



FACULTY-LED
STUDY ABROAD

KIIS Taiwan Program, Summer 2026

SPM 356: Topics: Comparative Sports Management and Economics

Instructor: Steve Chen

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Instructor's office hours: on site and by appointment

Syllabus subject to change

1. Course Description: The course helps the students to understand how sports have become a global business that shapes the economics and development of our society. In addition to understand the economic theory's applications in American amateur and professional sport, students also get to experience the growth of professional sports in the visiting country and how Taiwan utilize sports to strengthen its international image and economic development. Major content will help students appreciate sports as a huge industrial force that builds the global society.

2. Overall KIIS Program Student Learning Outcomes:

KIIS Study Abroad Mission Statement:

KIIS provides high-quality education abroad programs for students from all diverse backgrounds that promote deep international learning, are integrated into the curriculum, and encourage critical and creative thinking. Our goal is to help students understand the wider world and develop personal and professional skills for lifelong enrichment. We strive to go beyond generalizations and cultural stereotypes to help foster a nuanced appreciation of the world in which we live.

Students participating on KIIS study abroad programs aim to:

- 1) Understand contemporary issues of their host country/countries (i.e. KIIS program location).
- 2) Develop skills to interact comfortably in a global setting.
- 3) Understand other cultures.

Prior to your KIIS study abroad program, and again at the conclusion of your program, KIIS will ask each student to a) answer a few multiple-choice questions, and b) write a short reflective essay (two paragraphs in length) related to the elements detailed above. There is no right or wrong answer, and your responses will not affect your grade in any way. The purpose of the exercise is to help KIIS measure the effectiveness of its study abroad programs.

3. Course Objectives and Specific Learning Outcomes:

Upon successful completion of this course, students will be able to:	How students will practice each outcome:	How student achievement of each outcome will be assessed:
(1) demonstrate an understanding of costs and demands to operate business and adjust price;	Reading/Presentation /Discussion	Exam/Presentation
(2) explain the concept of operating on the margin	Readings/Visits/Class discussions	Exams
(3) identify the structure, nature, and elements of sport industry; (BBA Goal 2; assessed by exams, in-class discussion and article critiques)	Readings/Class discussions/Films	Exams/Discussion/ Presentation
(4) discuss comparative advantages and the gains from specialization	Readings/Visits/Class discussions	Exams
(5) 5. explain the rationale of economic impacts;	Reading/Visits/Class discussions	Exams/Discussion/ Presentation
(6) recognize the different forms of sport governance	Reading/Visit/Class discussions	Discussion/Presentation/ Reflection Paper
(7) address the main issues in international operation and collegiate sports		Exam/Reflection Paper/Presentation

4. Major Topics covered in the Course:

- A quick glance of sport industries in the U.S. and visiting country;
- Revenues, costs and issues related to team operation;
- Labor issues and antitrust practices of professional teams;
- Anti-competitive practices and model of sports leagues;
- Competitive balance;
- Development of professional sports in U.S., various countries, and Visiting country;
- Economic impacts of major international sporting events; and Intercollegiate athletics in the U.S. and Visiting country.

5. Fulfillment of General Education Requirement:

This course may be used as a substitution course in the area of Sport Management.

6. Required Readings and Materials:

- **Primary Texts:** Leeds, M. A., von Allmen, P., & Matheson, V. A. (2023). The economics of sports (7th ed.). Upper Saddle River, NJ: Pearson. ISBN: 9781138052161
- **Other Supplemental Materials:**
- **Hardware:** A laptop computer with a physical keyboard is strongly recommended. A tablet or phone will be unlikely to suffice, particularly if you wish to pursue the intermediate or advanced levels of the second textbook

7. Graded Assignments:

- Examinations

There will be two (2) major examinations in the class. Each of the exams will cover material presented in the online text materials, from class lectures, and in-class activities. Each exam will be worth 100 points.

- Discussion Questions

Students will complete five discussion questions throughout the course. They are all posted in the Blackboard and related to the key topics covered by the courses. Each discussion should be about two pages (double-spaced and typed) in length with proper references included to further support the discussed viewpoints. A student can also earn extra credits by further commenting on other classmates' discussion contents.

