



## **Mission**

The Sport Management program at Nichols College provides the academic and practical experiences needed to gain successful employment in the sport business industry. Successful graduates are developed through a dynamic, career focused business education with a specialization that recognizes the unique demands of the sport industry.

The sport industry has experienced dynamic growth and is now recognized as a diverse multi-billion dollar, global enterprise. Sport managers must understand the complexities of the business world and develop strategies for success in this competitive industry.

The Sport Management program provides the academic and practical experiences needed to gain successful employment in the field. The specialization provides the skills necessary for success in a variety of areas including sport marketing, sport finance, facility management, event management, hospitality, high school and collegiate athletics, game day operations, sales and sponsorship, and management of amateur and professional sports organizations.

The sport management program builds upon the strength of the undergraduate business curriculum while offering specialized courses designed to recognize the unique demands of the sport industry.

## **Nichols College Educational Goals & Outcomes (CLO)**

Nichols College is a teaching institution whose primary mission centers on the intellectual, personal, and professional development of each student. The educational goals of the College are to prepare students for careers in business, public service, and the professions, by means of improving their skills and competencies, and to actively engage within our community and the global society.

All students will demonstrate a basic knowledge of the fundamental principles of their major fields of study. In particular, students majoring in business administration should possess an understanding of the key business functions of accounting, finance, economics, information systems, management, and marketing and an awareness of the interaction of these concepts in the practice of business and their relationship to government and public policy. Students majoring in the liberal arts will demonstrate similar understanding of the basic concepts pertaining to their areas of concentration, allowing for a solid foundation that could lead to graduate studies. Through the general education curriculum, all students will also develop an awareness of the arts, sciences, as well as professional skills, and their importance in the complete development of the well-educated citizen.

Each educational goal is supported by learning outcomes that clarify what the Nichols student will accomplish as evidence of success. These outcomes have been identified by business leaders as vital for the success of their employees. The College will engage in a continuous process of assessing student learning outcomes as they relate to related educational goals. Assessment results will allow us to improve our curriculum and pedagogy on an ongoing basis.

### **I. Communication**

Effectively express and accurately comprehend concepts and facts using a range of appropriate and current communication methods.

### **II. Critical Thinking & Quantitative Analysis**

Utilize qualitative and quantitative problem-solving skills to analyze and interpret information.

### **III. Ethics & Personal Accountability**

Recognize and assess questions of right and wrong and demonstrate a willingness to act responsibly in personal and professional life.

### **IV. Civic & Social Engagement**

Articulate an understanding and appreciation of cultural and human differences, acknowledging the interconnectedness of a global society and one's social and civic responsibility to the community, the nation and the world.

### **V. Leadership & Teamwork**

Work effectively and collaboratively in a group, assume leadership when appropriate, and support leadership in others.

**Sport Management Program Learning Goals (PLG):**

1. Sport Management graduates will communicate effectively, accurately and in an industry appropriate manor.
2. Sport Management graduates will use qualitative and quantitative problem solving skills to work in the sport industry.
3. Sport Management graduates will respond to Sport Management issues in both professional and personal ethical manner.
4. Sport Management graduates will understand and appreciate cultural and human differences in the provision of the services to the sport industry, community, nation and the world.
5. Sport Management graduates will be comfortable serving in various capacities within a group to achieve a common goal.

Graduates will:

1. Effectively and creatively apply a variety of oral and written business and professional communication methods relevant to the sport industry. (Ties to CLO 1 and PLG1)
2. Demonstrate a basic knowledge of the fundamental principles of Sport Management. In particular, graduates should possess an understanding of the key business functions of finance, management, law, marketing, the sociological aspects of sport; and the interaction of these concepts in the sport industry. (Ties to CLO 2 and PLG2)
3. Understand the variety and types of professional work by experiencing firsthand, “real world” learning related to the sport industry. (Ties to CLO 1, CLO2 and PLG1 and PLG2)
4. Understand the meaning of team management and group dynamics, having developed the skills necessary to perform effectively in teams or groups, whether leading or following. (Ties to CLO 5 and PLG5)
5. Effectively apply current technology and recognize its potential power in a dynamic sport business industry. (Ties to CLO 2 and PLG2)
6. Appreciate individual differences and recognize dimensions of diversity including ethnicity, gender, age, physical differences, sexual orientation, race, and religion. (Ties to CLO 3, CLO 4, PLG3, and PLG4)