Preparing for the Big Leagues: Tactics and Innovations for Teaching Students’ Hard Skills

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This presentation will provide critiques and recommendations of pedagogical approaches which will help bridge the gap between Sport Management undergraduate programs and professional teams and organizations in the sport industry. It is well known among sport management educators that theoretical concepts discussed in the classroom must mimic and be applicable to the real-life practical experiences students will encounter working in the sport industry. Yet, students still have a difficult time discerning the differences between soft skills (e.g. communication) and hard skills (e.g. writing a scouting report). This presentation will suggest creative strategies and directives for teaching students’ hard skills.