



Soft Skill Development Within Sport Management Curriculum

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Soft Skill Development

What are the most effective ways to incorporate soft skill training exercises into sport management curriculum?





Selected Employability Competencies

- Communication
- Interpersonal Skills
- Leadership
- Creativity
- Problem Solving
- Work Experience
- Education





Literature Review

Understanding competencies which are valued most highly among employers has been researched limitedly throughout the sport industry.

Those researchers, who have explored this topic in sport, have expressed the importance of soft skills and the created perception of soft skill value over hard skill value.

This research collects existing literature from several journals from the United States, the United Kingdom, New Zealand, Taiwan, and Germany.

Topics concerning soft skills, hard skills, work integrated learning, and competencies, were examined with regards to working in the sport industry.





Results

Survey sent to an HR representative from each organization within the NFL, NBA, NHL, and MLB (122 teams in total)

23 out of 122 responded for a 19% response rate.

Average Importance When Selecting a Candidate:

1. Communication - 22%
2. Interpersonal Skills - 16%
3. Creativity - 16%
4. Education - 16%
5. Leadership - 11%
6. Work Experience - 10%
7. Problem Solving - 9%





Why Is This Important

91.3% of respondents felt soft skills are more important than hard skills when hiring entry-level candidates.

82.6% felt soft skill competencies can be learned.





Why Is This Important?

Identifying vital employability competencies which employers are searching for is the key to preparing undergraduate students for success.

Incorporating these competencies into classroom learning will aid in the development of needed soft skills for employment.





Self-Assessment

Pre and Post Semester Handout

Allows for students and professors to assess soft skill development throughout the course of the semester.

Evaluation forms were handed out at the start of this semester.



SOFT SKILLS EVALUATION

Student: _____
Date: _____
Professor: _____

Please rate each item using the following scale:

4 = Advanced 3 = Proficient 2 = Basic 1 = Minimum NA = not applicable

					<u>Personality Traits</u>
4	3	2	1	NA	Attendance
4	3	2	1	NA	Punctuality
4	3	2	1	NA	Interest in Class
4	3	2	1	NA	Cooperation
4	3	2	1	NA	Motivation
4	3	2	1	NA	Adaptability
4	3	2	1	NA	Attitude
4	3	2	1	NA	Reliability
4	3	2	1	NA	Satisfaction in Work
					<u>Communication</u>
4	3	2	1	NA	Use of Sources of Information
4	3	2	1	NA	Asking Appropriate Questions
4	3	2	1	NA	Clarity of Communication
4	3	2	1	NA	Ability to Listen
					<u>Interpersonal Skills</u>
4	3	2	1	NA	Collaboration
4	3	2	1	NA	Listening
4	3	2	1	NA	Interaction with Classmates
4	3	2	1	NA	Self-Confidence
					<u>Creativity</u>
4	3	2	1	NA	Originality
4	3	2	1	NA	View Problems Differently
4	3	2	1	NA	Motivated to Solve Problems
4	3	2	1	NA	Communication of Ideas
					<u>Leadership</u>
4	3	2	1	NA	Initiates In Class Discussion
4	3	2	1	NA	Can Work in a Group or Individually
4	3	2	1	NA	Accepting of Feedback
4	3	2	1	NA	Delegation within Group Work
4	3	2	1	NA	Ability to Motivate
4	3	2	1	NA	Time Management
4	3	2	1	NA	Attention to Detail



Incorporation Into Courses: Assignments

Sport Marketing: Create a marketing campaign (Creativity, Problem Solving & Communication)

Sport Law: Contract negotiations (Interpersonal Skills, Leadership, & Communication)

Sport Administration: Restart a failed sport league (Creativity, Communication, & Problem Solving)

Focus on group work / discussions while in class.

Inspire curiosity - Encourage asking questions.

Real-world experience related assignments to further cultivate soft skills.





Further Readings

- Sutton, B. (2016, November 14). Soft skills are essential to success but hard to find in millennials. Retrieved from <http://m.sportsbusinessdaily.com/Journal/Issues/2016/11/14/Opinion/Sutton-Impact.aspx>
- Won, D., Bravo, G., & Lee, C. (2013). Careers in collegiate athletic administration: Hiring criteria and skills needed for success. *Managing Leisure*, 18(1), 71-91.



Thank You!