

**Implementation of a short-term study abroad program in sport management**

*Ming Li, Ohio University*

*Robin Ammon, Slippery Rock University*

*Bob Case, Old Dominion University*

**Professional preparation**

**Thursday, May 29, 2008**

**Workshop/Symposium/Forum**

**(75-minute)**

**Session 7**

**2:00 PM - 3:15 PM**

**Abstract 217**

The world's economy has become interdependent and globalized. This globalization facilitates interactions among international groups who have different languages, backgrounds and cultures. As a microcosm of society, the world of sport is also strongly influenced by global trends. Due to these unique trends, the demand for sport managers who are educated and trained to engage in various international business matters has grown considerably (Li, Kanters & Ammon, 2002). To respond to this trend, sport management faculties from a variety of sport management programs have incorporated a number of approaches to internationalize their curricula. These techniques include infusing international components in their courses (e.g., instructional materials, activities, and contents having an international connotation), offering additional International Sport Management courses, and providing opportunities for students to participate in learning activities held abroad. In order to internationalize their curricula many faculties have begun to take students overseas to provide them with the opportunity to participate in a number of sport management related activities, such as touring sport facilities, visiting sport businesses, interacting with students from other countries. These common approaches adopted by sport management faculties in the United States have gained tremendous popularity during the last couple of years. It is believed that study abroad is an effective way to internationalize the faculty and students (Lashbrooke, Hult, Cavusgil, Yaprak & Knight, 2002). Nevertheless, to successfully operate a study abroad program, faculty members interested in teaching and leading these programs must resolve a number of issues, such as (a) the design of an effective sport management study abroad program; (b) the integration of the new program into the University's current sport management curriculum; and (c) the specific issues involved when supervising students overseas. The symposium will include a panel of sport management educators who have successfully conducted study abroad programs. These faculty members will bring a unique perspective to study abroad issues while providing tried and true strategies for the effective implementation of a study abroad program. The panel members will serve as resources for other sport management educators who have a desire to enrich the learning experiences of his or her students through a study abroad program. The topics to be addressed include (a) initiating the process of developing a study abroad program, (b) selecting international partners for a study abroad program, (c) integrating the study abroad program into the overall sport management curriculum, (d) assessing the outcomes of a study abroad program, (e) addressing the safety, legal, cultural and financial concerns facing a study abroad program, (f) promoting and recruiting students for a study abroad program.