

Operational Plan for Sport Management Program

Section A

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Welcome to the Sport Management Program!

The purpose of the Sport Management Program is to help students explore various career options and develop skills that generally prepare them for a wide range of opportunities. The field of Sport Management is varied in nature and consists of, but is not limited to, coaching, athletic administration, marketing, recreational programming, sports information, officiating, sport law, etc. We bring in 15-20 guest speakers to support the various careers in sport management and to provide our students networking opportunities. Our students have landed internships with the St. Louis Cardinals, the San Diego Padres, YMCA, Independent baseball teams, Nike, Anaheim Mighty Ducks, community Parks and Rec Departments, etc. The curriculum and internship opportunities have helped our students land careers in professional sport (St. Louis Cardinals), college and university athletic departments, graduate assistant coaching positions, YMCA, Parks and Rec Programs, etc..

Program Mission Statement

The Sport Management program strives to help undergraduate students recognize critical issues in sport, communicate effectively, integrate faith, and optimize experiential learning.

Programmatic Faith Integration

The Sport and Kinesiology Department in relationship with Sport Management seeks to incorporate Christian beliefs and the word of God in the classroom throughout the curriculum. As an example, the introductory Sport Management course uses the textbook by Bob Briner “Leadership Lessons of Jesus” and our capstone class Senior Seminar integrates the text by Shirl Hoffman “Good Game: Christianity and the Culture of Sports”. The faculty use group discussions, presentations and writing assignments to encourage students to integrate how their faith intersects with the philosophies and practice of Sport. A recent visit from external reviewers said this about the Sport Management Program’s integration of faith:

“The integration of Christian thought into the Greenville Sport Management classroom appears seamless, as professors include not only prayer and daily devotion into the classroom, but also asks students to think deeply about their faith through intentional course assignments. Evidence is provided which demonstrates intentional focus on integrating faith into (the) daily life of students, in addition to asking students to consider their faith as future career professionals.”

Section B

Program/Major Objectives: *Qualities and competencies expected in graduates from this program/major*

The Sport Management Program objectives, listed below, are in place to both tie into and enhance the overall mission of the institution.

- 1. Integrate Christian thought into the field of sport management. (SLO 6)*
- 2. Demonstrate effective interpersonal and mass communication for the purpose of effective leadership as a sport management professional. (SLO 4)*
- 3. Apply theory and knowledge through experiential learning in the field of Sport Management. (SLO 2)*
- 4. Recognize critical issues in the field of sport management and produce potential solution. (SLO 1)*

Sport Management Fulfillment of the SLOs

The Sport Management program at Greenville University helps students fulfill the Student Learning Outcomes through both coursework and experiential learning. Students who major in Sport Management at Greenville University have multiple opportunities in the classroom to explore the latest theories and demonstrate a foundational knowledge of the necessary content in the field of Sport Management. Throughout the program, students are required to practice communication skills through various mediums (social

media, presentation skills, journalism, debates, etc). Sport management demands that students comprehend critical issues in the field and develop solutions to these issues. Our class in Sport and Society help with understanding critical issues and courses such as Finance and Fundraising provide opportunities to demonstrate fundraising concepts on campus. In addition, students are given the opportunity to engage in real life experiences within the workplace through job shadowing and internships.

Sport Management Connections to Greenville University as a Whole

The Sport Management program partners with the Athletic Department, the Briner School of Business, the Digital Media program and the Communication Program.

Our Sport Management majors work in the Athletic Department learning various skills including Operations and Game management. They are writing for the University Newspaper. Additionally, they are developing video, podcasting and social media skills with our Digital Media Program. The Business Program is a strong component for our Sport Management majors. A strong partnership has been developed with the Briner School of Business where our students develop skills in marketing, fundraising, and budgeting.

Section C

Program Learning Objectives	Required Courses/Learning Opportunities									Required Supplemental Courses				
	SMGT 101	SMGT 210	SMGT 240	SMGT 301	SMGT 315	SMGT 330	SMGT 345	SMGT 401	SMGT 405	ACCT 101	BUSN 101	DMDA 120	PHED 326	PHED 410
1	I				D									M
2		I	D		D	M						I		M
3	I						D		M	I	I			
4	I	D		D				M				M	M	
Key: I = Introduced D = Developed M = Mastered														

The chart above indicates the following courses are “Required Supplemental Courses”:

- ACCT 101 Principles of Accounting I
- BUSN 101 Business Management
- DMDA 120 Introduction to Digital Media
- PHED 326 Administration of PE & Athletics
- PHED 410 Seminar in Sport & Kinesiology

The content of these supplemental courses provides sport management students with additional knowledge and skills to further develop their preparation. While the focus of the courses is not solely geared towards sport management specifically, the varied coursework provides additional information to solidify the students’ foundation as they prepare for a profession in the sport arena.

