

## Report on the Working Steps: Sport Management

Athens 8.-11.6.2006

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## Logic

1. Collection of information (literature, employers, researchers)
2. Trends in the area of Sport Management
3. General Curriculum Objectives and Learning Outcomes
4. 4 standard occupations were picked up out of 16
5. Collection of information (employers)
6. Important Definition: Sport Management Curriculum (min. 90 credit points on Bachelor and 150 on Master level sport management or closely sport management related courses)

## Logic

7. Core competences and contents for B.Sc. and M.Sc. Levels (same for all standard occupations)
8. Separate curriculum objectives for all standard occupations (mainly the same)
9. Separate learning outcomes for all standard occupations (mainly the same)
10. Module/Courses (perhaps even learning outcomes/every module, if there is still enough time)

## Trends

### Commercialization

### Internationalisation

### Information technology

### Gender equality

**Growing areas:** Commercial area; marketing, accounting, finance, law, consultation, Management, HRM, Completely new (private?/university?) programs, Health-related areas ("personal trainers")

**New professions:** Need for several competences, "health-related professions", "health coaches", sport sciences professions (in the sport federations!), project managers, media consultants, IT-specialists, "networkers"

## Trends

**Disappearing professions:** Mainly from public sector, mainly from rural areas, instead of disappearance, work descriptions will change

**Competition:** Getting harder with persons coming from other areas like commercial and financial sector, tourism, adventure and programme services and communication/IT/media area

**Partners:** Local authorities, other federations /associations, ministries, district organisations, health area, media, sponsors, equipment providers, private companies

## General Curriculum Objectives and Learning Outcomes for SMA

- For students the learning outcomes must be informative about the job
- For employers the learning outcomes must be clear and useful to help them to recruit employees
- For the programme training director and teachers the learning outcomes must be useful:
  - to define contents and programs easily
  - to distribute and balance easily credits (ECTS) for each content and programme
  - to choose the best learning method
  - to choose the best assessment method
  - to organise the prior learning recognition

## 4 Standard Occupations

- “Standard Occupation” means a set of tasks and duties characterised by a high degree of similarity.
- The standard occupations of sport management area are as follows:
  1. Local Sport Manager or Director in a city or municipality,
  2. Sport Club Manager or Director
  3. Manager or Director in National Sport Federation and
  4. Manager in Fitness Club

## Competences

- 1st year questionnaire
- Tuning –programme
- Performance- Importance Matrix
  - Core competences on B.Sc. and on M.Sc. Levels (Obligatory modules/courses)
  - Other important competences on B.Sc. And M.Sc. Levels (Eligible modules)

## Sport Management Curriculum

- B.Sc. degree = 180 credit points altogether
- min 90 credit points sport management related subjects
- M.Sc. degree = 120 credit points more
- Min. 60 credit points sport management related subjects

## Separate Curriculum Objectives for 4 different Standard Occupations

- Mainly they are the same, but some differences exist according to the each occupation profile and job functions

## Separate Learning Outcomes for 4 Different Standard Occupations

- Mainly the learning outcomes are also the same, but there are some differences mostly depending on:
  - the size and the economic and financial importance of the sport organisation (employer). For example a small local club would need a bachelor's degree, whereas a large sport federation would need a master's degree
  - the level of specialization required. For example the manager of a local sport department could have a master's degree just like the manager of a large sport facility (nautical centre, stadium...)

## Modules/Courses

- Obligatory courses (examples):**
- Sport Management
  - Sport Economics and Financing
  - Sport Marketing
  - HRM
  - Sport Law and Politics
  - Communication Sciences
  - Event and Facility Management

## Modules/Courses

### Eligible courses (examples):

- Managing fitness Centres
- International Sport Organizations
- Sport Philosophy and Ethics
- Sport and Media
- Professional Sport
- Sport Journalism
- Sport Business
- Sport Entrepreneurship

## "Best Practice Model"

### Our proposal:

- An ideal model, which doesn't exist
- Two real examples, which will be compared with the "Best Practice Model"

### Reasoning:

- At least we cannot judge and rank different curricula according to the information available, but we can create a good model

## Summer 2006

### Delivery of tasks:

- Barreau: General curriculum objectives, learning outcomes
- Costa: Modules, objectives, learning outcomes
- Skirstad: Definitions, Best practice model
- Hovemann: Best practice model
- Cingiene & Puronaho: all other tasks