

NASSM 2011 Teaching & Learning Fair

The North American Society for Sport Management Teaching and Learning Fair is a forum for the exchange of ideas, strategies, assignments, projects, and other teaching and learning tools of use and importance to sport management faculty. Presenters highlight an activity, case study, or any deliverable teaching tool, technique, or pedagogy from the Sport Management academic area that demonstrates education in action.

Presenters

A ‘Great Books’ Program for Sport Management

Robert Baker - George Mason University

Craig Esherick - George Mason University

COSMA CPC: ALL

A ‘Great Books’ program for sport management students, used to develop critical thinking and thoughtful inquiry, is designed to build sustainable reading habits outside the classroom and beyond course textbooks. The display includes program guidelines and suggestions for potential books. A summary of the program is available in a handout.

The Good, Bad and Ugly of Facility Design and Maintenance

John F. Borland - Springfield College

COSMA CPC: Event and Venue Management

This display will feature multiple PowerPoint presentations from sport management undergraduates who went into the field and took pictures of good, bad and ugly design elements at local facilities to build their knowledge of facility design, operation and maintenance. A rubric and assignment guidelines will be provided in a handout.

Learning by doing: Enhancing Academic and Personal Growth

Trish Bradbury - Massey University, New Zealand

COSMA CPC: Integrative Experience (Internship/Capstone Experience)

The Sport Management Practicum provides students opportunities to partner with industry organisations partaking in “real world” experiences, potentially leading to employment. This presentation focuses on the strengths of the Practicum detailing content, organisation, and format. Assessment examples of learning contracts, organisation analysis, and reflective journals will be shared.

Critical Thinking Exercise

Colleen Colles - Nichols College

COSMA CPC: Social, Psychological and International Foundations

This display features an exercise developed to challenge students to think critically and problem solve. The exercise utilizes media (movies/documentaries) as a mode of delivery. A SWOT analysis keeps students engaged and encourages focused discussion and appropriate solutions. A handout of the exercise and its requirements will be available.

Rubric For Evaluating Elevator Pitches Or Similar Student Presentations

Jacquelyn Cuneen - Bowling Green State University

COSMA CPC: Sport Marketing

The elevator pitch and similar presentations requiring students to impart critical, concise information

in a brief time span are becoming popular in sport management pedagogy. A rubric is provided to (a) assist faculty in assessing these types of succinct presentations, and (b) help students understand their own presentation performances.

4-Square Discussion Activity

Emily Dane - St. John Fisher College

COSMA CPC: Social, Psychological, and International Foundations

This activity asks students to explore perspectives and arguments on various sport topics. Instructor makes a 4-square grid on the floor and places pairs of students in each quadrant around a central idea. Students are assigned a perspective and must argue their perspective before moving to their true opinion.

“SPTADUKIA” Reality TV Sport Administration Style

Leigh Ann Danzey-Bussell - Ball State University

COSMA CPC: Management

Sport Administration- SURVIVOR™ style! Who will OUT “CLASS” their peers with shrewdness, knowledge, critical thinking skills, teamwork and common sense? SPTADUKIA was fashioned as a practical, competitive facet to a management class and includes group and individual projects and an ultimate winner. Assignments, rubrics and rules will be available.

Student Mock Interview Assignment

Corinne Daprano - University of Dayton

Peter Titlebaum - University of Dayton

COSMA CPC: Management/Integrative Experiences

This display will feature a course assignment in a junior/senior Human Resource Management course. In this assignment student teams create internship postings, interview questions and objective criteria for ranking candidates, interview candidates, and provide written confidential feedback on each candidate. The candidates are sophomore level students in a Practicum course.

Financial Planning in Practice: Creating a Small Business

Michael Diacin - University of Indianapolis

COSMA CPC: Finance/Accounting/Economics

This display features a project for planning and operating a small business. Students determine methods to finance the start-up of the business. Students identify capital expenses, fixed assets, and staffing needs associated with starting and operating the business. Handouts of the project details and grading rubric will be available.

Current event presentations

Claudia Benavides Espinoza - Arkansas State University

COSMA CPC: Social, Psychological, and International Foundations of Sport

This display will present an alternative way to enhance student learning by relating the class content to current events in the sport setting. This activity allows students to think critically about class topics, practice their presentation skills, and learn from classmates' presentations. Student's work examples and rubrics will be available.

Sport Marketing: STP 101

Dianna Gray - University of Northern Colorado

COSMA CPC: Sport Marketing

The purpose of this assignment is to introduce students to the concepts of market segmentation, targeting, and positioning. In completing this exercise, students are required to research a specific market, league, and franchise before determining market segments. A copy of the exercise is available in a handout.

Chase Charlie into Shape: A Course-integrated, Immersive Learning Project

Lawrence W. Judge - Ball State University

David Pierce - Ball State University

Danielle Kischuk - Ball State University

Kyle Lear - Ball State University

COSMA CPC: Sport Marketing

Sport marketers play an important role in marketing health and fitness initiatives. The Chase Charlie into Shape immersive learning project partnered exercise science and sport administration students with YMCA clients in a 10-week fitness challenge. Planning, marketing, registration, event operation, financial management, and personal training curriculum implications will be addressed.