Section D

SLOs	Program Objective	Level of Mastery (IDM)	Term	Course number	Learning Activity	Benchmark	Assessment method
Year One							
6	1	I	Fall	SMGT 101	Briner Reflection papers	>70%	Rubric
		D	Spring (Even)	SMGT 315	Habitudes Response papers	>70%	Rubric
		M	Fall	PHED 410	Good Game presentation	>70%	Rubric
Year Two							
2	2	I	Spring (Odd)	SMGT 210	Group Project Presentation	>70%	Rubric
4		D	Spring (Even)	SMGT 315	Case Study Presentation	>70%	Rubric
4		D	Every	SMGT 240	News Story Assignment	>70%	Rubric
4		M	Spring (Even)	SMGT 330	Group Project	>70%	Rubric
3		M	Fall	PHED 410	Final Presentaiton	>70%	Rubric
Year Three							
4	3	I	Fall	SMGT 101	Sport Management Lab	>70%	Rubric
2		D	(Odd)	SMGT 345	Job Shadow Paper	>70%	Rubric
3		M	Mostly Summer	SMGT 405	Supervisor Evaluation	>70%	Question 18
Year Four							
1	4	I	Fall	SMGT 101	DiSC Profile Exam	>70%	Exam Score
5		D	Spring (Odd)	SMGT 210	Final Exam	>70%	Exam Score
2		D	Fall (Even)	SMGT 301	Final Exam	>70%	Exam Score
2		M	Spring (Odd)	SMGT 401	Project Simulation Presentation	>70%	Rubric

Formative Learning Experiences

Our Sport management program is assessed in both formative and summative measures. The assignments that fulfill the Introductory formative requirement would include:

Briner reflection papers and sport management lab in SMGT 101

Group presentations in Sport and society SMGT 201

The assignments that fulfill the Developing formative level:

Habitudes response paper and case study presentation in SMGT 315 (Sport Law)

Job shadow paper in SMGT 345 (Operations and Events)

Final exams in SMGT 210 (Sport and Society) and SMGT 301(sport Marketing)

The assignments that fulfill the Mastery level Summative requirement:

Group project PHED SMGT 330 (Finance and Fundraising)

Good Game presentation, and Final research presentation PHED 410 (Seminar)

Supervisor evaluation SMGT 405 (Practicum/Internship)

Final group presentation SMGT 401 – (Sponsorship and Sales)

Assessment Processes

Our two main summative courses for Sport Management are PHED 410 (Seminar) and SMGT 405 (Practicum and Internship). These are the key courses for gathering summative data on our students. Our students learn from being engaged in the profession throughout their Practicum and PHED 410 is a summative research project and presentation. Assessment occurs during all our courses and is capped off by the practicum and seminar experience.

In SMGT405, students are asked to identify previous coursework that prepared them well for their internship experience.

Students are assigned to write a summative paper regarding their internship experience and receive an evaluation from their supervisor. These assessments provide an ongoing evaluation on how to adjust course objectives and / or assignments.

PHED 410 is a summative evaluation for Faith Integration in Sport through the discussion of current issues related to spiritual life by reflecting on the book “Good Game”. In addition, students are assigned a major research project to crystalize their problem-solving abilities.

Sport Management faculty meet approximately twice a year to evaluate courses. Courses are discussed and reviewed using the FCARS as a basis for the review meeting. Besides the course content, faculty discuss classrooms and individual students who need encouragement. Additionally, faculty discuss teaching methods that are working well for the purpose of sharing ideas that can be used in future courses.

All Sport and Kinesiology faculty are invited to attend the Senior Seminar Final Presentations. Each faculty submits an evaluation sheet and a grade for each presentation. Faculty use their experience to reflect on the student's professional and overall academic progress.

An additional key data assessment point is the student's internship evaluation filled out by the internship supervisor. The Department Chair and assigned faculty advisor use this information to provide valuable feedback. This provides practical field experience assessment and becomes critical to future course changes.

Assessment Timetable

The time table for assessment of our Sport Management coursework is as follows:

Fall even year:

SMGT 101 (Introduction to Sport Management)

SMGT 301 (Sport Marketing)

PHED 410 (Seminar in Sport and Kinesiology)

Spring Even year:

SMGT 315 – (Sport Law)

SMGT 330 (Finance and Fundraising)

Fall odd year:

SMGT 345 (Operations and Event management)

Spring Odd:

SMGT 210 – (Sport and Society)

SMGT 401 – (Sponsorship and Sales)

Summer Odd:

SMGT 405 (Practicum and Internship)

The Sport Management program is offered and assessed in a two-year time period. The program has the core classes offered on an odd/even year schedule. One of Our key Mastery level courses is SMGT 405 (Practicum and Internship). This is used as an indirect measurement. SMGT 410 is used as a direct measurement. We strongly encourage our students to obtain an internship experience in the summer to engage in a full-time several week experience in order to parallel a typical full time Sport management work experience.

For each course in the operational plan the faculty member assesses the student's completion of the objectives through the faculty course assessment tool (FCAR). The tool enables the faculty member to appropriately assess and / or change any course assignment or objective that needs to be made after each offering.