

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)

MUIC

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 เศรษศาสตร์ กฎหมายและ จริยธรรมในการจัดการการกีฬาทั้งสมัครเล่นและอาชีพ อุตสหกรรมกีฬา ส่วนสนับสนุน วิถีทางการดำเนินชีวิตและ กีฬายามว่าง 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	Additional class	Laboratory/field	Self-study
(Hours)	(Hours)	trip/internship (Hour)	(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	Learning Outcomes
	Management	Measurements
CLO1	Lecture	Writing Examination
	Case study	Assignment



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		Class Participation
CLO2	Lecture	Writing Examination
	Case study	Assignment
		Class Participation
CLO3	Lecture	Writing Examination
	Case study	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

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



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



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

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	Mangurana ant Mathada	Weight	
Learning Outcomes	Measurement Methods	(Percentage)	
CLO1: Apply up-to-date and necessary skills and knowledge required to			
complete the tasks in order to deliver	Writing Examination	30	30
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	Writing Examination	30	30
businesses.			
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 CR	iteria for assigi	NMENT AND GROU	JP PROJECT	
Criteria	Excellent (A)	Good (B to B+)	Fair (C to C+)	Very poor (D to D+)	Fail (F)
Organisation	Very well-	Well-organized,	Fairly well-	Poorly organized,	Badly organized,
3	organized,	mostly complete	organized,	lacking significant	lacking factual
	complete and	and factual, very	generally	factual information,	information, many
	factual, correctly	few errors in	complete and	several errors in	errors in format.
	formatted	format	factual, a few	format.	
			errors in format		
Process	Clear and	Thorough	Satisfactory	Basic or no	No discussion of
	extensive	discussion of	discussion of	discussion of issues	issues &
	discussion of	issues and	issues &	& challenges,	challenges,
	issues and	challenges,	challenges,	resulting in poor	resulting in very
	challenges,	resulting in very	resulting in	understanding of the	poor
	resulting in	good	reasonable	principles of and	understanding of
	comprehensive	understanding of	understanding of	practice of sport	the principles of
	understanding of	the principles and	the principles and	management.	principles and
	the principles and	practice of sport	practice of sport		practice of sport
	practice of sport	management.	management.		management.
	management.				
Application	Critically	Evaluated and	Satisfactorily	Poorly applied	Unable to apply
	evaluated and	applied concepts	evaluated and	concepts in solving a	concepts to
	successfully	in solving a real-	applied concepts	real-life problem	resolve a problem
	applied concepts	life problem	in solving a real-		
	in solving a real-		life problem		
	life problem				
Analytical	Recommendation	Recommendation	Recommendation	Recommendation is	Recommendation
skills	is very clear and	is clear and well-	is reasonably clear	unclear and mainly	is very unclear
	very well-	supported by	and is satisfactorily	supported by	and supported by
	supported by	factual arguments.	supported by	opinions.	opinions.
	factual arguments.		factual arguments.		



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Teamwork	All group	All group	All members	Inconsistent effort	Poor effort by
	members fully	members actively	involved in most	by group members.	group members.
	and actively	involved in	group activities.		
	involved in	research, planning,			
	research, planning,	organisation, and			
	organisation, and	presentation.			
	presentation.				

	ASSESSMENT CI	riteria for presi	ENTATION		
Assessment	Excellent	Good	Fair	Very poor	Fail
Criteria	(A)	(B to B+)	(C to C+)	(D to D+)	(F)
Content	Tight and clearly-	Topic is	Topic needs more	Topic lacks relevance	Absence of
	focused topic;	adequately	focus; some	and focus; inaccurate	relevance and
	accurate	focused and	inaccurate	or incomplete	focus in topic; no
	explanation of	relevant;	explanation of key	explanation of key	reference is made
	key concepts and	explanation of key	concepts and	concepts and	to literature or
	theories;	concepts and	theories;	theories; most	theory; information
	excellent	theories are	information is	information does not	does not support
	applications of	mostly accurate;	presented without	support thesis;	the thesis in any
	theory; use of	some good	establishing links to	distractive amount of	way; highly
	accurate	applications of	the thesis; fair	inaccuracy in	inaccurate
	information;	theory; minor	amount of	information; research	information
	research from a	inconsistency and	inaccuracy in the	lacks legitimate	frequents; no
	wide variety of	inaccuracy in	information;	resources	evidence of valid
	legitimate	information;	research from a		research
	resources	research from an	few legitimate		
		adequate amount	resources		
		of legitimate			
		resources			
Organization	Extremely well-	Generally well-	Somewhat	Poor organization;	Absence of



