



School of Kinesiology  
Recreation & Sport

**SPM 335: GLOBAL PERSPECTIVES IN SPORT | Colonnade K-LG**

**Instructor:**

**Office:**

**Office Phone:**

**Email:**

**Office Hours:**

**COURSE DESCRIPTION**

Examines the economic, cultural, sociological, and political role that sport plays within the broad process of globalization and provides theoretical and practical insights to promote intercultural competence needed to function in any organization. Sport has become a powerful societal institution in the United States and around the world, playing a role in our value systems, economic decisions, and political ideologies. This course will offer a critical overview of the role sport, activity, and competition plays in our individual and societal value formation in a global society.

**LOCAL TO GLOBAL COLONNADE LEARNING OUTCOMES**

Students will examine local and global issues within the context of an increasingly interconnected world. Courses will consider the origins and dynamics of a global society, the significance of local phenomena on a global scale, and/or material, cultural, and ethical challenges in today's world. Students who complete this course will:

1. Analyze issues on local and global scales.
2. Examine the local and global interrelationships of one or more issues.
3. Evaluate the consequences of decision-making on local and global scales.

**ADDITIONAL COURSE LEARNING OUTCOMES**

Upon successful completion of the course, students should be able to do the following:

1. Evaluate the importance of globalization in the sport industry and its impact on society
2. Explain key issues related to intercultural management
3. Identify differences in US sport organizational structures and other areas of the world
4. Examine future trends in sport development and competition

**LOCAL TO GLOBAL COLONNADE ARTIFACT**

Colonnade courses will be assessed at the end of each semester using an "Artifact" (an assignment) to ensure that students enrolled in the courses are learning what the learning outcomes say they should learn (the K-LG CLOs are listed above). For this course, the Artifact is a final paper. Students will learn about various sport management industry issues and trends as they relate to a global community. Instructions for the final paper are included at the end of this syllabus.

## **KENTUCKY GRADUATE PROFILE ACADEMY COMPETENCIES**

As part of a CPE initiative, WKU is participating in the Kentucky Graduate Profile Academy which has identified 10 competencies that all Kentucky college graduates should have. This Colonnade course (Connections – Local to Global) offers students a chance to develop the following competencies:

1. Interact effectively with people from diverse backgrounds.
2. Exhibit professionalism on the job.
3. Think critically to solve problems.

## **REQUIRED TEXT:**

MacIntosh, E. W., Bravo, G. A., & Li, M. (Eds). (2020). International Sport Management. Champaign, IL: Human Kinetics.

## **COURSE OUTLINE:**

1. Issues in International Sport Management
2. Field of Play in International Sport
3. Governance in International Sport
4. Management Essentials in International Sport
5. International Sport Strategies

## **COURSE POLICIES:**

Content here to be determined by instructor

## **WKU POLICIES**

### **COVID-19 STATEMENT:**

Updated Policy (if applicable) to be placed here by the instructor

### **TITLE IX MISCONDUCT/ASSAULT STATEMENT:**

Updated Policy to be placed here by the instructor

### **ADDITIONAL INFORMATION:**

**Academic Integrity:** Students who commit any act of academic dishonesty may receive from the instructor a failing grade... in a course without possibility of withdrawal. The faculty member may also present the case to the Office of Student Life for disciplinary sanctions.” Students who are unfamiliar with the University's policy on plagiarism should consult the most recent edition of the Western Kentucky University Student Handbook. Students uncertain regarding what actions constitute plagiarism should consult the instructor.

**Special Accommodations:** In compliance with University policy, students with disabilities who require academic and/or auxiliary accommodations for this course must contact the Student Accessibility Resource Center located in Downing Student Union, 1074. SARC can be reached by phone number at 270-745-5004 [270-745-3030 TTY] or via email at sarc.connect@wku.edu. Please do not request accommodations directly from the professor or instructor without a faculty notification letter (FNL) from The Student Accessibility Resource Center.

***The instructor reserves the right to make necessary changes to the syllabus, course schedule, and learning activities during the course. Students will be notified in advance of any such changes.***

## **SPM 335 Colonnade Artifact: Final Paper** **An Examination of “*The Spirit of Sport*”**

Students will write a review/reflection paper about the concept of “*the spirit of sport*” in the context of the international sporting industry. The intrinsic value of sport, often referred to as ‘*the spirit of sport*,’ is the celebration of the human spirit, body and mind, and is characterized by values such as ethics, honesty, respect for rules, self-respect and respect for others, fair play and healthy competition. If sport is void of these values (and others) it might be argued it is no longer sport.

By completing this paper, you will be able to demonstrate how you can:

1. Analyze issues on local and global scales.
2. Examine the local and global interrelationships of one or more issues.
3. Evaluate the consequences of decision-making on local and global scales.

You should examine the spirit of sport via one of the following 3 areas: (**CHOOSE 1 area only**). I have provided prompts to begin your paper under each of the areas. These prompts are meant to help you start your paper, you may use some or all of the information provided. You should also add your own examples to support.

### **1. Sportsmanship, Cheating, and PEDs:**

How does sportsmanship, cheating, and PED use impact the spirit of sport? Explain how individuals and organizations around the world impact the spirit of sport. Answer such questions as: Is sportsmanship an antiquated concept? Should doping be an individual choice? Why do we care? Is clean sport and idealized view of sport? Include examples such as; historic PED use from the former Eastern Bloc countries, the 1988 Olympic Games, Lance Armstrong, Ben Johnson, organizations such as the MLB and LL baseball, and systemic abuse from countries such as Russia.

