

**CBA 315 Global Business Study Tour – Ireland
Fall 2018**

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CBA 315 Global Business Study Tour is a three-credit course that can be used to fulfill either an undergraduate global business elective or an elective in the Sports Management major. This study tour will focus on the international aspects of the business of sports, specifically, on the business of sports in Ireland. The travel component of the course will consist of visits to sporting events, sports businesses, and cultural sites in Ireland.

Sports in Ireland are significantly different than in the US and the Irish model is representative of the European sports business. In the U.S. sports are divided into youth sports, college sports, and professional sports. In Ireland youth sports are organized on the "club" level and most athletes continue to play for neighborhood clubs, rather than schools or professional teams. You will learn about popular Irish and European sports, such as Gaelic Football, hurling, rugby, and soccer and sports tourism. The organization and promotion of these sports are greatly influenced by Irish history and culture. The scheduled site visits will enhance understanding of how culture, history, and politics influence business of sports in Ireland.

In preparation for the travel component of the course during June 2018, there will be pre-departure meetings during the spring 2018 semester. Classes will be held during the fall 2018 semester. The post departure classes will be a debriefing session, discussion of our experiences, and individual research presentations.

Course Objectives:

1. To develop an understanding of major sports business issues
2. To develop an understanding about international sports business models including professional, Olympic, collegiate, and amateur sports.
3. To develop an understanding of how culture, history, and politics influence the business of sports in Ireland.
4. To observe how the business of sports operates in Ireland

Course Requirements: The course is divided into the following parts:

- 1) Pre-departure classes during Spring 2018 semester that consist of discussion of the required readings, presentations and on-line reading assignments.
- 2) Travel component.
- 3) Post-departure classes during Fall 2018 semester that consist of research presentations.

Class meeting Dates: Class will meet on the following dates:

Friday, April 6, 2018	6:00 – 7:30 PM
Friday, April 20, 2018	6:00 – 7:30 PM
Friday, September 21, 2018	2:00 – 5:00 PM
Friday, October 5, 2018	2:00 - 5:00 PM
Friday, October 19, 2018	2:00 - 5:00 PM

Class Topics:

1. Travel to Ireland and what to expect
2. Irish culture, history and economy
3. The role of sports in Irish culture
4. The business of sports: management, marketing, finance, information technology accounting, ethics and the law
5. Developing entrepreneurial ventures in sports related industries within the European Union
6. Ethics and social responsibility in the sports marketplace.
7. Stakeholders in the sports industry

Corporate (sport events) site visits:

Irish National Stud Farm
Croke Park Tour
Gaelic Athletic Association Museum
Turf and Surf School and Lodge
County Sligo Golf Course
European football game
Horseback riding
GAA Gaelic football match

Cultural activities:

Trinity College and Book of Kells Exhibit
Kilmanham Jail Historic Tour
Guinness Storehouse Tour –Dublin

Readings:

Sport and the Media, Sean Crossin: Database: Communication & Mass Media Complete, May, 2011

Sports Tourism: Marketing Ireland's Best Kept Secret - The Gaelic Athletic Association: Devine, Adrian and F. Devine, Irish Journal of Management; Dublin 27.1 (2006): 7-32.

Sport In Ireland Means Business, Galvin, James, Sunday Business Post; Cork, Nov 2015.

Student evaluation:

Pre-departure assignments and class presentations (25%); attendance and participation at site and cultural visits (25%); daily journal (25%); and final paper (25%). **Your grade for the course will drop one entire letter grade for each absence from a scheduled activity or site visit.**

Course Costs**Travel costs:**

The total cost of the trip is approximately \$5,100. Travel costs include: round-trip airline (Newark airport to Dublin airport and return), airport transfers in Ireland, lodging in three/four star hotels in Dublin and Galway and lodging in a manor house in Donegal, daily breakfast, meals while we are in Donegal, transportation and guides to all site visits, entrance to sporting events, city tours of major cultural attractions, insurance, orientation session by our travel consultants, and most course materials.

Not included in the travel costs: personal expenses (for example: fees for passports, telephone, souvenirs, lunch and dinner for six days).

All payments are to be made to Rider University and may be made by personal check or credit card. You should contact Dr. Newman or Dr. O'Reilly-Allen for information and we will then refer you to the application on the Rider University Center for International Education.

Class Meeting Assignments

Meeting	Topics	Assignments
Tuesday, April 3, 2018	Traveling to Ireland: What to Expect Travel Policies Travel Documents Overview: The Business of Sports	
Tuesday, April 10, 2018	European Union The Euro Irish Culture History and Government Ethical Issues in International Sports Management	
Friday, September 21	Sports in Ireland Means Business	Reading: Sports in Ireland Means Business, Devine, A, 2015 Research Presentations
Friday, October 5, 2018	The Marketing of Sports in Ireland	Reading: Sports Tourism: Marketing Ireland's Best Kept Secret - The Gaelic Athletic Association, Galvin, J., 2006 Research Presentations
Friday, October 19, 2018	Sports and International Tourism	Reading: Sports and the Media, Crossin, 2011 Research Presentations