Bridging the Gap Between Coursework and Industry Application: An Academic and Olympic NGB Partnership

Colleen Colles, Metropolitan State University of Denver
Troy Morgan, Metropolitan State University of Denver
Nicole Furuiye, Metropolitan State University of Denver

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A sport management program developed and implemented a semester-long, cross-curricular, applied project in partnership with a USA Olympic NGB. Goals included engaging students in a real-life, applied project. The project was embedded into every sport management course (seventeen) taught in the fall, 2016 semester. Development, process, and outcomes are highlighted.