

Sport Management Programs in the Business School: A Survey of Perceptions

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**60-minute symposium,
roundtable, or workshop
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In North America, the first formal academic program in sport management was founded in 1966 at Ohio University with a similar model being established in the early 1970's at the University of Massachusetts at Amherst. Also during the 1970's, the first undergraduate business degree programs with a concentration in sport management were developed at Laurentian University in Canada as well as Robert Morris University, PA and St. Thomas University, FL. The vision and goal of these institutions were to develop highly skilled professionals and leaders in a developing sport industry.

Today's global sport industry is worth between \$480-\$620 billion, according to a recent study of sports teams, leagues and federations (Kearney, 2009). The growth in this industry has led many academic institutions to reconsider both the focus of their sport management programs and the proper academic unit in which to house these programs. The number of sport management programs (including majors, minors, and certificates) housed in a school of business has grown to over 300 programs in the world and more than 250 in North America alone (Li, et al, 2012). For these sport management programs to be successful, it is vital for them to be fully integrated into the home unit and gain acceptance from the business school administrators and faculty colleagues in other business disciplines. The question arises and is driving this research: How is the sport management program perceived?

The purpose of this symposium is to share the results of a number of surveys conducted to gauge the perceptions of the business school deans and faculty members in other business disciplines towards sport management programs. Growth potential, impact on other programs in the business school, impact on the image and ranking of the business school, program quality, student quality, faculty quality and productivity, and other areas are investigated.

The following is a list of such surveys:

- A survey of the deans of the AACSB accredited business schools that have a sport management program
- A survey of the deans of ACBSP and IACBE accredited business schools that have a sport management program
- A survey of the faculty of the AACSB accredited business schools that have a sport management program
- A survey of the faculty of ACBSP and IACBE accredited business schools that have a sport management program
- A survey of the deans of business schools that do not have a sport management program
- A survey of the faculty of business schools that do not have a sport management program

This symposium will provide the attendees with information about how sport management as a discipline is perceived by business school administrators and faculty in other business disciplines. In addition, the symposium will offer some recommendations in terms of what sport management faculty can do to alter negative perceptions if they exist, or improve on positive perceptions via recommendations survey responses yield.

The format of the symposium will include a short presentation to be given by each panel member on a particular issue followed by a Q&A session. During the Q&A session, the panel moderator will first ask the panel members to address a number of questions. The moderator will also invite symposium attendees to participate in the session by posing questions and providing feedback.