

Career Connections

Sport Management

OBJECTIVES OF THE PROGRAM

Sport Management is a dynamic profession which combines a variety of business management opportunities with sport. The Sport Management Career Connections program provides you with an opportunity to explore various career options in the profession and can help you determine if a career in sport management is the proper fit for you in terms of your interests, philosophies, values, skills, talents, and abilities.

Sport Management encompasses a wide range of possible career paths. Since it combines two broad professions, business and sport, career opportunities are extensive. Some possible career opportunities involve working with professional teams and leagues, college athletic departments, conference offices, state and national sport governing organizations, public or private recreational agencies, facility management, health and fitness centers, marketing and event promotion and sporting goods sales. Students can investigate the various options and develop an individualized program through course work, co-curricular activities, work experience, internships and job shadowing.

RECOMMENDATIONS

Exploring Options

The Career Center has an excellent library of resources available for students to explore a career in sport management. You are invited to participate in the various Career Center workshops, career exploration panels, and individualized career guidance in order to explore your own interest in sport management. The Career Center also offers self assessment inventories such as the Campbell Interest and Skill Survey that help confirm your interest in this field. You can find books in the Career Center that will help you to further research this field such as *Career Opportunities in the Sports Industry*, which discusses over seventy different sports related careers ranging from working as a professional athlete to the business side of sports, and *Careers in Focus: Sports*, which outlines over twenty different careers related to the sports industry.

Be sure to use the internet to research a career in sport management. There are a number of web sites you could use to help you gain a better understanding of this career. Visit <http://www.nassm.com> for useful information from the North American Society for Sport Management (NASSM). The website for the National Association for Sport and Physical Education (NASPE) can be found at <http://www.aahperd.org/naspe/template.cfm> and contains valuable information.

Another way to explore options is by visiting sport management facilities and talking with sport managers. Sport management personnel are usually very eager to talk about their profession and to offer guidance and direction for students wanting to investigate a similar career. Job shadowing is an excellent way to actively explore specific occupations. The Career Center can supply a list of alumni currently active in the sport management field that have volunteered to work with students interested in the field.

Academics

Students interested in a Career Connections in Sport Management should build an academic program around their primary interests. While there is no specific required major for this field, Business Administration and Exercise Science are disciplines closely related to sport management. Students are encouraged to take courses that cover the various theories and philosophies of business management and sport. The Center for Business Preparation is a unique program which can further assist students in building an academic program for sport management. Students entering a career in sport management should possess strong communication, organizational, and public relation skills, and the ability to identify and confront ethical issues. Courses that help students develop and master these skills are recommended. Listed below are some courses in business and physical education that will help you better prepare for your career.

BUS 225	<i>Financial Accounting</i>
BUS 226	<i>Managerial Accounting</i>
BUS 321	<i>Basic Law</i>
BUS 322	<i>Principles of Management</i>
BUS 330	<i>Corporate Financial Management</i>
BUS 421	<i>Strategic Management and Policy</i>
PE 325	<i>Basic Athletic Training</i>
EXS 327	<i>Physiology of Exercise</i>
PE 332	<i>Managing Physical Education, Athletic Recreation, and Fitness</i>

Co-Curricular Activities

There is much more you can do while at Hanover to help prepare for a career in sport management than just academic work. The activities suggested in this section are where you can really get the feel for whether a career in sport management is right for you. There are too many possibilities for one person to do all of them. So, you may want to pick and choose those that best meet your particular interests. It may be helpful to think of three different ways that on- and off- campus activities can benefit you. First, they can supplement the knowledge that you are getting in the classroom. Second, they can give you first hand exposure to some of the activities that will be a part of your working experience. Third, they can provide you with an opportunity to be involved in work related situations that will be invaluable to your career preparation.

Not all of these activities will provide you with all of these benefits, but a thoughtful selection of the following should provide you with the skills and experiences you need.

On-Campus Activities

There are a variety of campus activities that can provide you with a great opportunity to gain experience in the sport management field. Participation on an intercollegiate athletic team, either as a player, a manager, or a student assistant coach, can give you an excellent opportunity for hand-on experiences. You could also consider serving on the event staff for athletics or the intramural program, both additional ways to engage in sport management related skills and activities. There are numerous clubs and organizations on campus in which you can practice important sport management skills such organization, planning, communication and leadership. Serving as PR chair for any student organization, becoming involved with the Student Programming Board in event planning, or serving on the PR committee for student senate are all great examples of ways to gain valuable experience. Other on-campus organizations that may provide helpful activities for a career in sport management include Greek organizations, Student Senate, Peer Advising, LINK, and College Mentors for Kids.

Off-Campus Activities

Volunteering in the local community can help enhance your understanding of the sport management field and also provide service to the community. The Lide White Boys and Girls Club of Madison, Big Brothers/Big Sisters, and Girl's Incorporated are a few suggestions. King's Daughters' Hospital also provides a variety of possible volunteer positions such as working with the athletic trainers or in the physical therapy offices. Through these activities you could further develop your skills and gain real world knowledge of the sport management industry.

Work Experience

On-Campus Jobs

There are a variety of excellent work opportunities on campus to gain valuable experience in sport management. An intercollegiate sports team manager or a student assistant coach can work with a coaching staff learning all the aspects of how to manage a team. A Horner Center assistant can experience facility management and health/recreation club management. Other jobs, such as resident assistant, peer advisor, student trainer, Admission Ambassador, and Public Relations assistant are great for developing and improving communication and leadership skills.

Related Summer Jobs

Summer jobs can provide you with additional valuable work experience in areas related to sport management. Camps provide a wide range of job possibilities including camp counselor, event management, sports instructor, aquatics director and facility management. Every year, the Career Center hosts a Summer Camp Fair during which summer camps from the surrounding areas recruit for these positions or can provide you

with assistance in locating a summer job that will help you to begin building a professional resume. There are a number of organizations that plan, organize and run sport competitions during the summer months. Other organizations that are often looking for additional workers during the summer months include Boys and Girls Clubs, YMCAs, Parks and Recreation Departments and Special Olympics.

Internships

Internships are an excellent way to gain field experience in the summer or during a semester. Opportunities for internships in the sport management field are abundant and include facility and event management at places such as the Special Olympics, the RCA Dome in Indianapolis or Slugger Field in Louisville; working with organizations that govern sport, such as the Indiana NCAA and IHSAA headquarters located in Indianapolis; health and fitness centers; sporting goods sales, such as Kratz Sporting Goods in Clarksville, Indiana; and working with sports teams such as the Indiana Pacers, Indiana Fever, Indianapolis Colts, Cincinnati Bengals, Louisville Bats, and the Indy Racing League (IRL) at the Indianapolis Motor Speedway. There are also many local internship opportunities. The Internship Coordinator can assist you in choosing and developing an internship experience.

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