



Elective course

Undergraduate

Course: Principles and Practice of Sport management for Business

MUIC

Code: ICTB362

Tourism and Hospitality Management Division

### TQF 3 Course Specifications

#### Section 1 General Information

##### 1. Course code and course title

Thai	ICTB362 หลักการและการปฏิบัติด้านการจัดการการกีฬาเพื่อธุรกิจ
English	ICTB362 Principles and Practice of Sport management for Business

##### 2. Number of credits

4 (4-0-8)

(Lecture 4 hours – Lab 0 hour - Self-study 8 hours/week)

##### 3. Program and type of subject

3.1 Program	Undergraduate Degree (International Program)
3.2 Type of Subject	Major Elective Course in Health & Wellness Management Module

##### 4. Course Responsible Lecturer and Course Lecturer

4.1 Course Coordinator	Laddawan Jianvittayakit
4.2 Course Lecturer	Michael Naglis
	Tourism and Hospitality Management Division
	Tel: 02-700-5000 Ext.1212
	Email: michael.nag@mahidol.ac.th

##### 5. Trimester/ Year of Study

5.1 Trimester	Trimester 3
5.2 Course Capacity	Approximately 30 students per section

##### 6. Pre-requisite

None

##### 7. Co-requisites

None



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8. **Venue of Study**

Mahidol University International College

(Salaya campus)

9. **Date of latest Revision**

30 July 2021

## Section 2 Goals and Objectives

### 1. Course Goals

This course aims to introduce the foundations of sport management. Students should be able to apply the principles of sport management in the area of different business functions such as marketing, financial, economic, legal and ethical dimensions that relates to varieties of sport industry and support segment.

### 2. Objectives of Course Development/Revision

#### 2.1 Course Objectives

- Students will be introduced to the field of sport management.
- Students should be able to understand the elements that made up an effective and efficient management in the sporting context.
- Students should be able discuss planning and managing issues related to sport management.
- Students should be able to understand important components within the management principles.
- Students should be able to apply the knowledge for career opportunities in sport management.



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## 2.2 Course-Level Learning Outcomes: CLOs

CLO1: Apply up-to-date and necessary skills and knowledge required to complete the tasks in order to deliver the desired outputs and outcomes.

CLO2: Apply managerial and entrepreneurial knowledge systematically, in order to provide appropriate solutions to problems within the travel and related service businesses.

CLO3: Demonstrate good discipline at work, an ability to develop and update oneself continuously.

CLO4: Demonstrate an ability to effectively work with team members, be culturally aware, and assist work colleagues in solving problems.

## Section 3 Course Management

### 1. Course Description

พื้นฐานการจัดการการกีฬา ประวัติกีฬา การบริหารจัดการ การตลาด การเงิน เศรษฐศาสตร์ กฎหมายและจริยธรรมในการจัดการการกีฬาทั้งสมัครเล่นและอาชีพ อุตสาหกรรมกีฬา ส่วนสนับสนุน วิธีทางการดำเนินชีวิตและกีฬายามว่าง การเตรียมตัวสู่สายอาชีพด้านกีฬา

Foundations to sport management; history, management, marketing, financial, economic, legal and ethical principles applied to sport management; amateur sport industry; professional sport industry; sport industry support segment, lifestyles and leisure sports; career preparation.

### 2. Credit hours per trimester

Lecture (Hours)	Additional class (Hours)	Laboratory/field trip/internship (Hour)	Self-study (Hours)
48	Request by an	-	96 hours



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(4 hours x 12 weeks)	individual student		(8 hours x 12 weeks)
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3. Number of hours that the lecturer provides individual counseling and guidance

At students' request within the working week (Monday-Friday)

#### Section 4 Development of Expected Learning Outcomes

1. A brief summary of the knowledge or skills expected to develop in students; the course-level expected learning outcomes (CLOs)

The course learning outcomes are shown in section 2.2

2. How to organize learning experiences to develop the knowledge or skills stated in number 1 and how to measure the learning outcomes

Course Code	Teaching and Learning Experience Management	Learning Outcomes Measurements
CLO1	Lecture  Case study	Writing Examination  Assignment



