

## Sport Management

### Mission Statement

*The mission of the sport management program at the University of West Florida is to educate students to become reflective, principled, knowledgeable, and creative learners who will succeed in the global sport management community in the 21<sup>st</sup> century.*

### Student Learning Outcomes

Successful UWF sport management graduates should be able to accomplish the following:

#### Content

- Describe, explain, and discuss the fundamental principles of the sport management field.
- Describe and apply the key functions of management, sport marketing, sport finance, sport communication, sport law, and reflect the interaction of these concepts in a practical environment.
- Explain the trend of globalization in sport and apply the knowledge of international sport and sport governance to global sport management issues.
- Identify opportunities existing for professional life in the sport industry.

#### Critical Thinking

- Describe and employ qualitative and quantitative research skills that assess issues in sport management.
- Employ appropriate information to assist decision-making and to solve problems in an ethical context.
- Prescribe treatments to improve performance in professional practices.

#### Communication

- Effectively employ a variety of business and professional communication styles in written and spoken communication.
- Write clearly, correctly using appropriate accepted professional standards.
- Create and deliver effective oral presentations.
- Demonstrate effective interpersonal communication skills.

## **Integrity/Values**

- Identify and describe the ethical dilemmas encountered in sport management.
- Describe the characteristics of “good practices” for professional and personal ethics in practical work environments.
- Make and defend decisions based on appropriate ethical principles.
- Demonstrate sensitivity and engage in respectful behavior with respect to individual differences.
- Articulate the value of diversity including ethnicity, culture, gender, age, race, sexual orientation, physical differences, and religion and reflect these values in interactions with individuals from diverse backgrounds.

## **Project Management**

- Collaborate effectively with team members and related agencies.
- Create and implement work projects using specific criteria within given time constraints and work conditions.
- Apply appropriate technology to analyze and interpret relevant data to assess the potential success of a project in a dynamic business and professional environment.

## **Assessment of Student Learning Outcomes**

These learning outcomes will be measured at a programmatic level using the following tools:

- Capstone course evaluation as direct measure
  - Implement course-based assessment instrument for learning outcomes.
  - One to two courses per semester.
- Pre- and post-test of program learning outcome as direct measure
  - Implement content-based pre- and post-test addressing all major areas of program learning outcomes.
  - Administer the pre-test when starting the first required major course (sophomore or junior year) and the post-test before entering internship (senior year).
- Internship evaluation as indirect measure
  - Implement a standard internship evaluation form to address key functions of management areas and overall performance of interns.
  - Use internship supervisors’ evaluation to indirectly measure students learning outcomes.
- Graduating senior exit interview as indirect measure
  - All seniors participate in an exit interview designed to assess their overall academic experiences prior to graduation.

## **Jobs Prospects for Sport Management**

Students who graduate with a degree in sport management may be employed in the following areas:

- Collegiate athletics in marketing, information, administration and program operations
- Professional sports management
- College recreational and intramural sports
- Youth sport program management

Commercial and community sport facilities such as:

- YMCAs/YWCAs and Salvation Army youth sport programs
- Commercial and corporate health and athletic clubs
- Country clubs and resorts
- Community-based sport associations
- Sport management/marketing firms
- Sporting goods operations
- Sport information and media
- Public relations for sport organizations
- Special events: Gator Bowl, PGA Tours, ATP/WTA tours, auto races, etc.

Other career opportunities in:

- Municipal athletic departments
- Manager in professional and amateur sport governing organizations
- County/city park and recreation department

***Find Out More about B.S. in Sport Management:***

**<http://uwf.edu/hles/sportsmgt.cfm>**