

Curricular Content of COSMA Accredited Programs



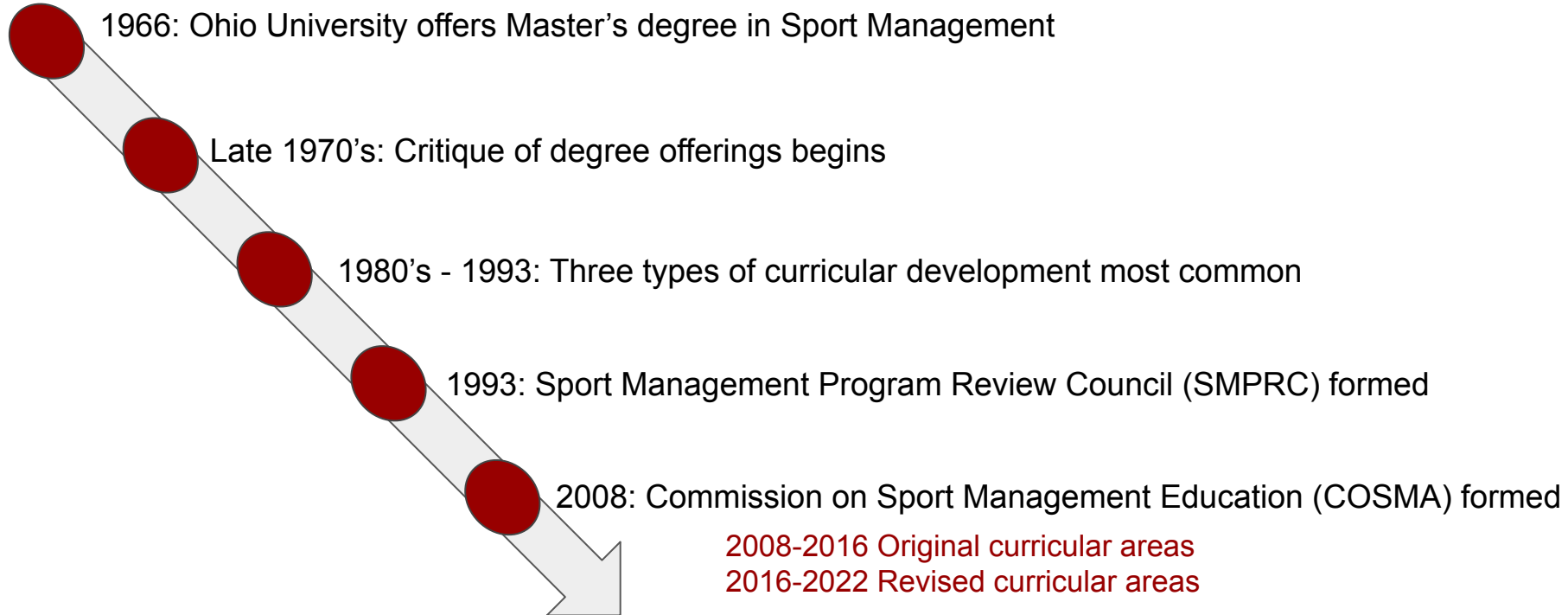
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Development of Sport Management Field



COSMA expectations for undergraduate education content evolves as the industry evolves.

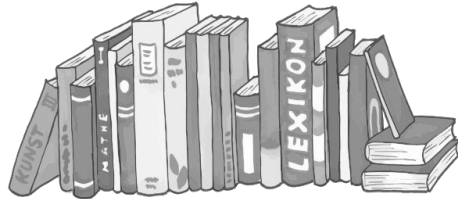
CPC Areas 2008-2016

Social, Psychological, and International Foundations
Management Concepts
Governance
Sport Leadership
Operations, Event, & Venue Management
Sport Marketing
Principles of Sport Finance
Sport Economics
Legal Aspects of Sport
Ethical Aspects of Sport
Internship/Practical/Experiential Learning

CPC Areas 2016-2022

Principles of Sport
Finance & Economics
Historical, Sociological,
and Psychological
Foundations
Ethical Aspects of Sport
Technical Advances in
Sport
Internship/Practical/
Experiential Learning
Capstone Experience
Management Concepts
Governance and Policy
International Sport
Legal Aspects of Sport
Sport Operations
Sport Marketing
Sport Communication
Diversity in Sport

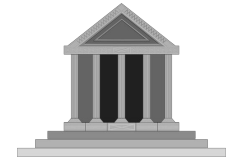
Institutional offerings vary based on unique attributes.



Health & Human
Performance



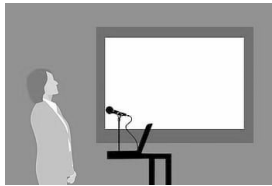
Education



Business

Required courses & selected content

Program location within institution & institution type



Number of faculty and instructors



Number of students in a program

The current study:

1. Which content areas are covered most frequently by accredited sport management programs?
2. Which content areas are covered less frequently by accredited sport management programs?
3. What differences exist between accredited public and private institutions in terms of content offered?
4. What differences exist in content offered, if any, based upon the faculty to student ratio of sport management majors?