### **2. Governance Structures Influence:**

The IAAF is a good example of an international sport federation that has had recent struggles with keeping sport clean and acting ethically (e.g., Caster Semenya and gender testing). FIFA is another, with attempts to grow the game of football, including for women, athletes with different abilities, and the homeless. However, there have been many issues with racism and sexism in the world’s most popular sport. You should examine the mission and vision of such organizations, (not limited to IAAF or FIFA) and explain how governing bodies are leading the way for clean, safe, and ethical sport, or impeding the spirit of sport. Students may visit the websites to examine its governance model, policies, and regulations.

### **3. Sport and Politics:**

It can be said that no other sporting event has the impact on the world like The Olympic Games. A focus on nationalism and pride is present to promote interest, but a renewed emphasize on cooperation and nations coming together is also seen. Olympians are both global citizens and representative of their home nation. There are many aspects to the Olympics that emphasize the spirit of sport, but do the Games have a negative impact? If so, how? Why do nations spend so much money to host? Many losing money, and at what cost? The differences in the Rio and Vancouver Games for example.

Another example of the entanglement of sport with politics is South Africa's fight for independence and later unification of its multiracial and diverse ethnic groupings in society. The movie *Invictus* depicts how sport united the nation of South Africa after years of segregation and apartheid, to unravel the details of ethnic and racial tension and eventual development of unity in the country. Please address the potential of sport to transform nations politically and ethically, this is the power and spirit of sport.

### **Suggested References:**

Canseco, J. (2008) *Vindicated: Big names, big liars, and the battle to save baseball*. New York, NY: Simon Spotlight Entertainment.

Ungerleider, S. (2013) *Faust's gold: Inside the East German doping machine*. New York, NY: CreateSpace.

Whittle, J. (2008) *Bad blood: The secret life of the Tour De France*. London, United Kingdom: Yellow Jersey Press.

<https://www.wada-ama.org/en>

<https://www.usada.org/>

[www.iaaf.org/aboutiaaf/structure/federations/index.html](http://www.iaaf.org/aboutiaaf/structure/federations/index.html)

<https://www.fifa.com/>

Elbe, A.M., Hatzigeorgiadis, A., Morela, E., Ries, F., Kouli, O., & Sanchez, X. (2018). Acculturation through sport: Different contexts different meanings. *International Journal of Sport and Exercise Psychology*, 16(2), 178-190.

Adjaye, J.K. (2010). Reimagining sports: African athletes, defection, and ambiguous citizenship. *Africa Today*, 57(2), 26-40.

Catsam, D.C. (2018) On race, sport, and politics in South Africa's past and present. *Safundi*, 19, 2, 246-251. doi:10.1080/17533171.2017.1409314

Hoglund, K., & Sundberg, (2008). Reconciliation through sports? The case of South Africa. *Third World Quarterly*, 29(4), 805-818.

Ndee, H.S. (2005). Sport as a political tool: Tanzania and the liberation of Africa. *International Journal of Sport History*, 22(4), 671-688.

Eastwood, C. (2009). *Invictus*. [Motion Picture]. USA: Warner Bros.

After you pick the topic, your paper should include **3 parts:**

- 1) A thorough explanation/summary of the topic, you should identify main issues and demonstrate an understanding and knowledge of the topic. Use the above information. You may also use our text, supplemental readings, and/or any appropriate outside source/reading on the topic. The topics are broad so you can find plenty of information and expand on or pick a specific related issue to discuss. You choose what is of interest and concern to you.
- 2) Cite and explain/discuss a recent example in sport that applies to your area.

- 3) Present your thoughts/experiences on the topic; this is the reflection aspect to the paper. Tell me why you chose this topic, give your opinion and provide suggestions for change, improvement, and any thoughts you personally have on the topic.

The paper must be in APA 7 format, typed, doubled-spaced, Times New Roman, 12pt-font. I expect each paper to show thought, effort, and deep personal reflection on the topic. The paper should be a minimum of 2-4 pages. Please include a title page. References should be included at the end of the paper. The title page and reference page do not count toward the page requirements. The paper is worth 100 points and will be assessed using the rubric below:

<b>ITEMS</b>	<b>Exceeding (30 points)</b>	<b>Meeting (20 points)</b>	<b>Approaching (10 points)</b>	<b>Beginning (0 points)</b>
<b>Student analyzes issues in Sport on local and global scales.</b> (30 points)	Demonstrates a sophisticated understanding of local and global phenomena of sport.	Demonstrates a clear understanding of local and global phenomena in sport.	Demonstrates an adequate understanding of local and global phenomena in sport.	Demonstrates a superficial understanding of local and global phenomena sport.
<b>Student analyzes the inter-relationships between one or more Sport issues.</b> (30 points)	Sophisticated analysis of relationships between local and global issues in sport.	Clear analysis of relationships between local and global issues in sport.	Adequate analysis of relationships between local and global issues in sport.	Superficial analysis of relationships between local and global issues in sport.
<b>Student evaluates the consequences of decision-making of Sport on local and global scales.</b> (30 points)	Proposes a sophisticated assessment to complex between local and global problems in sport.	Proposes a clear assessment of the relationship between local and global problems in sport.	Proposes an adequate assessment of basic local to global problems in sport.	Proposes a general assessment, or no recognition, of the relationship between local and global problems in sport.
<b>Format</b> (10 points)	Follows APA format consistently including the works cited page (10 points)	Follows APA, MLA, or Chicago format with minimal errors; generally well-organized works cited page (7 points)	Mostly follows APA citation format and lists all cited sources on a works cited page (3 points)	Haphazard and/or lack of citations or works cited page (0 points)

For assistance on formatting using APA style, please visit the [Owl Purdue website](#).