Preparing Sport Management Students for Successful Careers in A Diverse World

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Research findings have explored that organizational diversity does benefit productivity and working effectiveness of organizations in sport industry including, but not limited to, colorful culture, healthy environment, professional performance, higher commitment of members, and better team effort to achieve organizational goals (i.e., Cunningham, 2007; Pastore & Fink, 1999). While effort for diversity of NASSM has been continuing, there is a shortage of presentation and experience sharing to our diverse students in the professional association. Therefore, a symposium organized by the Diversity Committee of NASSM becomes helpful and essential. The purposes of this symposium are threefold: (a) providing meaningful information to help our sport management students to understand better the diverse world; (b) adding job-specific preparation for minority students of sport management to meet the challenge of their future careers; and (c) sharing successful experience with the sport management students in development of leadership skills in diverse academic environment.

The symposium would contain two parts within a 60-minute time frame. The first part would be a set of presentations given by a panel of the Diversity Committee of NASSM within a time period of 45-50 minutes (7-8 minutes for each panelist). The panelists would present closely related topics in preparing students of sport management for their successful future in the diverse world that may include: (a) Introduction to NASSM diversity growth; (b) sharing minority student leadership experience; (c) challenge and change from a previous student to a current faculty; (d) success in a diverse research institution; (e) survival in a diverse teaching environment; and (f) preparing diverse students for future careers. The second part of symposium would be a discussion and interaction between panelists and the audiences for remaining time (15-10 minutes). The panelists of Diversity Committee of NASSM would facilitate the discussion and answer the questions. The comments and suggestions of the audiences would be gathered and summarized by the panelists of Diversity Committee of NASSM.