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		Class Participation
CLO2	Lecture Case study	Writing Examination Assignment Class Participation
CLO3	Lecture Case study	Writing Examination Assignment Class Participation
CLO4	Project-based learning	Group Project

### 3. TEN CODES OF ETHIC - UNWTO

The principles of the Global Code of Ethics (GCE)

Under THM curriculum, we define the code of ethics into three levels:

- 1) Fundamental rules and regulations- following MUIC students' code of conduct, academic integrity and honesty;
- 2) Professionalism;
  - a. Generic professionalism (teamwork, courtesy, service attitude, cultural awareness, team responsibility)
  - b. Specific industry professionalism (Hotel & Restaurant, MICE & Event, Tourism)
- 3) Social responsibility (community and cultural awareness, sense of protection, indigenous sensitivity, sustainable decisions/solutions).

This subject fulfills code of ethics level 1, 2 and 3 by:



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- 1) Ensuring students follow the MUIC students' code of conduct on grooming, punctuality and academic integrity and honesty when they attend the course;
- 2) Incorporating in the lecture on the generic professionalism. Students will be informed about the expected and acceptable professional behaviours when working in teams. Evaluation with clear criteria will be applied.
- 3) Incorporating into teaching content and the assignment/written exam evaluations whether students apply ethical and sustainability concepts and ideas into their strategic recommendation/solutions.

### Section 5 Teaching and Evaluation Plans

#### 1. Teaching plan

Week	Topic	Number of Hours		Teaching Methods/Multimedia	Instructor/C LO
		Lecture	Lab/Field Trip		
1	Foundations of Sport Management.	4	0	Interactive-Lecture In-class discussion	TBA
2	Management Principles Applied to Sport Management.	4	0	Interactive-Lecture In-class discussion, Video	TBA



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Week	Topic	Number of Hours		Teaching Methods/Multimedia	Instructor/C LO
		Lecture	Lab/Field Trip		
3	Marketing Principles Applied to Sport Management.	4	0	Interactive-Lecture In-class discussion, Case study, Assignment	TBA
4	Financial and Economic Principles Applied to Sport Management.	4	0	Interactive-Lecture In-class discussion, Assignment	TBA
5	Legal Principles Applied to Sport Management.	4	0	Interactive-Lecture In-class discussion, Case study, Assignment	TBA
6	Ethical Principles Applied to Sport Management.	4	0	Interactive-Lecture In-class discussion, Assignment	TBA
<b>Midterm Exam</b>					
7	Amateur Sport Industry.	4	0	Interactive-Lecture In-class discussion, Case study, Assignment	TBA
8	Professional Sport Industry.	4	0	Interactive-Lecture In-class discussion, Assignment	TBA
9	Sport Industry Support Segment.	4	0	Interactive-Lecture In-class discussion, Case	TBA



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Week	Topic	Number of Hours		Teaching Methods/Multimedia	Instructor/C LO
		Lecture	Lab/Field Trip		
				study, Assignment	
10	Lifestyles Sports.	4	0	Interactive-Lecture In-class discussion, Assignment	TBA
11	Career Preparation.	4	0	Interactive-Lecture	TBA
12	Group project presentation	4	0	Interactive-Lecture	TBA
<b>Final Exam</b>					
<b>Total</b>		<b>48</b>	<b>0</b>		

## 2. Evaluation of the CLOs

### 2.1 Measurement and Evaluation of Learning Achievement

#### a. Formative Assessment

Student learning is monitored throughout the course by providing ongoing feedback to improve their learning. Students will be provided the score feedback of their assignments, midterm examination, and group project in order to help students identify their strengths and weaknesses and target areas that need work.

