u>
	100%

Course Policies

Attendance

The following attendance policy is from the 2025-2026 Academic Affairs Policies [\(Link\)](#) .

Students are expected to attend regularly all courses for which they are registered. Student 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.

Late Work

Due Dates: All assignments must be submitted electronically via email or Canvas at the beginning of class on the date listed in the syllabus. Absence from class does not constitute notification about a late assignment. If an absence is unavoidable, the student is responsible for emailing the written assignment to the instructor or making arrangements to have another student deliver the assignment on time. Computer/printer failures are not acceptable reasons for late assignments. Students must be present on the day of all in-class activities to receive credit for an in-class activity.

Extra Credit

[Description of your extra credit policies, expectations, penalties, etc.]

Changes to the Syllabus

While the provisions of this syllabus are as accurate and complete as possible, your instructor reserves the right to change any provision herein at any time. Every effort will be made to keep you advised of such changes, and information about such changes will be available from your instructor.

Grades of Incomplete

Consult the University Catalog for policies regarding grades of Incomplete.

Final Grades

Final grades are submitted to [Self-Service](#):

A = 90% and above

B = 80-89%

C = 70-79%

D = 60-69%

F = 59% and below

Important Information

Academic Honesty

Academic honesty is an essential aspect of all learning, scholarship, and research. It is one of the values regarded most highly by academic communities throughout the world. Violations of the principle of academic honesty are extremely serious and will not be tolerated.

Students are responsible for promoting academic honesty at Chaminade by not participating in any act of dishonesty and by reporting any incidence of academic dishonesty to an instructor or to a University official. Academic dishonesty may include theft of records or examinations, alteration of grades, and plagiarism, in addition to more obvious dishonesty.

Questions of academic dishonesty in a particular class are first reviewed by the instructor, who must make a report with recommendations to the Dean of the Academic Division. Punishment for academic dishonesty will be determined by the instructor and the Dean of Academic Division and may include an "F" grade for the work in question, an "F" grade for the course, suspension, or dismissal from the University.

For the most up to date information, please refer to the [Academic Honesty Policy](#) on the Chaminade University Catalog website.

TITLE IX AND NONDISCRIMINATION STATEMENT:

Chaminade University of Honolulu is committed to providing a learning, working and living environment that promotes the dignity of all people, inclusivity and mutual respect and is free

of all forms of sex discrimination and gender-based violence, including sexual assault, sexual harassment, gender-based harassment, domestic violence, dating violence, and stalking. As a member of the University faculty, I am required to immediately report any incident of sex discrimination or gender-based violence to the campus Title IX Coordinator. For pregnant and parenting students, I am also obligated to provide you with similar resources for support and protections available to you. My goal is to make sure that you are aware of the range of options available to you and have access to the resources and support you need.

Nondiscrimination Policy & Notice of Nondiscrimination

The university is committed to comply with all State and Federal statutes, rules, and regulations that prohibit discrimination. The university is committed to a policy of nondiscrimination on the basis of race, sex, gender identity and expression, age, religion, color, national origin (including shared ancestry and ethnic characteristics), ancestry, citizenship, disability, genetic information, marital status, breastfeeding, arrest and court record (except as permissible under State law), sexual orientation, or status as a covered veteran. Inquiries about Title IX or general Civil Rights concerns may be referred to the University's Title IX Coordinator, the U.S. Department of Education's Office for Civil Rights, or both and contact information may be found [HERE](#). *On-campus Confidential Resources may also be found here at [CAMPUS CONFIDENTIAL RESOURCES](#).*

The University's Nondiscrimination Policy and Grievance Procedures can be located on the University webpage at: <https://chaminade.edu/compliance/title-ix-nondiscrimination-policies-procedures/>.

To report information about conduct that may constitute sex discrimination or make a complaint of sex discrimination under Title IX, please refer to the [Campus Incident Report form](#). Chaminade University of Honolulu prohibits sex discrimination in any education program or activity that it operates.

The NOTICE of NONDISCRIMINATION can be found here: [Notice of Nondiscrimination](#).

Hazing Prevention Resources and Athlete Helpline:

Assists athletes, parents, coaches, and any allies interested in ensuring physical and mental safety for sports communities by offering confidential emotional support, crisis intervention, informational athlete-focused resources, and guidance related to concerns about any type of abuse—including hazing.

Chaminade University's Hazing Policy:

<https://catalog.chaminade.edu/studenthandbook/codeofconduct>

<https://hazingpreventionnetwork.org/athlete-helpline/>

<https://hazingpreventionnetwork.org/how-to-report-hazing/>

Basic Needs Resources: <https://chaminade.edu/basic-needs/>

Campus Safety/ SafeSwords

A program for students, faculty and staff, who may feel uncomfortable or unsafe walking alone on campus, at any time of the day. Call security, and a security professional will meet you at your location on campus. The security professional will escort you to your residence hall, car, etc. Students may utilize this when walking to and from night classes around campus or after late night events. [SafeSwords Webpage](#)

CUH Alert Emergency Notification

To get the latest emergency communication from Chaminade University, students' cell numbers will be connected to Chaminade's emergency notification text system. When you log in to the Chaminade portal, you will be asked to provide some emergency contact information. If you provide a cellphone number, you will receive a text from our emergency notification system asking you to confirm your number. You must respond to that message to complete your registration and get emergency notifications on your phone.

