

ISSU9SM – Sport Management and Culture: A European Perspective

DEPARTMENT OF SPORTS STUDIES

MODULE DESCRIPTION

That Scotland can lay claim to being the home of modern day golf and football (soccer) makes it an ideal place to learn about the integration of culture, management and sport. The aim of this module is to teach you about how sport is managed in Scotland and in Europe and about how it is incorporated into the thread of Scottish culture. The module will include a mixture of lectures and seminars accompanied by academic field trips to Scottish sports clubs and organizations, providing students with an understanding that sport is influenced by cultural traditions, social values and economic factors.

COURSE OVERVIEW

Through lecture, seminars and field trip learning experiences, this course is designed to provide the student with an understanding that sport is a microcosm of society and is influenced by cultural traditions, social values, and psychosocial experiences. The student will be able to understand that sport professionals are immersed in the socio-cultural milieu, with sport as the focus. Three United States college credit hours. The programme of lectures and seminars is in appendix A at the end of this document.

LEARNING OUTCOMES

Upon completion of this course students will be able to:

- Describe the cultural traditions, the social values, and the economic factors that influence and are inherent to Scottish sport.
- Understand how the three issues above work together to influence the provision and representation of Scottish sport.
- Identify specific examples of how culture, values and economics affect Scottish sport.

- Demonstrate an understanding of the evolution and scope of sport and sport management
- Understand the key components of sport management: decision making, communication, and time management.
- Distinguish international cultures and sport, as well as various cultural meanings and values of sport.

GENERAL TRANSFERABLE SKILLS

- Written and oral communication skills
- Teamwork skills through participation in field trip activities
- Information technology skills

MAJOR TOPICS

1. Definition and evolution of sport management
2. Key components of sport management
3. Management theory within the context of sport
4. Organizational behavior, structure, and staffing in sport
5. Sport governance
6. Impact of government and sport commissions on sport governing bodies
7. Global perspective
8. Sociological analysis / theories / cultures.
9. Historical perspectives.
10. Socialization and sport.
11. Behavior in sport
12. Social classes / power / finance / emerging patterns.
13. Professionalization of sport.
14. International and political perspectives.
15. Sport education.
16. The North American and international value system and its influence on sport.
17. Contemporary trends and the future of sport.

ATTENDANCE

Attendance at all lectures, seminars, workshops and field trips is strongly advised. All lectures, seminars and workshops are 'prescribed classes' (see Regulation 14 of the University of Stirling Calendar) as they are designed to fulfil specific learning outcomes and general transferable skills. This means that failure to attend at least two-thirds of these classes will result in the student automatically being awarded a 'no grade' for the module, irrespective of the reason. Should any student have exceptional circumstances preventing them from attending a class they should contact a member of the teaching team prior to that class taking place.

ASSESSMENT

1. Essay based on a Scottish sports organization or movement
70%
2. Site Visit reflection papers
30%

Details of these assessments can be found in appendix B at the end of this document.

RECOMMENDED READING

Beech, J. and Chadwick, K. (Eds.) (2004) *The Business of Sport Management*, Pearson Education Ltd, Harlow.

Bradley, J.M. (1998) *Sport, Culture, Politics and Scottish Society Irish Immigrants and the Gaelic Athletic Association*, Edinburgh.

Coakley, J.J. (2007) *Sports in Society*, (9th edition) Boston.

Jarvie, G. (2006) *Sport, Culture and Society An Introduction*, Abington.

Houlihan, B. & White, A. (2002) *The Politics of Sports Development; Development of Sport or Development Through Sport?* London.

Taylor, P. & Gratton, C. (2000) *The Economics of Sport and Recreation: An Economic Analysis*, London.