#### b. Summative Assessment

*1) Tools and weight for measurement and evaluation*





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Learning Outcomes	Measurement Methods	Weight (Percentage)	
CLO1: Apply up-to-date and necessary skills and knowledge required to complete the tasks in order to deliver the desired outputs and outcomes.	Writing Examination	30	30
CLO2: Apply managerial and entrepreneurial knowledge systematically, in order to provide appropriate solutions to problems within the travel and related service businesses.	Writing Examination	30	30
CLO3: Demonstrate good discipline at work, an ability to develop and update oneself continuously.	Assignment	20	20
CLO4: Demonstrate an ability to effectively work with team members, be culturally aware, and assist work colleagues in solving problems.	Group Project	20	20
Total			100



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## Standard Rubric

### Rubrics for assessments

ASSESSMENT CRITERIA FOR ASSIGNMENT AND GROUP PROJECT					
Criteria	Excellent (A)	Good (B to B+)	Fair (C to C+)	Very poor (D to D+)	Fail (F)
Organisation	Very well-organized, complete and factual, correctly formatted	Well-organized, mostly complete and factual, very few errors in format	Fairly well-organized, generally complete and factual, a few errors in format	Poorly organized, lacking significant factual information, several errors in format.	Badly organized, lacking factual information, many errors in format.
Process	Clear and extensive discussion of issues and challenges, resulting in comprehensive understanding of the principles and practice of sport management.	Thorough discussion of issues and challenges, resulting in very good understanding of the principles and practice of sport management.	Satisfactory discussion of issues & challenges, resulting in reasonable understanding of the principles and practice of sport management.	Basic or no discussion of issues & challenges, resulting in poor understanding of the principles of and practice of sport management.	No discussion of issues & challenges, resulting in very poor understanding of the principles and practice of sport management.
Application	Critically evaluated and successfully applied concepts in solving a real-life problem	Evaluated and applied concepts in solving a real-life problem	Satisfactorily evaluated and applied concepts in solving a real-life problem	Poorly applied concepts in solving a real-life problem	Unable to apply concepts to resolve a problem
Analytical skills	Recommendation is very clear and very well-supported by factual arguments.	Recommendation is clear and well-supported by factual arguments.	Recommendation is reasonably clear and is satisfactorily supported by factual arguments.	Recommendation is unclear and mainly supported by opinions.	Recommendation is very unclear and supported by opinions.



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<b>Teamwork</b>	All group members <b>fully and actively involved</b> in research, planning, organisation, and presentation.	All group members <b>actively involved</b> in research, planning, organisation, and presentation.	All members <b>involved</b> in most group activities.	<b>Inconsistent effort</b> by group members.	<b>Poor effort</b> by group members.
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ASSESSMENT CRITERIA FOR PRESENTATION					
Assessment Criteria	Excellent (A)	Good (B to B+)	Fair (C to C+)	Very poor (D to D+)	Fail (F)
Content	Tight and clearly-focused topic; accurate explanation of key concepts and theories; excellent applications of theory; use of accurate information; research from a wide variety of legitimate resources	Topic is adequately focused and relevant; explanation of key concepts and theories are mostly accurate; some good applications of theory; minor inconsistency and inaccuracy in information; research from an adequate amount of legitimate resources	Topic needs more focus; some inaccurate explanation of key concepts and theories; information is presented without establishing links to the thesis; fair amount of inaccuracy in the information; research from a few legitimate resources	Topic lacks relevance and focus; inaccurate or incomplete explanation of key concepts and theories; most information does not support thesis; distractive amount of inaccuracy in information; research lacks legitimate resources	Absence of relevance and focus in topic; no reference is made to literature or theory; information does not support the thesis in any way; highly inaccurate information frequents; no evidence of valid research
Organization	Extremely well-	Generally well-	Somewhat	Poor organization;	Absence of



