



UNC
GLOBAL

THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

COLLEGE OF ARTS & SCIENCES

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September 1, 2017

Administrative Board of the College of Arts & Sciences
Office of General Education
CB #3510
300 Steele Building
UNC-CH

UNC International Sport Management in London- Global Minimester

Dear Colleagues:

The Department of Exercise and Sport Science and the Study Abroad Office are submitting for your approval a proposal to establish a faculty-led minimester study abroad program in London, England in Summer 2018.

Program overview

This two and a half week study abroad program will be based at UNC-CH's Winston House in London. Participants will enroll in the required course, **EXSS 223: International Sport Management** (3 credits), taught by a UNC-CH professor and supplemented by professionals working in the UK sports industry.

Program rationale

The program's course, EXSS 223 International Sport Management, is an approved elective in the sport administration track of the Exercise and Sport Science major. Sport extends across all international boundaries. As such, it is important for students to understand the global implications of the sport industry. By offering this course abroad, the concepts in the course will come alive. London is an ideal destination for this course, as it was the site of the 2012 Olympic Games, and many international sport governing bodies and organizations are located in and around London.

The Department of Exercise and Sport Science and the Study Abroad Office seek to make global educational opportunities more accessible to underrepresented students in study abroad, in particular those who are unable to participate due to time constraints. Exercise and Sport Science majors often volunteer and/or work in sporting organizations, events, or health-related clinical settings that demand significant out-of-class time commitments. Additionally, Exercise and Sport Science is one of the most popular majors for student-athletes, which poses an additional time constraint. Study Abroad data show that members of the football and men's and women's basketball teams do not participate in University study abroad programs due to scheduling and financial constraints. Though the program is open to any student seeking credit for EXSS 223 and wanting to do so in an international context, by offering this course in a minimester format, we aim to make the program accessible to those who would not be able to study abroad otherwise.

Faculty

The program will be led by Barbara Osborne, a UNC-CH faculty member from the Department of Exercise and Sport Science (CV in appendix). Additional speakers will include faculty teaching in sport management programs in England

and professionals working in the international and national governing bodies, professional sport leagues, youth and community sport, and sport facilities in the London area.

Program dates

The program dates are May 15-June 1, 2018. The dates align closely with the on-campus Maymester dates and were chosen to make the program accessible to student athletes and other students with time constraints and competing priorities such as training schedules, summer internships, and on-campus summer courses.

Program content

Students will enroll in EXSS 223: International Sport Management taught by Barbara Osborne and will earn three graded UNC-CH credits.

International Sport Management introduces students to the organization, governance, business activities, and intercultural issues in international sport. Concepts studied will include intercultural management, the Olympics, international sport federations, international youth sport, world-class sport facilities, and international sport tourism (and others). Classroom instruction will take place at Winston House and at the various sporting organizations and venues in London. Students will be able to explore various sporting venues, meet and learn from professionals working internationally in the sport industry, and apply the concepts from the text in a practical setting. As part of the academic program, students will attend various amateur and/or professional sporting events, ideally including cricket or rugby, in London and the surrounding area. The program will include an overnight trip to Norwich, England. In Norwich the group will participate in a global sports marketing activation and visit three organizations.

In Olympic sport, the students will learn about the IOC, the constitution and other governing documents, the executive committee, how people are elected to the membership, and what the members do. Students will learn how European professional sports organizations are governed and comparisons to the US system will be noted. The system of promotion and relegation which exists in all of European soccer is completely foreign to the way professional sport leagues are structured in the United States. The national governance and financial support for youth sport in the UK and the rest of the world is very different from the unstructured, capitalist approach in the US. Seeing sports like cricket will allow students to experience the British culture as fans do, but also allow them to recognize the global similarities in venues, crowd management, and security.

More details about the course and the program's schedule are provided in the syllabus and itinerary found in the appendix.

In addition to the academic content, the program will include opportunities for cultural learning through the on-site orientation, a walking tour of London, a required cultural activity to be scheduled on a day the students do not have class, and suggested activities for students to experience their free time.

Enrollment

The program will accept applications from UNC-CH undergraduate students. Target program enrollment is 12-20 participants. Applicants must have a minimum GPA of 2.75 at time of application and at least rising sophomore status at time of participation.

On-site logistics

UNC-CH staff at Winston House are supporting the program development and implementation. They will serve as an on-site resource for the group for the duration of the program.

Classroom space is reserved at Winston House, located on Bedford Square in Bloomsbury. In addition to fully equipped classroom and seminar space, a small library and a computer lab with internet access are available in Winston House.

Students will live in nearby flats arranged through Acorn, a property management company based in Bloomsbury. Flats are fully furnished and include a kitchen, laundry facilities, Wi-Fi, cleaning and maintenance service, and 24-hour emergency service. The resident director will live in faculty accommodation arranged through Acorn.

Program participants will be provided an Oyster card and the group will travel by public transit to the various sports organizations and venues.

