

Introduction To Sport Management

Review Questions

Below are a series of review questions that will help you prepare for your final exam. They target everything we covered throughout the course 'Introduction To Sport Management', are highly aligned with the information and concepts we took time to clarify on the blackboard in both English and Mandarin, and if you have an understanding of the concepts listed below and can answer the associated questions then you are in a strong position heading into the final exam. I would like to thank you for your time over the past ten days, for your engagement in this course, and for simply getting involved. I wish you all the best with the final exam and your future careers. Let me know if you ever need anything. Jason.

Day One - Defining Sport

1. List the 8 'key characteristics of sport'.
2. Define Sport. Note: This would be your personal viewpoint on sport.
3. List and describe the 10 'unique characteristics of sport'.
4. List and define the 3 sectors of the sports industry (name, primary focus, and an example).
5. List and describe the 4 drivers of change in sport (the 4 areas that impact).

Day Two - Government Ideologies

1. Define 'The State'.
2. List the 4 types of government ideologies we discussed throughout this course.
3. Define the primary focus of each government ideology and further, the associated 'view on sport'.

4. From the following quote, delivered by John Gorton, Australian Prime Minister, define the predominant government ideology at the time- “On the question of sporting activities the government does not believe it should enter into these matters but that the running of sporting activities should be done by the sporting bodies concerned”.
5. Why was the Australian Institute of Sport originally formed?
6. Where and when was the Games of the XXIX Olympiad (Summer Olympic Games)?
7. What is one of the fundamental reasons the State involves itself with sport?

Day Three - Legitimations

1. What is the goal of the Olympic Movement?
2. There are 5 worldwide key benefits that are commonly asserted by those seeking to justify and legitimise investment in sport. List and define them.
3. Provide one positive and one negative associated with each of the 5 legitimisation areas.

Day Four - Non-Profit Sport

1. List and define the 7 key features of non-profit organisations.
2. What does it mean when an organisation is ‘formally incorporated’?
3. Define the focus of most non-profit organisations in one sentence.
4. Define the word ‘volunteer’?
5. There are four types of non-profit organisations in sport. List all four, describe their primary focus, and provide an example of each.
6. In an article titled, ‘Not For Profits Under Pressure’ (2014), which surveyed 362 chief executive officers (CEOs) in the not-for-profit sector it was made clear that the majority of CEO’s feel negative about the future and they are struggling to cope with

increasing demands for services. So much so that seven out of ten not-for-profit industries have a negative outlook for the future. What is their major concern?

7. Detail the major challenges associated with non-profit organisations.

Day Five - Professional Sport

1. What does 'citius, altius, fortius' mean?
2. Describe the 'Thin Theory of Sport'.
3. Who is attributed as making the following statement, "Serious sport has nothing to do with fair play. It is bound up with hatred, jealousy, boastfulness, disregard of all rules and sadistic pleasure in witnessing violence. In other words, it is war minus the shooting"
4. Define professional sports organisations.
5. What are two unique features that define professional sports.
6. Define 'Circuits of Promotion' and detail an example.
7. Who was Michael Jordan's primary sponsor?
8. The media plays two important roles for sport. What are they?
9. Describe the 'Non-Theory of Sport'.
10. There are two primary types of ownership and governance models associated with professional sport. What are they (list and define)?

Day Six - Strategy

1. Should strategy proactive or reactive?
2. Who is attributed to the following quote, "Whoever is first in the field and awaits the coming of the enemy, will be fresh for the fight; whoever is second in the field and has to hasten to battle will arrive exhausted"

3. Fill in the blanks - Strategy is the match or interface between an ----- and the ----
----- in which it operates.
4. Strategy is complex, multi-faceted, often troublesome, and has several important features. What are these 5 important features?
5. I told you that something was missing from the 5 important features associated with strategy. Define was missing.
6. Who was George William "Bill" James?
7. What is the difference between strategy and planning?
8. The term strategy can be used to legitimately explain three levels of decision making. What are they?
9. Finish this sentence and then provide an example. One of the biggest challenges in sport strategy is finding the balance between
10. There are 5 steps to the strategy management process. List and detail what these steps involve.
11. Define the term, 'stakeholder'.
12. Explain the 'bargaining power of suppliers' (one of the areas of the 'five forces model') and provide an example.
13. In step two of the 'Strategy Process' there are four conventional tools used to clarify and document 'Direction'. What are they?
14. What is a Mission Statement?
15. What is a Vision Statement?
16. What is the Chicago Bulls primary focus as an organisation?
17. Peter Drucker was an Austrian-born American management consultant. We talked about him at the end of our lecture on strategy. This is one of his quotes, "Because it is its purpose to create a customer, any business enterprise has two, and only these two, basic functions ...". What are the two 'basic functions' Drucker is talking about?

18. Seth Godin is a marketing expert. We also talked about him in our lecture on strategy. This is one of his quotes, “The thing that is going to decide what gets talked about, what gets done, what gets changed, what gets purchased, what gets built, is Finish Godin’s sentence.
19. What does the Japanese word Otaku mean?

Day Seven - Leadership

1. Who is attributed to this quote, “The best executive best executive is the one who has sense enough to pick good men to do what he wants done, and self-restraint enough to keep from meddling with them while they do it”.
2. There were 6 features of leadership we discussed under the heading ‘Leadership is ...’. What are they?
3. Does leadership imply followship?
4. There are a multitude of theories and rigorous debate surrounding the concept of leadership. List and describe the main four (include theory title, brief description of underlying theory, and any potential flaws).
5. There are four I’s that transformational leaders employ in order to achieve superior results. List and describe what these are.
6. John Wooden - American basketball player and coach nicknamed the "Wizard of Westwood – is attributed to the following quote, “No written word, no spoken plea can teach our youth what they should be. Nor all the books on all the shelves – it’s what the teachers are themselves”. What is John Wooden referring to here?
7. What are the five key functions of leadership?
8. Who is attributed to the following quote, “I came to believe that a leader isn’t good because they’re right; they’re good because they’re willing to learn and to trust. This isn’t easy stuff. And it isn’t always fair. You can get knocked down, and it hurts and it

leaves scars. But if you're a leader, the people you've counted on will help you up.
And if you're a leader, the people who count on you need you on your feet"

Day Eight - Organisational Culture

1. Marshal McLuhan is attributed to a quote that makes a point about the underlying forces that impact on our behaviour. He used the concepts of tools and technology to make his point. What was his quote?
2. What is culture?
3. Is there a single definition of organisational culture? Explain your answer.
4. There are several (5) widely accepted 'assumptions' associated with organisational culture. What are they?
5. Write 200 words on culture and consciousness.
6. Is the concept of 'winning' a deep level belief? Explain your answer.
7. Why is understanding organisational culture important for you as a sport manager?
8. Describe one example of a forced cultural change in the sport of Japanese Sumo.
9. Is there a single unified culture in existence for all sport? Write 250 words to answer this question.
10. List and describe the 10 'observable symptoms' of organisational culture.
11. Provide an example of each 'observable symptom' in relation to your university, Yunnan Normal University'.

Day Nine – Governance

1. What is governance?

2. What brings about poor governance?
3. What is the difference between corporate and non-profit?
4. What are the seven principles of good governance?
5. What are the primary drivers of change for governance?