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	organized; clear and logical sequence of ideas; the presentation is clear and concise	organized; mostly clear and logical order of ideas; the presentation is generally clear and understandable	organized; a few ideas are not presented in proper order; some parts of the presentation may be wordy or unclear	many ideas are not presented in proper order; most parts of the presentation are wordy or unclear	organization; a lack of proper sequence of ideas; the presentation is not intelligible
Creativity & Use of technology	Excellent use of presentation techniques and technology to enhance presentation and capture audience's attention.	Some good attempts in using presentation techniques and technology to enhance presentation and capture audience's attention	Attempts in using presentation techniques and technology are not very effective.	The presentation is generally flat and dull.	Use of inappropriate techniques which produce negative effects for the presentation.
Grammar, Usage, Mechanics and Spelling	Few or no errors in mechanics, usage, grammar, or spelling; sentences are free of jargon; complete and easy to understand	Minor errors in mechanics, usage, grammar, or spelling; sentences are mostly jargon-free, complete and understandable	Several errors in mechanics, usage, grammar or spelling, some hinder understanding. Sentences may contain jargon or are too long.	The document is difficult to understand because of errors in mechanics, usage, grammar or spelling. Sentences are too long or contain jargons.	The document is very difficult to understand because of errors in mechanics, usage, grammar, spelling, excessive jargons and incomplete sentences.
Delivery	Maintain good eye contact throughout; positively confident	Maintain reasonable eye contact; reasonably confident	Occasional lapses in eye contact; lack of confidence at times; weak delivery a few parts	Poor eye contact; weak presence; poor delivery makes some parts of the presentation difficult	Lack of eye contact; lack of presence; voice level is almost inaudible; bad



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	presence; very good voice level; clear articulation and proper language	presence; voice level is mostly good; speaks with satisfactory pronunciation	of the presentation unclear; unclear diction with occasional fillers	to understand; diction, and use of slang prevents the audience from understanding the presentation	articulation, slangs or fillers make the presentation difficult to understand
Time control	Just in time or slightly under time	1 minute over time	2 - 3 minutes over time	4-5 minutes over time	Over 5 minutes

ASSESSMENT CRITERIA FOR WRITTEN EXAMINATION					
Criteria	Excellent (A)	Good (B to B+)	Fair (C to C+)	Very poor (D to D+)	Fail (F)
Knowledge and comprehension	Demonstrated <b>comprehensive</b> knowledge and understanding of the subject.	Demonstrated <b>good</b> knowledge and understanding of the subject.	Demonstrated <b>satisfactory</b> knowledge and understanding of the subject.	Demonstrated a <b>very limited</b> knowledge and understanding of the subject.	Demonstrated <b>very poor</b> knowledge and understanding of the subject.
Application	Demonstrated <b>substantial application</b> of concepts to solve the principles and practice of sport management problems.	Demonstrated <b>clear application</b> of concepts to solve the principles and practice of sport management problems.	Demonstrated <b>satisfactory application</b> of concepts to solve the principles and practice of sport management problems.	Demonstrated <b>very limited ability</b> to apply concepts to solve the principles and practice of sport management problems.	<b>Unable to apply</b> concepts to solve the principles and practice of sport management problems.
Analysis	Demonstrated <b>clearly</b> the ability to analyze and draw <b>appropriate and inventive</b> conclusions.	Demonstrated <b>good effort</b> in analyzing and drawing conclusions.	<b>Satisfactory evidence</b> of analyzing and drawing conclusions.	<b>Minimal evidence</b> of analyzing and drawing conclusions.	<b>Inability</b> to analyze and draw conclusions.



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*2) Measurement and Evaluation*

Grade	Score	Achievement	GPA
A	90-100	Excellent	4.0
B+	85-89	Very Good	3.5
B	80-84	Good	3.0
C+	75-79	Fairly Good	2.5
C	70-74	Fair	2.0
D+	65-69	Poor	1.5
D	60-64	Very Poor	1.0
F	<60	Fail	0.0

Other letter grades, without credit points, are assigned for course work taken as follows:

Grade	Explanation
I	Incomplete
T	Transfer of Credit
X	No report from the instructor
P	In progress



