



Drexel-EASM Partnership:

Potential Drexel Sport Management Global Classroom Classes and Learning Outcomes

- **SMT 110: The Business of Sport**
 - Undergraduate level
 - Global classroom consists of limited collaboration lasting one module between students when covering the international sport management unit in this introductory course.
 - Learning outcomes
 - Identify opportunities and challenges in sport management industry from an international context
 - Compare North American approach to sport management with European approach to sport management
 - Demonstrate critical thinking skills concerning foundational aspects of sport management

- **SMT 240: The Olympic Games**
 - Undergraduate level
 - Global classroom consists of comparative critical case study on the political, commercial, and/or nationalistic implications of the Olympic Movement, depending on discussion between instructors.
 - Explore the evolving meaning of the Olympic Games and the Olympic Movement ideals
 - Identify seminal instances related to politics, nationalism, and commercialism in the Olympic Movement
 - Critically analyze and compare the cultural importance of Olympic Games from perspectives of both participating classes
 - Explain the importance of the Olympic Movement in the sport management industry

- **SMT T280: The Business of Esport**
 - Undergraduate level
 - Global classroom uses a group case study approach whereby students from both classes will be placed into combined groups and work as consultants for a US-based esport organization to plan and stage an esport event in Europe. This case study is intended to illustrate the international, cultural, business, and managerial aspects of the esport industry.
 - Learning outcomes

- Critically analyze and interpret cultural considerations of staging an esports event in a foreign nation
 - Identify and examine necessary stakeholders to stage an esports event in a foreign nation
 - Implement a strategic approach to planning an esports event
- **SMT 335: Sport Governance and Policy**
 - Undergraduate level
 - Global classroom exploring governance and policy aspects of international sport associations. Collaboration could last for one module or for a more significant period, depending on the instructors.
 - Learning outcomes
 - Identify major forms of sport governance of selected international sport associations
 - Critically examine the major governance and policy challenges of selected international sport associations
 - Compare cultural considerations associated with each selected international sport agency
- **SMT 340: International Aspects of Sport**
 - Undergraduate level
 - Global classroom exploring comparative cultural and business management considerations of various actors in international sport, focusing on globalization of the sport management industry.
 - Explain the major sport business strategies of selected organizations
 - Identify, compare, and differentiate the cultural and business considerations of each selected organizations
 - Analyze and distinguish how various cultures interpret sport differently among the selected actors