Developing a Sport Management Alumni Association That Works

Lance P. Kaltenbaugh - Ashland University

Greg Smith - Virginia Commonwealth University

COSMA CPC: Integrative Experiences

This display will focus on how an alumni association for sport management majors can have the greatest impact on past, present, and future students and professionals. Information provided will rely on market information and research data. Strategies will be provided on how to develop and create value-centric relationships with alumni.

Experiential learning exercises for teaching leadership

Gregory M. Kane - Eastern Connecticut State University

COSMA CPC: Sport Leadership

This display will provide examples of experiential learning exercises for teaching leadership as well as suggested methods for assessing student outcomes. These examples will be for both classroom and semester long projects. A handout will included exercises, a description, and method of assessment.

Financial Analysis Assignment using SEC.gov websites in Sport Finance Course

Jaedeock Lee - East Stroudsburg University

COSMA CPC: Finance/Accounting/Economics

This display demonstrates how to utilize the SEC.gov website in a financial analysis assignment for a sport finance course. Students gain practical knowledge to interpret essential financial statements and build financial planning and forecasting through this assignment. A copy of the directions and a rubric is available in a handout.

Webcasting as a Teaching Tool in Sport Management

Aaron Livingston - West Virginia University

COSMA CPC: Integrative Experience

Webcasting can be a powerful teaching tool in sport management. Webcasting provides advantages

to sport management students in their approach to understanding new and emerging technologies. Webcasting can provide sport management students with awareness of legal and ethical issues surrounding social media. Components of developing webcast will be presented.

Entrepreneurship in Sport Industry Undergraduate Projects

Michael Lovinguth - The Ohio State University

Lauren Brown - The Ohio State University

Donna Pastore - The Ohio State University

COSMA CPC: Sport Operations Management/Event & Venue Management

This display features entrepreneurship project exemplars. Students develop a written business plan and PowerPoint presentation for a sport industry small business concept, applying knowledge across the curriculum (management, marketing, logistics, operations, and finance). Students practically uncover unexpected issues in entrepreneurship. The prompt and assessment rubric is available in handout format.

Event Experience

Vicky Martin - Liberty University

COSMA CPC: Integrative Experience

Event Experience as a whole plays an integral part in the evolution of the student's resume. By providing the foundation of requiring Event Experience for all of those involved in the Sport Management Department, the individual will find they will gain vital experiences that will serve them in the future.

Using Service-Learning in Sport Management Classes: Identifying the Positives and Pitfalls Before the Experience

John Miller - Texas Tech University

COSMA CPC: Integrative Experience

Service-learning may be used as a bridge between the classroom and practical application. However, care must be taken when developing and assigning a service-learning opportunity so that students get the most of the experience. A copy of the rubric will be available identifying the problems and positives of using service-learning.

Cultural Studies Approach to Sport Leadership Development

Lisa M. Miller - Ohio Dominican University

COSMA CPC: Sport Leadership

This display features a capstone project designed to have students enact a cultural studies approach. This approach combines a future sport leader's study of sport sociology, sport literature, sport film, sport creative arts, and sport cultural anthropology. A copy of the portfolio assignment will be available in a handout.

A Competitive, Contractual Approach to Sport Marketing Course Projects

Jeffrey Petersen - Baylor University

COSMA CPC: Sport Marketing

This display outlines a student competition approach to the typical marketing plan project within sport marketing courses including an external contract with a local sport organization. It describes the project from a stakeholder's benefits perspective, includes a review of relevant literature, and it provides a project planning checklist handout.

Instant Message Sales/Customer Service Project

Michael Pfahl - Ohio University

COSMA CPC: Sport Marketing

The presentation demonstrates an integrated (conceptual and applied) sales/customer service project using instant messaging. Students are anonymously paired to role play a customer or sales representative (via Google Talk). A written analysis and a chapter for a sales training manual presenting key training issues/practices regarding sales/service issues are prepared.

Student Project

David Pierce - Missouri Baptist University

COSMA CPA: Student Project Learner Activity

The stages and intricacies of successfully bringing a student-run golf tournament to fruition are featured in this display. A timeline of activity is introduced that assesses the creative use of technology, content, organizational skills, and personal reflection. A sample tournament format, timeline, and tournament brochures are made available in the form of handouts.

Presenting to the Class and General Public Using Slidecasting

Chrystal D. Porter - Endicott College

COSMA CPC: Sport Law, Capstone Experience, or Online Teaching and Learning

The presentation will highlight how students can evaluate Sport Law concepts by presenting the information via Slidecasting. Slidecasting requires students to learn course content, video editing, and presentation design. Ultimately, the slidecast are made available for general public viewing and critique. "Slidecasting Best Practice Tips" will be provided.

Open Book Finance

Brenda A. Riemer - Eastern Michigan University

COSMA CPC: Finance/Accounting/Economics

This display features how to incorporate open book finance into a sport finance course. The open book process includes all employees in huddles, which are part of the planning and budgetary process. An open book management summary and syllabus are included in the handout.