- Presentation

Students may form a pair-group or individually conduct an oral presentation. The contents should include research information as well as practices from actual sport setting. The instructor will guide the students to prepare a relevant topic and assign them to present according to the designated schedule. Students must include a minimum of three references in this presentation and list them according to the APA format. Additional web links are also encouraged. The presentation will be worth 100 points. In general, the topic may be related to issues concerning the growth of the observed sport industry, the motive and model of a team's operation, excessive and unbalanced spending of college sports, best use of public fundings for sports, and maintenance of competitive balance.

- Reflection Paper

Each student will complete a reflection paper prior to the last Monday of the final instructional week. The reflection papers can address any topic of discussions, issues, concepts, experience, and learning during the study abroad trip. The length of the paper should be at least three pages not including the references. The citations and references should be documented based on the APA style. The paper will be worth 100 points. The focus of the reflection theme may highlight of the following areas:

1. The development of youth sport in different societies;
2. Popularity, issues, and delivery of intercollegiate or interscholastic athletic in different societies;
3. Operation of professional sports in different areas of world;
4. The globalization of sports and economic benefits of hosting mega international Events; or
5. The use of sporting events as an economic booster by the visiting country.

Here is the organizational format for preparing the reflection paper.

- 1) Address the importance and relevance of the selected topic (as related to sport industries or society);
- 2) Document the existing articles, essays and research studies related to your selected topic;
- 3) Discuss your personal thoughts after observing, reading, and analyzing information that exemplify the visiting country's operational system and economic practices; and
- 4) Offer conclusions concerning the selected topics (i.e., solutions to the problem, prediction of a future trend, or description of learned experience, etc.)

In general, no late assignments will be accepted for unexcused absences. Make-up assignments may be allowed for legitimate absences that are listed in the Undergraduate Catalog.

- Attendance points

Class attendance and participation is required during the study abroad trip. Failure to attend at least 80% of the discussion (or lecture) meetings may result in an "E" or at least a letter grade lower than what the student has earned in the class. Students will earn 50 points automatically when they engage in all the required activities during the study abroad trip.

Students' work will be graded on this scale:

2 examinations:	200 points
Five discussions:	100 points
Presentations:	100 points
Reflection paper:	100 points
<u>Attendance:</u>	<u>50 points</u>
Total:	550 points

495 – 550 A
440– 494 B
385 – 439 C
330 – 384 D
Below 330 E (F)

This course will be graded on this basis, without regard to other scales (i.e., plus-and-minus) which may apply at your college or university. Note KISS/WKU does not award +/- grades, only full letter grades.)

8. Generative AI Policy:

Generative AI is permitted/encouraged in some ways, with proper attribution, but prohibited in other ways.

Students are allowed, encouraged, and even required to use Generative AI in some ways but are prohibited from using it in other ways. Keep in mind that any content produced by generative AI can "hallucinate" (produce false information), so students are responsible for ensuring the accuracy of any AI-generated content. Examples of citing AI are available at: <https://libguides.wku.edu/stylewrite/ai>.

Students are permitted and encouraged to use generative AI in the following ways:

- Brainstorming: You may use generative AI to stimulate creativity, generate ideas, or brainstorm topics for papers, presentations, and discussions. The generated content must serve as a steppingstone, not a final product.
- Citation Assistance: AI tools can be used to manage, format, and organize citations and references, promoting adherence to academic writing standards and specific style guides required for individual assignments.
- Grammar and Style Checking: AI-powered writing enhancement tools may be used to help with spelling, grammar, syntax, and stylistic errors.

- Concept Understanding: Generative AI can be used to explain or simulate concepts taught in class, aiding in a deeper understanding.
- Research Assistance: AI can be used to conduct initial research, compile data, and summarize articles, books, or papers. It should not replace traditional research methods but rather enhance them.

You may not use generative AI in coursework in the following ways:

- Plagiarism: Using AI-generated content as your original work without attribution. This includes essays, papers, presentations, and exam answers.
- Data Manipulation: Using AI tools to alter data or create misleading information.
- Misrepresentation of Skills: Using generative AI to complete tasks that are meant to assess your knowledge and skills.
- Confidentiality Breach: Using AI tools that might violate KIIS/university policies or laws related to data privacy and confidentiality.