The UNC-CH Athletics Department will provide the support necessary for student athletes who participate on this program, including securing training facilities and providing appropriate meals.

Health and Safety

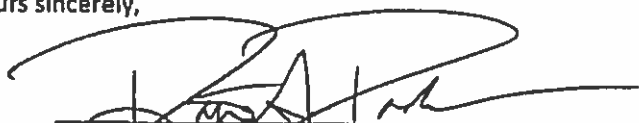
The UNC-CH Study Abroad Office enrolls students in international accident and health insurance through GeoBlue (<https://www.geobluestudents.com/>) for the duration of the program. There are no immediate health concerns in London. Modern medical facilities and highly skilled medical practitioners are available in England.

According to the U.S. State Department website, all European countries, including the U.K., remain potentially vulnerable to attacks from transnational terrorist organizations. The national government is taking action to guard against terrorist attacks, but U.S. citizens should be aware that attacks could take place without warning. The U.S. State Department website also reminds tourists that there is some risk of theft of personal property and pickpockets.

In the mandatory pre-departure orientation sessions, the UNC-CH Study Abroad Office discusses the potential for terrorist attacks in Europe and covers general safety precautions.

We are happy to provide any further information that you may need to evaluate this proposal.

Yours sincerely,



Dr. Darin Padua, Chair, Department of Exercise and Sport Science

9/14/17

Date



Dr. Robert Miles, Associate Dean: Study Abroad and International Exchanges

9.25.17

Date

EXSS 223: International Sport Management

3 credit hours

Course Description: Sport is the 4th largest industry in the United States. It crosses all international boundaries and has significant social, cultural, and economic impact. As such, it is important for students to understand the global implications of the sport industry. This course introduces students to the organization, governance, business activities, and intercultural issues in international sport. Readings, in-class lectures, lectures from practitioners, and visits to various sport organizations and venues are integrated for students to fully experience the material and apply concepts in practice.

Learning objectives:

- Understand the governance structure of international sport (International Olympic Committee, International Federations, National Governing Bodies, National Sport Federations, Local Organizing Committees, and National Youth Sport development)
- Recognize the intercultural challenges for international sport organizations (i.e. legal issues with visas and employment, physical and social barriers including geography, language, customs, and religion)
- Experience the unique characteristics of international sporting events and hosting venues
- Compare US youth sport development systems with the English system

Text: *International Sport Management* (2011). Li, MacIntosh, & Bravo (eds). Human Kinetics.

Course Requirements:

Chapter Quizzes (11)	50%
Speaker/Organization research	20%
Comprehensive journal project	<u>30%</u>
	100%

Course Organization:

Students will be expected to complete readings prior to class meetings. In-class time will highlight important aspects of the readings, but be primarily centered on the connection between the readings and the organizations and speakers that will bring the written material to life. There will be an on-line quiz for each chapter.

Speaker/Organization research:

To prepare for each guest speaker and/or site visit, students will go online to research their careers/organizations and write a short (1-2 page) summary about the subject. To facilitate interaction and engagement, students must also prepare at least 3 relevant questions (related to the readings and/or research) to ask. Research/questions are due as noted on the daily schedule (but at least 1 day prior to the site visit).

Comprehensive Observation Journal

The observation journal provides a systematic way for students to make connections between the readings, speakers, organizations and sites. Entries will be required for each guest speaker and site visit. Students will identify key concepts learned and reflect how the speaker/organization/visit related to the readings thus far (approximately 2 pages each). For example, the visit to Lord's Cricket Ground and speaker could incorporate observations about intercultural challenges from Chapter 1 as well as strategic management processes, global impact of cricket, social responsibility of governing organizations, and future trends in that sport from Chapter 2, and how the organizational culture and fit with the national culture impacts the organization's success from

Chapter 3. The final required entry will allow the student to reflect upon the Study abroad experience as a whole, identify key concepts experienced or observed from each chapter, explain the 3 most important lessons learned overall on a personal level, and incorporate British and local history, as well as cultural and social significance when relevant (minimum 12 paragraphs). This will be the final project for the course, in lieu of a final exam.

Honor Code:

Every student is expected to conduct him/herself within the letter and spirit of the Honor Code, which prohibits the giving or receiving of unauthorized aid in all academic processes. All assignments are to include the Honor Pledge.

Enrichment Experiences

Students will have the opportunity to explore iconic London landmarks (i.e. Buckingham Palace, Big Ben, Westminster Abbey, Churchill War Rooms, Tower of London, Tower Bridge, St. Paul Cathedral, Windsor Castle, National Gallery, London Eye, London Dungeon, etc.) through a group outing and on their own time. Tourist locations near sport venue tours and/or speakers will be provided. These experiences will help students live the local history and culture, and ideally be able to relate this knowledge to the development of the British sport culture.

