



SYLLABUS

GLOBAL IMPACT OF SPORT

Instructor: Joshua Gordon, JD, MA

Language of Instruction: English

UO Credits: 2

Contact Hours*: 20

Total Hours of Student Engagement (THSE) in all course activities*: 60

LONDON, UNITED KINGDOM

COURSE DESCRIPTION

This course is embedded into the 2018 Undergraduate Global Impact of Sports Study Tour to London in partnership with Arsenal FC.

Core to understanding the sports business industry is a deep understanding of the global impact of sports across a range of critical topics – issues on sustainability, cultural impact, economic impact, geopolitical factors, social issues, and peace.

Students will immerse themselves in real world challenges provided by Arsenal FC along with other industry engagement while examining both the micro and macro impacts of sporting events and their related infrastructure. The role of business, government, not-for-profits, and other related entities will be reviewed.

Sports remains one of the remaining societal phenomena that crosses socioeconomic, geographical, and political borders. None of this is without its significant challenges as the impact and legacy of sport globally remains a core consideration.

COURSE OBJECTIVES

The course will expose students to the global impact of sport from the perspective of stakeholders that include governing bodies, rights holders, event organizers, government agencies, NGO's, sponsors, broadcasters and service providers. This includes reviewing sport impact through a broad lens of sustainability and looking at the role of sport for good.

Student Outcomes. Students who successfully complete this course will:

- Understand the broad array of considerations around sustainability and sport,
- Understand the role of corporate social responsibility in the context of sport organizations,
- Understand how to conduct a stakeholder analysis and better understand impacted parties to major sporting events,
- Understand consensus building and conflict management models,

- Understand the intersection between sports business entities and non-profits,
- Understand environmental opportunities around major sporting events and venues

INSTRUCTIONAL METHODOLOGY

This course will involve immersive site visits and discussion as primary learning drivers. Thematic focuses on sustainability, cultural, and economic impacts will be balanced across case studies with Arsenal FC leadership along with site visits and excursions to sports venues, organizations, and sponsors in London.

METHOD OF EVALUATION (GRADING)

- TBD

COURSE READINGS

The Global Sports Impact (GSI) Report 2017

Good is the New Cool, Aziz and Jones 2016 ISBN 978-168245046-8

Wikirate.com

Green Sports Alliance White Papers - <http://greensportsalliance.org/resource-center/>

BIBLIOGRAPHY

Academic Misconduct

The University Student Conduct Code (available at conduct.uoregon.edu) defines academic misconduct. Students are prohibited from committing or attempting to commit any act that constitutes academic misconduct. By way of example, students should not give or receive (or attempt to give or receive) unauthorized help on assignments or examinations without express permission from the instructor. Students should properly acknowledge and document all sources of information (e.g. quotations, paraphrases, ideas) and use only the sources and resources authorized by the instructor. If there is any question about whether an act constitutes academic misconduct, it is the students' obligation to clarify the question with the instructor before committing or attempting to commit the act. Additional information about a common form of academic misconduct, plagiarism, is available at researchguides.uoregon.edu/citing-plagiarism.

Prohibited Discrimination and Harassment Reporting

Any student who has experienced sexual assault, relationship violence, sex or gender-based bullying, stalking, and/or sexual harassment may seek resources and help at safe.uoregon.edu. To get help by phone, a student can also call either the UO's 24-hour hotline at 541-346-7244 [SAFE], or the non-confidential Title IX Coordinator at 541-346-8136. From the SAFE

website, students may also connect to Callisto, a confidential, third-party reporting site that is not a part of the university.

Students experiencing any other form of prohibited discrimination or harassment can find information at respect.uoregon.edu or aaeo.uoregon.edu or contact the non-confidential AAEO office at 541-346-3123 or the Dean of Students Office at 541-346-3216 for help. As UO policy has different reporting requirements based on the nature of the reported harassment or discrimination, additional information about reporting requirements for discrimination or harassment unrelated to sexual assault, relationship violence, sex or gender based bullying, stalking, and/or sexual harassment is available at [Discrimination & Harassment](#).

The instructor of this class, as a Student Directed Employee, will direct students who disclose sexual harassment or sexual violence to resources that can help and will only report the information shared to the university administration when the student requests that the information be reported (unless someone is in imminent risk of serious harm or a minor). The instructor of this class is required to report all other forms of prohibited discrimination or harassment to the university administration.

Specific details about confidentiality of information and reporting obligations of employees can be found at titleix.uoregon.edu.

Mandatory Reporting of Child Abuse

UO employees, including faculty, staff, and GEs, are mandatory reporters of child abuse. This statement is to advise you that your disclosure of information about child abuse to a UO employee may trigger the UO employee's duty to report that information to the designated authorities. Please refer to the following links for detailed information about mandatory reporting: [Mandatory Reporting of Child Abuse and Neglect](#).

University of Oregon
Charles H. Lundquist College of Business
CODE OF PROFESSIONAL BUSINESS CONDUCT
A Statement of Values

The Lundquist College of Business learning community is committed to a set of core values that guide our interactions with one another. Our values are as important within our LCB community as within the business community. Our values help define both how we aspire to act and what it means to be a business professional.

INTEGRITY

Members of our community act with integrity and honesty. These qualities are essential in providing a basis for trust and go to the core of what is expected from business professionals.

RESPECT

Our community conveys respect for the dignity of all people. Our relationships are based on mutual respect. Differences of opinion are discussed openly and civilly. These discussions focus on issues and are presented in a courteous manner. We are sensitive to the impacts of both our words and actions on others.

OPENNESS

We encourage all members of our community to exchange ideas freely within the bounds of reasonable behavior. We recognize that learning requires an open environment.

RESPONSIBILITY

We act publicly and accept responsibility for our actions. We understand that the community will keep us accountable for our dealings. We deliver on the commitments and promises we make to each other.

TEAMWORK

Our community is stronger when we work as a team. We foster attitudes encouraging members of the community to give and receive constructive criticism and develop creative solutions to challenges.