Practicum: An Experiential Learning Course For First-Year Sport Management Undergraduates

Molly Hayes Sauder - York College of Pennsylvania

COSMA CPC: Integrative Experiences

This display features key aspects of Sport Management Practicum, an innovative experiential learning course that begins in a student's first semester at York College. Emphasis is placed on strategies to help students make meaning of their hands-on experience through reflective academic work. A handout with summary information will be provided.

Sport Event Design Project

Linda L. Schoonmaker - The Citadel

COSMA CPC: Management AND Sport operations management/event and venue management

This is a 2-3 member group project for a sport event and venue management class. I provide certain basic information and then the students must design a sport event. This provides the students with the opportunity to apply content learned in class and from observing various sport events.

Conceptual Rubric for Evaluation of Theoretical Applications in Sport Management Case Studies

Kathryn Shea - Indiana University

COSMA CPC: Integrative Experiences

This presentation provides a rubric developed to evaluate and develop students' understanding of sport management theoretical perspectives. The rubric is designed to assess application of theoretical principles to case studies and to highlight the different understandings each theoretical lens provides. The rubric will be made available in a handout.

Team-Based Learning (TBL) in Sport Management

David J. Shonk - James Madison University

COSMA CPC: Sport Management and Leadership

The purpose of this display is to provide guidance for faculty who are considering moving away from traditional lecture-based courses toward a team-based learning course in sport management. Team-based learning (TBL) is a particular instructional strategy which actively engages students in real-world scenarios.

Utilizing Local High Schools for Event Management Shadowing Experiences

James P. Strobe - Ohio Dominican University

COSMA CPC: Sport Operations Management/Event & Venue Management

This display will outline a project where students shadow a high school athletic director at a sporting event. Included will be a handout outlining the event and site manager checklist, key areas for the student to focus on at the event, and parameters for a final paper.

Application of Experiential Service Learning through a Co-Curricular Organization

Stephanie A Wainwright - Eastern Michigan University

Thomas J Cieslak - Eastern Michigan University

COSMA CPC: Sport Operations Management/Event & Venue Management

This exhibit offers a blueprint based on the metadiscrete learning model for academics interested in implementing a course that develops students' critical thinking and problem solving skills. The engagement activities required students' to establish and manage a non-profit organization (e.g., Michigan Society for Sport Management; MiSSM) with faculty and practitioner guidance).

Exercise for Strengthening Creative Sport Writing Skills

Adia Waldburger - Indiana University

COSMA CPC: Sport Marketing

This display details a writing exercise designed to strengthen creative sport writing ability. It allows all students - local and international, headed straight to the sports communication world or not - to find their unique voice and strengthen their ability to bring better writing to whatever avenue of sports pursued.

Opening the Books: Using Financial Statements of Major League Baseball Teams in Teaching Sport Finance

Nicholas M. Watanabe - University of Missouri

COSMA CPC: Finance/Accounting/Economics (Principles of Finance and Accounting)

This display will use technology and paper handouts of recently released MLB team

statements. Teachers can have students work hands on with actual team finances using these tools rather than the fictitious examples commonly employed. Examples of how this information can enhance student learning and understanding of finance are provided.

YouTube Activity: Social Responsibility, Marketing, and Female Athletes

Ari de Wilde - York College of Pennsylvania

Claire Williams - St. Mary's College of California

COSMA CPC: Sport Marketing; Ethics in Sport Management

This presentation provides directions for conducting a critical, class-based case study analysis of YouTube videos and user comments in relation to the marketing of female athletes. Potential benefits and potential dangers of social media are offered as discussion points. Incorporated is the opportunity for students to generate management strategies.

Constructive Student Self-Assessment Activity

Chad Witkemper - Indiana University

COSMA CPC: Sport Leadership/Strategic Management

This display disseminates information about self-assessment activities used to help students understand their natural leadership talents. Students take Clifton's StrengthsFinder 2.0 assessment and perform a SWOT analysis. Discussion based on their analysis is used to prepare them for interviews and provide them with information on leading others utilizing their strengths.

Use of the Wiki in Sport Governance Courses

Athena Yiamouyiannis - Ohio University

COSMA CPC: Integrative Experiences

This display features use of the Blackboard Wiki Tool by sport governance students. Web and video technologies are used to complete integrative sport governance projects (e.g., synthesis of sport association information, creative corporate social responsibility projects). A copy of a wiki project assignment is available in a handout.

Logistical Issues Associated with Program Movement to a Satellite Campus

Ryan K. Zapalac - Sam Houston State University

Brent C. Estes - Sam Houston State University

COSMA CPC: Integrative Experiences

This display will address different logistical concerns linked to relocating a sport management program to a satellite campus. Curriculum revision, parties affected by the move, and resource needs are addressed. Attendees will be provided with a handout that could serve as a guide for other programs considering such a move.

Living United – Partnering Up with the United Way in Introduction to Sport Management

Robert Zullo - Seton Hill University

COSMA CPC: Sport Management Principles

In an entry-level class students learn and apply basic principles to the creation of campus events that generate student awareness for the United Way. Publicity, finance, marketing, event management and other skills are meshed with gaining an appreciation for the greater sociological impact the events can make on their community.