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and logical sequence of ideas; the presentation is generally clear and concise and presentation is clear and concise and understandable presentation may understandable be wordy or unclear Creativity & Excellent use of Use of presentation attention attention and technology to enhance presentation and audience's attention. Grammar, Usage, Mechanics usage, grammar, or spelling; sentences are free of jargon; complete and easy to understandable understandable or understand or every contact; treasonable eye contact; throughout; positively reasonably times; weak presented in proper order; most parts of the presentation and the presentation is no intelligible or dideas; the presentation and the presentation and the presentation is no intelligible. The presentation is no intelligible or understanding intelligible or understand in intelligible or understand in intelligible or understand in understandable or understandable or understanding. The presentation is no intelligible or understand in the presentation is no intelligible. The presentation is no intelligible or understand in the presentation is no intelligible. The presentation is no intelligible or understand in the presentation of the presentation of understand in intelligible. The presentation is no intelligible. The presentation is no intelligible or understand in the presentation or understand in the presentation or understand in the presentation or unclear. The document is the presentation of the presentation or understand in presentation or understand in presentation or und						
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complete and easy to understandable contain jargon or understand understand with the contain jargon or are too long. Delivery Maintain good eye contact reasonable eye in eye contact; lack of throughout; positively reasonably Sentences are too excessive jargons and incomplete sentences. Poor eye contact; Lack of eye weak presence; poor contact; lack of delivery makes some presence; voice level is almost		sentences are	sentences are	hinder	mechanics, usage,	mechanics, usage,
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understand are too long. jargons. sentences. Delivery Maintain good eye contact reasonable eye in eye contact; lack weak presence; poor throughout; contact; of confidence at positively reasonably times; weak parts of the level is almost			·			, ,
Delivery Maintain good Maintain Occasional lapses Poor eye contact; Lack of eye eye contact reasonable eye in eye contact; lack weak presence; poor contact; lack of throughout; contact; of confidence at delivery makes some presence; voice positively reasonably times; weak parts of the level is almost		1	understandable			·
eye contact reasonable eye in eye contact; lack weak presence; poor throughout; contact; of confidence at positively reasonably times; weak presence; poor delivery makes some presence; voice level is almost		understand		are too long.	jargons.	sentences.
throughout; contact; of confidence at delivery makes some presence; voice positively reasonably times; weak parts of the level is almost	Delivery	Maintain good	Maintain	Occasional lapses	Poor eye contact;	Lack of eye
positively reasonably times; weak parts of the level is almost		eye contact	reasonable eye	in eye contact; lack	weak presence; poor	contact; lack of
		throughout;	contact;	of confidence at	delivery makes some	presence; voice
confident delivers for year		positively	reasonably	times; weak	parts of the	level is almost
confident confident delivery a few parts presentation difficult inaudible; bad		confident	confident	delivery a few parts	presentation difficult	inaudible; bad



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

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



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2) Measurement and Evaluation

Grade	Score	Achievement	GPA
А	90-100	Excellent	4.0
B+	85-89	Very Good	3.5
В	80-84	Good	3.0
C+	75-79	Fairly Good	2.5
С	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
Т	Transfer of Credit
Х	No report from the instructor
Р	In progress



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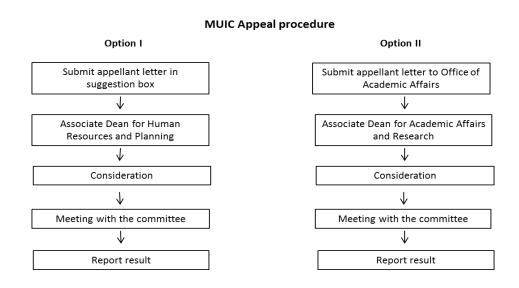
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S	Satisfactory
U	Unsatisfactory
AU	Audit (No credit granted)
W	Withdrawal

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.



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

<u>Table 1</u> The relationship between course and Program Learning Outcomes (PLOs)

The Basics of Exercise			PL	Os		
Science and Wellness	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6
ICTB 361	Р	Р	Р	Р		

<u>Table 2</u> The relationship between CLOs and PLOs

ICTD 0.44			PL	Os		
ICTB 361	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6
CLO1: Apply up-to-date	1.2					
and necessary skills and						
knowledge required to						
complete the tasks in						
order to deliver the						
desired outputs and						
outcomes.						
CLO2: Apply managerial		2.1				
and entrepreneurial						
knowledge						
systematically, in order						



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

Table 3 PLOs that the course is responsible for

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



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PLO3 Apply ethical and	3.2 Demonstrate good discipline at work, an ability to
professional standard in the	develop and update oneself continuously.
selected travel and service	
business industries	
PLO4 Demonstrate good	
TEO I Demonstrate 3000	12 Domonstrate an ability to effectively work with
teamwork and express	4.3 Demonstrate an ability to effectively work with
3	4.3 Demonstrate an ability to effectively work with team members, be culturally aware, and assist work colleagues in solving problems.