

**Sport Management
Curriculum Development**
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**Sport Management
Curriculum Development**

- Why Curriculum is important
- Curriculum Theories and Metaphors
- Curriculum Design
- Curriculum in Sport Management and PE
- Issues and Concerns
- Evaluation and Future Trends



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- Curriculum is the study of “what should constitute a world of learning and how to go about making this world.” (Jewett 1995).
- Is the planned sequence of formal instructional experiences presented by the teachers to whom the responsibility is assigned

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Metaphors:

- Orchestra
- Sailing
- Space exploration
- Photography

Theories:

- Disciplinary Mastery
- Social Needs
- Learning Process
- Self Actualization



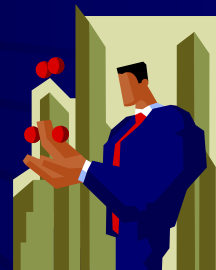
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- The big dilemma in contemporary academic society
- Should the education system respond to the market or should it be guided by research?

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- Curriculum design:
Purpose of the program
Faculty
Administration
Students
Society (market)



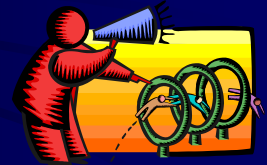
Sport Management Curriculum Development



- Is the curriculum for Undergraduate program or Graduate?
- Is for sport Management, Recreation, Fitness, Tourism...?
- Is research or empirical oriented?

Sport Management Curriculum Development

- According to Trevor Slack for undergraduate:
- A) Strong knowledge of management
- B) Understanding about the nature of the sports
- C) Electives from social science
- D) Good Supervised Practicum



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- Danylchuk & Chelladurai 1999, Managerial work in Canada:
- Financial management
- Leadership
- Policy making
- Disturbance handling

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- Revenue generation
- Athlete affairs
- Conflict resolution
- Dissemination
- Evaluation
- Lobbying
- Marketing
- Staffing



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- Figurehead
- Liaison
- Coordination
- Public relations
- League responsibilities
- Maintenance activities
- Information Seeking

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- According to NASPE – NASSM (1993) joined Task force on Sport management Curriculum and Accreditation:
- Critical Mass classes 20% 120 hr 24 hr in Sport management



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Faculty Critical Mass

- 2 for undergraduate
- 2 for masters
- 3 for both

Core content: 10 areas

- 1) Behavioral Dimension in Sports
- 2) Management and Organizational Skills in Sport



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- 3) Ethics in S.M.
- 4) Marketing in Sport
- 5) Communication in Sport
- 6) Finance in Sport
- 7) Economics in Sport
- 8) Legal Aspects of sport
- 9) Governance in Sport
- 10) Field Experience



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- For Master's Program 8 areas:

- 1) Management Leadership and Organization in Sport
- 2) Research in Sport
- 3) Legal Aspects of Sport
- 4) Marketing in Sport



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- 5) Sport Business in the social Context
- 6) Financial Management in Sport
- 7) Ethics in Sport Management
- 8) Field Experience in Sport Management.



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- A research done by Kerr M. (2003) suggested the following five clusters:

- A) Human Resources Management
- B) Leadership / Organization Management



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- C) Marketing Financial Management
- D) Administrative Management
- E) Planning



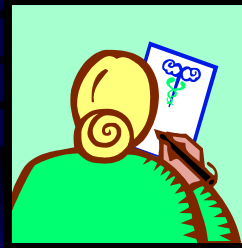
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- Ming Li and Doyice Cotton in 1996 published a study with title: Content Analysis of the Introductory Courses in Sport Management.



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- Practical Issues
 - A) Practicality (staff, time, facilities, equipment, money to implement the idea.
 - B) Workability (benefits)
 - C) Acceptability (students)



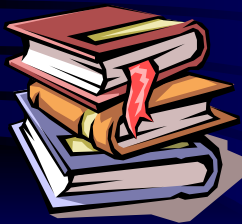
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- Theoretical Issues
 - A) Who should control the curriculum?
 - B) What are the boundaries?
 - C) Is Sport Management a Science or an Art?



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- Evaluating the curriculum:
 - Student, teachers and program evaluation
 - Quantitative or qualitative evaluation?



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- Deparo & Titlebaum (2003) suggested that the future curriculum must have international status and applications.



Sport Management Curriculum Development REFERENCES

- Slack T. (1991) Sport Management. Some thoughts on Future Directions. *Journal of Sport Management*.
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