Assessment for Student Work

With the goal of continually improving the quality of educational services offered to students, Chaminade University conducts assessments of student achievement in course, program, and institutional learning outcomes. Student work is used anonymously as the basis of these assessments, and the work you do in this course may be used in these assessment efforts.

Student with Disabilities Statement

Chaminade University of Honolulu offers accommodations for all actively enrolled students with disabilities in compliance with Section 504 of the Rehabilitation Act of 1973, the Americans with Disabilities Act (ADA) of 1990, and the ADA Amendments Act (2008).

Students are responsible for contacting Kokua Ike: Center for Student Learning to schedule an appointment. Verification of their disability will be requested through appropriate documentation and once received it will take up to approximately 2–3 weeks to review them. The student will complete appropriate paperwork before notification will be sent out to their

instructors. Accommodation paperwork will not be automatically sent out to instructors each semester, as the student is responsible to notify Kokua Ike via email at ada@chaminade.edu each semester if changes or notifications are needed.

Kōkua 'Ike: Tutoring & Learning 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 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 on Account > TutorMe. For more information, please contact Kōkua 'Ike at tutoring@chaminade.edu or 808-739-8305.

Readings & Due Dates

Course Content

Date	Topic/Content	Assignments/Assigned Readings <u>Due</u> by this Date
Aug 26	Course Introduction & Syllabus Overview <i>Sports Industry Overview</i> “Not Just a Game-Power, Politics and Sports in America” (DVD) Historical Aspects of the Sport Management	Bring textbook to class Chapter 1 & 2 <i>Provide an overview of Assignments</i>
Aug 28	Online Class Assignment (Written Review)	(Written Review)
Sept 2	Intro to Event Management #1	Prof. Wendy Lam
Sept 4	Intro to Event Management #2	Prof. Wendy Lam
Sept 9	High School, Community and Youth Sport	Chapter 7 Bring textbook to class
Sept 16	College Sport	Chapter 8 Bring textbook to class
Sept 18	International Sport <hr/> Review for Test # 1	Chapter 9 Bring textbook to class

Date	Topic/Content	Assignments/Assigned Readings <u>Due</u> by this Date
Sept 23	<p>Test # 1</p> <p>Chapters, PowerPoints, lectures, in-class discussions, guest speaker(s), videos, supplemental handouts/readings)</p>	<p>Test # 1</p> <p>(150 possible points)</p>
Sept 25	Professional Sports	<p>Chapter 10</p> <p>Bring textbook to class</p>
Sept 30	Sports Agency	Chapter 11
Oct 2	Facility Management	<p>Chapter13</p> <p>Bring textbook to class</p>
Oct 7	The Sporting Goods and Licensed Products Industry	<p>Chapters 19</p> <p>Bring textbook to class</p>
Oct 9	Sport Tourism	<p>Chapter 11</p> <p>Bring textbook to class</p>
Oct 14	Sport Broadcasting, Communications, and Media Relations	<p>Chapter 18,</p> <p>Bring textbook to class</p> <p>Due: Peer-reviewed assignment</p>
Oct 16	Finance, and Economics of Sport	<p>Chapter 4</p> <p>Bring textbook to class</p>
Oct 21	Sport Sales	<p>Chapter 15</p> <p>Bring textbook to class</p>

Date	Topic/Content	Assignments/Assigned Readings <u>Due</u> by this Date
Oct 23	Sport Analytics ----- <i>Pick Group Presentation Teams</i>	Chapter 17
Oct 28	Intro to Event Management # 3	Prof. Wendy Lam
Oct 30	Test # 2 (150 possible points) (Chapters 9-16, Class PowerPoints, lectures, in-class discussions, videos, supplemental handouts/readings)	
Nov 4	In-class exercise for grade (team project)	Due: Critical Thinking Paper #1
Nov 6	Legal and Ethical Issues in Sport.	Chapter 5, 6
Nov 11	Veterans Day	No Class
Nov 13	Sport Sponsorship	Chapter 16:
Nov 18	Sport & Society	Chapter 18 Bring textbook to class
Nov 20	Careers in Sport & The Importance of Networking	Due: Critical Thinking Paper Chapter 21
Nov 25	In-class exercise for grade (team project)	Prof Wendy Lam
Nov 27	Thanksgiving	No Class

Date	Topic/Content	Assignments/Assigned Readings <u>Due</u> by this Date
Dec 2	Group Presentations	Chapter 21:
Dec 4	<i>Review for Final Exam</i>	<i>(Last Day of Classes)</i>
Dec 9	Final Exam	TBD
Dec 12	<u><i>Grades Posted</i></u>	