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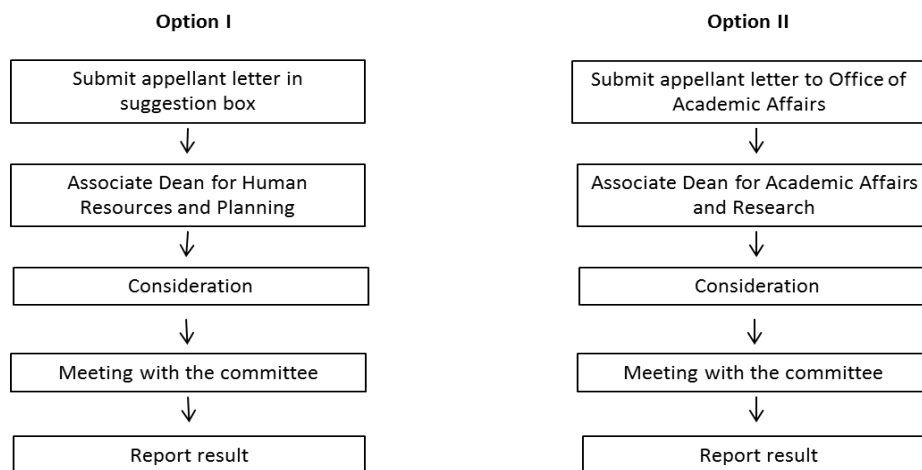
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S	Satisfactory
U	Unsatisfactory
AU	Audit (No credit granted)
W	Withdrawal

### 3. Student Appeals

Students are given the opportunity to meet their lecturer during the office hour or by appointment on the grade consultation for clarification on their received marking or on the mistakes in the exam paper, assignment, or project for further improvement. Students are also able to consult with the program director on academic matters during the office hour or by appointment. Besides, MUIC provides two options in which students can appeal as in the following.

#### MUIC Appeal procedure



## Section 6 Teaching Materials and Resources



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1. Main texts and documents (Required Texts)

Text Book: Principles and Practices of Sport Management  
Authors: Lisa P. Masteralexis, Carol A. Barr and Mary A. Hums  
Publisher: Jones & Bartlett Learning  
ISBN: 100763796077

2. Recommended documents and information (Suggested Materials)

Writings, articles and news from textbooks, professional journals and newspapers

3. Other Resources (If any)

None

### Section 7 Evaluation and Improvement of Course Management

1. Strategies for effective course evaluation by students

- Student evaluations at the end of the trimester

2. Strategies for evaluating teaching methods

- Student evaluations at the end of the trimester
- Peer comments and discussion with other lecturers

3. Improvement of teaching methods

- Comments from student evaluations at the end of the trimester
- Peer comments and discussion with other lecturers





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4. Verification process for evaluating students' standard achievement outcomes in the course

By evaluation of student performance on the following:

- (1) Class discussions and participation
- (2) Individual and Group assignments
- (3) Group Project
- (4) Midterm examination
- (5) Final examination

5. Review and plan for improving the effectiveness of the course

Review by the Program Director, Course Coordinator, and Instructor.



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### Appendix

#### Alignment between Courses and Programs

Table 1 The relationship between course and Program Learning Outcomes (PLOs)

The Basics of Exercise Science and Wellness	PLOs					
	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6
ICTB 361	P	P	P	P		

Table 2 The relationship between CLOs and PLOs

ICTB 361	PLOs					
	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6
CLO1: Apply up-to-date and necessary skills and knowledge required to complete the tasks in order to deliver the desired outputs and outcomes.	1.2					
CLO2: Apply managerial and entrepreneurial knowledge systematically, in order		2.1				



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to provide appropriate solutions to problems within the travel and related service businesses.						
CLO3: Demonstrate good discipline at work, an ability to develop and update oneself continuously.			3.2			
CLO4: Demonstrate an ability to effectively work with team members, be culturally aware, and assist work colleagues in solving problems.				4.3		

Table 3 PLOs that the course is responsible for

PLOs	SubPLOs
PLO1 Apply operational knowledge and practices in the selected travel and service business industries	1.2 Apply up-to-date and necessary skills and knowledge required to complete the tasks in order to deliver the desired outputs and outcomes.
PLO2 Illustrate managerial and entrepreneurial knowledge and practices in the selected travel and service business industries	2.1 Apply managerial and entrepreneurial knowledge systematically, in order to provide appropriate solutions to problems within the travel and related service businesses.



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PLO3 Apply ethical and professional standard in the selected travel and service business industries	3.2 Demonstrate good discipline at work, an ability to develop and update oneself continuously.
PLO4 Demonstrate good teamwork and express appropriate roles in the team working environment	4.3 Demonstrate an ability to effectively work with team members, be culturally aware, and assist work colleagues in solving problems.