Metacognitive Reflection. In addition to a proper citation, the student should include the following statement with any assignment where generative AI is used for assistance.

"I used generative AI [INSERT NAME OF PLATFORM] for assistance in the following ways on this assignment: [INSERT WAYS USED, such as brainstorming, citation assistance, grammar and style checking, concept understanding, and research assistance, etc.]."

8. Attendance Policy:

KIIS program participants are expected to be punctual to and in attendance at all classes, presentations, meetings and required excursions, and to remain with the program for the full academic period. Unexcused absences from classes and/or mandatory meetings will result in a lowering of the student's final grade, as will excessive tardiness. Multiple unexcused absences could result in expulsion from the program. Any absence from an academic class session must be excused for medical reasons.

9. Disability Accommodation:

KIIS will make every reasonable effort to provide accommodations for program participants with special needs or disabilities, but we cannot guarantee that we will be able to do so. Be aware that many foreign countries do not have comprehensive legislation comparable to the Americans with Disabilities Act (ADA). As a result, businesses and other establishments operating in foreign countries may not be able to provide accommodations.

If you have a disability accommodation need, we recommend you contact your KIIS Campus Representative, <https://www.kiis.org/about-kiis/contact-us/campus-representatives/> early in your program selection process so that s/he has time to discuss any specific needs, including which KIIS programs may be best suited. You also are welcome to contact KIIS Assistant Director, Maria Canning, maria.canning@wku.edu, to discuss your disability accommodation needs (e.g. housing, transportation, excursions, class schedule, etc.).

Immediately after acceptance, notify KIIS Admissions and Enrollment Specialist, Haley McTaggart, haley.mctaggart@wku.edu, if you have a special need or disability that might require any form of accommodation abroad. Failure to notify KIIS may prevent you from participating on your KIIS program.

If you require any accommodations abroad, you must provide KISS Admissions and Enrollment Specialist, Haley McTaggart, an accommodation letter from your home campus' disability accommodation office that lists the accommodations you are eligible to receive. Please do not request accommodations directly from your KISS Program Director or other KISS Faculty; the KISS Office will notify your KISS Program Director and/or Faculty after we have received your above accommodation letter.

In some cases, you may need to make arrangements for a caregiver to join you on your KISS program, should your physician, campus disability accommodation office, or KISS make such a recommendation or require it.

10. Title IX / Discrimination & Harassment:

Recent attention to gender discrimination and sexual harassment at colleges and universities reminds us of the importance of adhering to standards of ethical and professional behavior. KISS Study Abroad is committed to supporting and encouraging safe and equitable educational environments for our students, faculty, and program directors. Students, faculty, and program directors are required to be civil and treat each other with dignity and respect. As such, harassment and/or discrimination of any kind will not be permitted or tolerated.

Sexual misconduct (sexual harassment, sexual assault, and sexual/dating/domestic violence) and sex discrimination are violations of KISS policies. If you experience an incident of sex/gender-based discrimination, harassment and/or sexual misconduct, you are encouraged to report it to a) KISS Assistant Director, Maria Canning (+1-859-200-1000) or KISS Executive Director, John Dizgun (+1-270-227-2288), b) WKU's Title IX Coordinator, Ena Demir (270-745-6867 / ena.demir@wku.edu) or WKU's Title IX Investigator, Michael Crowe (270-745-5429 / michael.crowe@wku.edu). Please note that while you may report an incident of sex/gender based discrimination, harassment and/or sexual misconduct to a KISS program director and/or faculty member, KISS program directors and faculty are considered "Responsible Employees" of Western Kentucky University and MUST report what you share to WKU's Title IX Coordinator or Title IX Investigator.

If you would like to speak with someone who may be able to afford you confidentiality, you may contact WKU's Counseling and Testing Center, <https://www.wku.edu/heretohelp/> at 270-745-3159.

For more information on KISS Title IX, see <https://www.kiis.org/students/health-safety/title-ix-clery/>; additional Title IX resources can be found here <https://www.wku.edu/titleix/titleixbrochure2020.pdf>.

Everyone should be able to participate on a KISS program, attend a KISS event, or work in a KISS environment (e.g. KISS office) without fear of sexual harassment or discrimination of any kind. Be respectful of each other.