



School of Business & Communication
Business Department

BU 310

Current Issues in Sport Management

Henry 227

Tuesday & Thursday; 2:30-3:50pm

Credits: #3 Term: Spring 2026

Instructor Information



Instructor: Eric Bovaird

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Office Location: Silverswords Coaches Office

Office Hours: 9:30-11:00am T & R

Communication

I will respond to your email within 24 hours. Please RESEND your email if you do not hear from me within 48 hours after initial email or message. Thank you.

Sending an Email? Include Subject line: **BU - 310**

School & Department Information

School of Business & Communication

Office Location: Kieffer Hall, Room 12

Phone: (808) 739-8369

[Academic Schools' website](#)

Course Description & Materials

Catalog Course Description

BU-310 Current Issues in Sport Management (3). This course explores the contemporary issues influencing management decisions in the business of sport - from amateur sport to professional sport. It covers business and economic issues, social issues, political issues and legal issues.

Prerequisites: EN-102, COM-101. [online course catalog](#).

Credit Hour Policy

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 30 hours in class, 32 hours researching and writing the two Critical Thinking papers, a sports event audit and a group sports industry presentation, 10 hours studying for and taking two in-progress exams, and 12 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.

Required Materials

Pedersen, P.M., & Thibault, L. (Eds.). (2019). Contemporary sport management (6th ed.). Champaign, IL: Human Kinetics. [E-TextBook Link](#) or hardcopy (check bookstore)

Throughout the course, recommendations will be made for using websites, eBooks, applications, software, etc., for current class work and future professional development. Computers or tablets with the ability to conduct internet research and produce typed written documents that can be saved and shared (digitally/electronically), are required for use in class and assignments.

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

The Canvas course link is provided above. Gradebook will be updated on Canvas. Students are responsible for checking Chaminade email and Canvas daily for notices from the university or their instructors.

Technical Assistance for Canvas Users:

- 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

Program Learning Outcomes (PLOs)

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, e.g., ICS 170], the student will be able to:

By the end of our course, students 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.

BU-310; Sports management class reflects **Marianist values** by connecting the business and leadership side of sports to ethics, community, and service.

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

Alignment of Course Learning Outcomes

	CLO 1	CLO 2	CLO 3
Marianist Values	2, 5	2, 5	2, 5
PLOs	1	2	4

Course Activities

Grading Criteria

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

Discussions

In class Discussions; student participation during class.

Homework

Chapter Review Questions.

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

No late exams given. Exams not taken in the set time will be scored as zero.

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

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

Sports Audit: Individual assignment to attend a collegiate or professional sports event during the semester and answer questions about your experience as a fan and what you would change if you were in charge of the event. Detailed questions are listed in the assignment prompt. CLO: 2

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

Final

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

Class participation

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

Course Policies

Attendance

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

Late Work

Late work is not accepted and will result in a zero. If you don't show up to a basketball game - you can't score points for your team.

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

Course Schedule

*Please note that Items listed below are subject to change per instructor.

Week	Date	Topic/Content	
1	Tues Jan 13	Course Introduction & Syllabus Overview	
1	Thur Jan15	Sports Industry Overview Managing Sport	Chapter 1 (Review Questions)
2	Tues Jan 20	Developing a Professional Perspective	Chapter 2 (Review Questions)
2	Thur Jan 22	Historical Aspects of the Sport Business Industry	Chapter 3 (Review Questions)
3	Tues Jan27	Management Concepts/Managing and Leading in Sport Organizations	Chapter 4,5 (Review Questions)
3	Thur Jan 29	Case Study #1 : Leadership in Sport	
4	Tues Feb 3	Community and Youth Sports	Chapter 6 (Review Questions)

4	Thur Feb 5	Interscholastic Athletics	Chapter 7 (Review Questions)
5	Tues Feb 10	Collegiate Sports	Chapter 8 (Review Questions)
5	Thur Feb 12	Review for Test #1 (Chapters 1-8, Powerpoints, lectures, in-class discussions, review question, guest speakers, videos, supplemental handouts/readings)	
6	Tues Feb 17	Test	
6	Thur Feb 19	Professional Sports	Chapters 9 (Review Questions)
7	Tues Feb 24	The Sporting Goods Industry & Marketing Agencies	Chapter 10 (Review Questions)
7	Thur Feb 26	Sports Marketing & Sport Consumer Behavior ----- Pick Group Presentation Teams	Chapter 13 (Review Questions)
8	Tues Mar 3	Sport Tourism	Chapter 11 (Review Questions)
8	Thur Mar 5	Communication in the Sport Industry & The Role of Social Media in Sport	Chapter 14 (Review Questions)

9	Tues Mar 10	Finance and Economics of Sport	Chapter 15 (Review Questions)
9	Thur Mar 12	In-class exercise for grade (team project)	Due: Critical Thinking Paper #1 group assignment
		<i>SPRING BREAK</i>	<i>SPRING BREAK</i>
10	Tues Mar 24	Facility and Event Management	Chapter 16 (Review Questions)
10	Thur Mar 26	<i>Holiday</i>	<i>Holiday</i>
11	Tues Mar 31	Review for Test #2 Chapters 9-16	
11	Thur Apr 2	Test #2	Test # 2 (150 possible points)
12	Tues April 7	<i>Introduce Sports Audit Paper</i>	
12	Thur April 9	Legal and Ethical issues in Sport Sport & Society	Chapters 17 & 18 (Review Questions)
13	Tues Apr 14	Globalization Of Sport Introduce Critical Thinking Paper	Chapters19 (Review Questions) Due: Critical Thinking Paper #2 Due

13	Thur Apr 16	Sports Analytics Careers in Sport & The Importance of Networking	Chapter 20, 2 (Review Questions)
14	Tues Apr 21	Oral Presentations	Due: Oral Presentations
14	Thur Apr 23	Oral Presentations	Due: Oral Presentations
15	Tues Apr 28	The Debriefing of Sports Audits	Sport Audit Assignment
16	Thur Apr 30	<i>Review for Final Exam</i>	<i>(Last Day of Classes)</i>
16	Tues May 5	Final Exam Schedule Spring 2026	Tuesday May 5, 2026 11:00am – 1:00 PM

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 which 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 continuing to improve the quality of educational services offered to students, Chaminade University conducts assessments of student achievement of 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. Appropriate paperwork will be completed by the student 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.