Sample & Data:

CPC tables of accredited undergraduate programs.

	Legal	Ethics	Comm.	Mgmt.	Mktg.	...	Total Hrs.
Course 1	4	9	18	5	4	...	47
Course 2	37	12	1	8	0	...	58
Course 3	3	3	3	8	5	...	29
...
Total Hrs.	64	72	29	49	63	...	707

Final sample for analysis n=41 CPC Tables (n=14 original standards; n=27 newer standards)

Sample & Data:

Institutional attributes of final sample.

	Range	Mean	Median	SD
Total Sample Attributes				
Number of Sport Management Majors	47-555	255.12	204.00	144.37
Number of Full-Time Faculty	2-13	4.66	4.00	2.54
Number of Required Classes Included in CPC Table	7-27	14.69	14.00	4.77
Total CPC Contact Hours Reported	680-2270	1247.28	1265.00	415.90
Number of Private Institutions	18	-	-	-
Number of Public Institutions	23	-	-	-

Ranking of CPC Areas Across Standards

2008-2016 Standards

Integrative Experiences (31.5%)

Sport Marketing (10.1%)

Management Concepts (9.1%)

Social, Psych, Intn'tl (8.1%)

Legal Aspects of Sport (7.0%)

Ethical Aspects (7.0%)

Operations Management (6.3%)

Economics (4.9%)

Leadership (4.6%)

Finance (4.1%)

Governance (4.0%)

2016-2022 Standards

Internship/Practical/Experiential Learning (22.4%)

Management Concepts (10.0%)

Sport Marketing (7.9%)

Hist, Socio, Psych Foundations (7.9%)

Finance & Economics (6.9%)

Sport Operations and Planning (6.6%)

Sport Communication (6.3%)

Legal Aspects of Sport (6.0%)

Ethics (5.3%)

Governance & Policy (5.2%)

Capstone (4.9%)

Diversity (4.2%)

Technical Advances (3.8%)

International Sport (3.6%)

Discussion

CPC Areas

- Emphasis on practice
 - Experiential learning change of 30% to about 22%
- Revised CPC areas least emphasized
 - International sport & technical advances
- Change over time
 - Change in practice or change in accounting?

Institutional Attributes

- Public v. private
- Programmatic offerings no matter the resources

Limitations & Recommendations

Sample size

- COSMA accredited programs v. all programs
- Variance in self assessment

Recommendations

- **Research**
 - Broader sample
 - Additional analyses for institutional factors
 - Courses not accounted for in CPC tables
 - What then why
- **COSMA**
 - Degree of focus on experiential learning
 - CPC area for capstone?
 - CPC assessment training
 - Practice v. accounting?

Questions?



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Percentage of CPC hours in Sport Management major (2008-2016 standards)

	Minimum	Maximum	Mean	SD
Social, Psychological, and International Foundations of Sport	1.5%	13.8%	8.1%	4.0%
Management Concepts	2.9%	20.7%	9.1%	5.1%
Leadership	.9%	8.7%	4.6%	2.1%
Operations Management	.9%	11.0%	6.3%	3.0%
Governance	1.5%	13.6%	4.0%	3.0%
Sport Marketing	1.1%	24.9%	10.1%	5.7%
Principles of Sport Finance	.9%	5.8%	4.1%	1.4%
Accounting	.3%	9.2%	3.1%	2.9%
Economics	1.0%	7.9%	4.9%	2.4%
Legal Aspects of Sport	.6%	10.6%	7.0%	3.1%
Ethical Aspects	3.6%	10.5%	7.0%	2.7%
Internship/Practical/Experiential Learning	8.8%	62.1%	31.5%	18.0%

Percentage of CPC hours in SMGT major (2016-2022 standards)

	Min	Max	Mean	SD
Historical, Sociological, and Psychological Foundations of Sport	1.5%	19.7%	6.9%	4.1%
Management Concepts	4.7%	26.0%	10.0%	4.5%
Governance & Policy	2.0%	10.5%	5.2%	2.1%
International Sport	1.0%	8.4%	3.6%	1.9%
Sport Operations & Planning	1.7%	12.4%	6.6%	2.5%
Sport Marketing	3.6%	21.9%	7.9%	3.7%
Sport Communication	2.3%	11.6%	6.3%	2.4%
Principles of Sport Finance & Economics	1.6%	12.4%	6.9%	2.9%
Legal Aspects of Sport	2.3%	10.6%	6.0%	2.0%
Ethical Aspects	2.2%	10.3%	5.3%	2.3%
Diversity	1.2%	8.6%	4.2%	1.7%
Technical Advances	1.2%	7.7%	3.8%	1.8%
Internship/Practical/Experiential Learning	0.0%	50.4%	22.4%	14.4%
Capstone Experience	0.0%	16.9%	4.9%	4.6%