

SPAD 5073 Globalization & Sport

Course Syllabus Spring 2026

Dr. Julie Wood

Contact Information

- Office: Bridwell 322
- Hours: 10:30-12:00 TR, 10:00-12:00 W; Anytime the office door is open or by appointment.
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Contact Preference

My preferred method of communication is by email. I check my email throughout the day (MTWRF), so you can expect to hear back from me usually within a few hours of receiving your message. I generally do not respond during the evening hours or over the weekend. If you should call and leave a message, I would appreciate it if you would also send me an email as I most often do not pay attention to the phone.

Course Description

Exploration of the globalization of sports and how global economic, political, and cultural forces influence the sport industry.

Textbook

MacIntosh, E.W., Bravo, G.A., & Li, M., Eds. (2020). *International Sport Management* (2nd ed.). Champaign, IL: Human Kinetics.

Learning Outcomes

1. Students will explore the globalization of sport from several perspectives including economic, sociocultural, and environmental.
2. Students will explore the impact of the media and commercialization of sport from a global perspective.
3. Students will explore the positive and negative impacts of globalization on sport.
4. Students will explore globalization of the sport industry and the impact the sport industry has on participants, workers, businesses, communities, and nations.
5. Students will explore the impact of global sports on the future relative to global participation, the environment, tourism, and sustainability.

Course Essentials

Syllabus

The syllabus provides general information about the course, assignment expectations and requirements, and assessment information.

Course Calendar

The course calendar is the road map for this course. The course calendar identifies: (1) the topics to be studied, (2) the chapter reading assignments, (3) the assessment activities to be completed, and (4) the completion dates for the assessments.

Textbook

The textbook is required reading for this course. This is an excellent text, the information is current, and examples and discussion relevant.

Desire-to-Learn (D2L)

This course is delivered on the MSU Texas online platform D2L. Each student is expected to be familiar with this platform as it is the source of communication regarding assignments and general course information. You can log into [D2L](#) through the MSU Texas Homepage.

Content Folders

The content for this course is organized into folders on D2L. The folders can be found listed in the course browser or by clicking on the content icon on the course homepage.

Assignments

Weekly Assignments

Ten weekly assignments are required throughout the semester that give you an opportunity to demonstrate understanding of various concepts and principles associated with business and sport management. Assignments are organized in content folders on D2L.

- Total Points: 480 points
- Percent of Final Grade: 69%

The Winter Olympics – International Sport Competition

This assignment involves selecting a team to follow (other than the United States) during the Winter Olympics and learning about the country they are representing. Expectations and questions for this assignment are in the content file entitled International Sport Competition.

- Total Points: 220 points
- Percent of Final Grade: 31%

Student Expectations

Course Content

Students are responsible for reading assigned material.

Assignment Responses

Unless otherwise noted, it is expected that assignment responses correspond to information presented in the text.

Scholarly Research

Students are responsible for locating scholarly material through the MSU library or other online scholarly sources when needed to complete assignments.

Plagiarism

Students are expected to submit original work. Please do not copy the work of others without providing proper citations.

Use of Artificial Intelligence (AI)

If you should choose to use AI tools to complete your assignments, please be sure to indicate the tool you used at the end of the assignment.

Writing Conventions

Written assignments should be double spaced using 12-point font. Copying and pasting information is not acceptable.

Citations and References

When references are requested, citations and reference information should be complete and formatted following APA guidelines. The APA manual 7th edition can be found online at [Purdue Owl APA](#) or [American Psychological Association](#).

Assignment Submission

Be sure to submit the correct document to the assignment drop box. Submitting incorrect or blank documents will result in a grade of zero until the correct document is submitted.

Late Assignments

Late assignments will be accepted through the last week of the semester. A grade of zero will be recorded until the assignment is completed.

Resubmissions

There are no redoes for assignments.

Extra Credit

There are no opportunities for extra credit.

Questions

Please stop by the office or contact me via email if you have questions about the class or an assignment.

Assessment

Assignments, Points, Due Dates

Assignments	Points	Due Date
Introductory Perspectives	50	Friday January 30
Olympic Games	30	Friday February 6
International Sport Competition	220	Sunday February 22
Professional Sport Leagues	50	Friday February 27
Youth Sports	50	Friday March 6
Intercultural Management	50	Friday March 20
Macroeconomics	50	Friday March 27
Business Aspects	50	Friday April 10
Sport Marketing	50	Friday April 17
Digital Media	50	Friday April 24
Sport Tourism	50	Friday May 1
Total Points	700	

Final Grade Determination

Grade	Points	Percent
A	630-700	90-100
B	560-629	80-89
C	490-559	70-79
D	420-489	60-69
F	000-419	00-59