Daily Schedule

Date	Topic	Reading	Contact Hours (In class/at venue)
May 14	Travel to London		
May 15	Check in to apartments, Orientation at Winston House		
May 16	Key Concepts and Critical Issues <ul style="list-style-type: none"> Issues related to international sport including geography language, culture, religion, and custom Strategic Management in International Sport <ul style="list-style-type: none"> Global strategies, social responsibility Meet Adam Davis, Sport Without Limits Challenges in global sport entrepreneurship Journal entry #1	Chapter 1 Chapter 2	3/0
May 17	Intercultural Management in Sport Organizations <ul style="list-style-type: none"> Organizational culture, national culture, and culture shock Visit Lord's Cricket Ground (home of English cricket) and meet with leader from International Cricket Council to discuss organization and importance of cricket in England/globally Attend cricket match (<i>will adjust date to fit game schedule</i>) <ul style="list-style-type: none"> observe cultural similarities and differences. Journal entry #2	Chapter 3	1/3/1*
May 18	Sports Facilities Management <ul style="list-style-type: none"> Facility structures, management, and risk management International Sport Tourism <ul style="list-style-type: none"> Planning, evaluation and economic impact 	Chapter 21 Chapter 22	2/2/2*

- Tour Wimbledon Tennis (All England Lawn Tennis Club)
<http://www.wimbledon.com/index.html>
 - (regular Wimbledon tour, need to arrange tickets)
 - Observe facilities, accommodations, guest services, risks
- Journal entry #3

May 19 No class

- *May 20 Travel to Norwich
International Sport Marketing Chapter 19 1/3/2*
- Marketing, sponsorship, international sports consumers
 - Brand management
 - Darren Venn, Radius Sports Marketing will meet students, introduce product, explain brand activation
 - students will engage in an actual global sport marketing activation!

- *May 21 (in Norwich) 3/3/2*
- Mr Barry Hearn – Owner/Chairman of Matchroom Sports which controls and promotes several leading sports including Darts/Snooker/Boxing - <https://www.youtube.com/watch?v=K6tSGwEfksU>
 - Addressing strategic management, establishing a sport federation, and international sport tourism.
 - Connect Chapters 1, 2, 3, 19, 21, 22
 - Visit Norwich City FC www.canaries.co.uk
 - meet Steve Stone, CEO discussing professional sport team management, business and financing for mid-sized clubs (compare with MLS)
 - meet Ricky Martin, former technical director, academy manager and coach discussing youth sport development (Ch. 13), intercultural management (Ch. 3)
<https://www.canaries.co.uk/News/2017/april/club-statement-ricky-martin/>
 - Visit Sportspark, University of East Anglia www.sportspark.co.uk
 - Meet Phil Steele, director for discussion on public sports facilities (Ch.21).
 - Sportspark is a £90 million sports complex and arguably the most successful University/Public Sports Facility in the UK. www.sportspark.co.uk
 - Return to London
- Journal entry #4

May 22 No class

- May 23 International Sport Federations Chapter 11 2/0
- Role and organization of governing bodies
 - Guest speaker from Department for Culture, Media and Sport and/or England Rugby
 - Discussing purpose, role and challenges for Ifs

- May 24 Olympic and Paralympic Sport Chapter 10 1/4/2*
- History and governance structure
 - Speaker from London Olympic Organizing Committee
 - Benefits and challenges of hosting the Olympic Games

- Speaker from British Paralympic Association
 - Benefits and challenges of staging the Paralympic Games
- Tour Queen Elizabeth Olympic Park
 - London Stadium
 - London Aquatics Center
 - Copper Box Arena
 - Velodrome
 - Connect infrastructure and commercial development with Ch. 21 Facilities

Journal entry #5

May 25	Business and Finance	Chapter 15	3/0
	<ul style="list-style-type: none"> • Economics of European league models • Comparisons with US professional sport • Sport agent speaker to explain transfer fees, etc. 		
May 26	No class		
May 27	No class		
May 28	Professional Sports Leagues and Tours	Chapter 12	1/3/2*
	<ul style="list-style-type: none"> • Governance and Structure of international sports leagues • Speaker from Champions League <ul style="list-style-type: none"> ◦ Bringing national leagues together in a joint economic venture ◦ Revenue sources and competition among leagues 		
May 29	International Youth	Chapter 13	2/0
	<ul style="list-style-type: none"> • Governance and organization of international youth sport events • Comparing the English youth development systems to US systems • Visit Sport England (5 minute walk from classroom) <ul style="list-style-type: none"> ◦ Speaker discussing the youth identification and development process 		
	Journal entry #6		
May 30	Rugby day culminating experience (<i>will adjust schedule to fit game date</i>)		1/4/2*
	<ul style="list-style-type: none"> • Visit Twickenham Stadium (Ch. 21, 22, 11,12, 19) • Speaker from Rugby Football Union/England Rugby to discuss international sport management, competition, facilities, and economic impact • Attend rugby match at Twickenham Stadium (Ch. 1, 2, 3) 		
May 31	Course wrap-up and review		2/0
June 1	Final project due (submit online); Depart London		

Total contact hours

22/23/13*

*indicates travel time to/from venues.