



**COWLEY COLLEGE  
& Area Vocational Technical School**

**COURSE PROCEDURE FOR**

**Sport Management Practicum I  
HPE 6300 2 Credit Hours**

**Student Level:**

This course is open to students on the college level in either the Freshman or Sophomore year.

**Catalog Description:**

**HPE6300 – SPORT MANAGEMENT PRACTICUM I (2 hrs)**

The course is designed to provide the student with practical experience in a sport related business, industry or organization. Practicum students participate in various components and functions of the management and operation of a sport or fitness facility or sport organization or business. The practicum student can be placed in a professional or amateur sport entertainment facility or organization, for-profit or nonprofit organization, sporting goods related facility, or within a sport services or sport tourism business or organization. Students must clock a minimum of 80 hours in the field and a minimum of 16 hours in class.

**Prerequisites:**

None

**Co-requisites:**

Practicum I should be taken as a co-requisite with HPE 6305 Introduction to Sport Management

**Controlling Purpose:**

The overall purpose of the practicum is to allow the pre-professional student to apply knowledge and skills attained in the sports management program in a work environment. Experiences must directly and explicitly include activities within the sport industry which are relevant to the academic content covered within the sport management program.

**Learner Outcomes:**

The student will...

- Generate a list of specific personal and professional goals to be attained
- Use a reflective process to determine effectiveness of strategies implemented during the practicum
- Demonstrate soft skills in a professional manner which meet or exceed industry standards
- Explain the skills, practices and theories applied in the various sport management positions and functional areas of sport management as witnessed via the practicum
- Identify current challenges and trends within the specific practicum site and reflect on potential

solutions from a sport management perspective and by utilizing strategic planning techniques.

**Units Outcomes and Clock Hours of Instruction for Core Curriculum:**

The following outline defines the minimum core content not including the final examination period.

Instructors may add other material as time allows.

Evaluation Key:

- A = All major and minor goals have been achieved and the achievement level is considerably above the minimum required for doing more advanced work in the same field.
- B = All major goals have been achieved, but the student has failed to achieve some of the less important goals. However, the student has progressed to the point where the goals of work at the next level can be easily achieved.
- C = All major goals have been achieved, but many of the minor goals have not been achieved. In this grade range, the minimum level of proficiency represents a person who has achieved the major goals to the minimum amount of preparation necessary for taking more advanced work in the same field, but without any major handicap of inadequacy in his background.
- D = A few of the major goals have been achieved, but the student’s achievement is so limited that he is not well prepared to work at a more advanced level in the same field.
- F = Failing, will be computed in GPA and hours attempted.
- N = No instruction or training in this area.

<b>UNIT 1:</b> Generate a list of specific personal and professional goals to be attained during the practicum						
Outcomes: The pre-professional student will						
A	B	C	D	F	N	Specific Competencies
						Reflect on various skills, competencies and attitudes for specific practicum positions available
						Develop a list of measureable goals to achieve during the practicum
						Create a professional resume which reflects competencies gain through the practicum which might be used for internship opportunities or to gain employment in a sport related field

<b>UNIT 2:</b> Use a reflective process to determine effectiveness of strategies implemented during the practicum						
Outcomes: The pre-professional student will complete weekly journaling						
A	B	C	D	F	N	Specific Competencies:
						Describe duties and responsibilities which reflect on the effectiveness of approaches, strategies, etc. implemented
						Identify key areas of growth

						Identify key challenges and determine an approach or strategy to implement the following week
						Reflect on feedback from site supervisor and establish a plan for addressing areas of concern

**UNIT 3:** Demonstrate soft skills in a professional manner which meet or exceed industry standards  
**Outcomes:** The pre-professional student will

A	B	C	D	F	N	Specific Competencies
						Reflect upon site supervisor evaluations to determine personal or professional challenges to be addressed
						Demonstrate professional writing and communication skills
						Demonstrate respect of colleagues, clients, supervisors, etc.
						Demonstrate willingness to accept responsibility and take initiative
						Demonstrate ethical behaviors expected of the sport industry
						Demonstrate understanding of laws and rights of employees, clients, etc.
						Demonstrate organizational and time management skills
						Demonstrate enthusiasm and motivation for all aspects of a position
						Demonstrate overall potential as a professional in sport management
						Maintain regular attendance, punctuality and reliability

**UNIT 4:** Explain the skills, practices and theories applied in the various sport management positions and functional areas of sport management as witnessed via the practicum  
**Outcomes:** The pre-professional student will

A	B	C	D	F	N	Specific Competencies:
						Differentiate the skills and competences required of various sport management positions and functional areas of sport management
						Identify concepts of management theory and their application in sport industry or organizations
						Discuss organizational environment and explain organizational effectiveness and how it is measured in sport business
						Describe the importance of strategic planning, organizational culture, and organizational change
						Differentiate between functional areas such as marketing, consumer behavior, communication in sport industry, finance and economics, and facility and event management

**UNIT 5:** Identify current challenges and trends within the specific practicum site and reflect on

potential solutions or influence on the site from a sport management perspective and by utilizing strategic planning technique						
Outcomes: The pre-professional student will						
A	B	C	D	F	N	Specific Competencies:
						Generate a list of potential challenges or trends witnessed within the practicum site
						Choose one challenge or trend and describe its influence on the practicum site
						Using a strategic planning process, develop a plan to address the challenge or address how the trend might further advanced the practicum site

**Projects Required:**

- Weekly Reflection Journal
- Professional Resume
- Management Plan for at least one challenge or trend

**Textbook:**

Visit the [Cowley College Bookstore](#) for more information.

**Materials/Equipment Required:**

Refer to course syllabus and the [Cowley College Bookstore](#)

**Attendance Policy:**

Students should adhere to the attendance policy outlined by the instructor in the course syllabus.

**Grading Policy:**

The grading policy will be outlined by the instructor in the course syllabus and will following college policy.

**Maximum class size:**

Based on classroom occupancy

**Course Time Frame:**

The U.S. Department of Education, Higher Learning Commission and the Kansas Board of Regents define credit hour and have specific regulations that the college must follow when developing, teaching and assessing the educational aspects of the college. A credit hour is an amount of work represented in intended learning outcomes and verified by evidence of student achievement that is an institutionally-established equivalency that reasonably approximates not less than one hour of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work for approximately fifteen weeks for one semester hour of credit or an equivalent amount of work over a different amount of time. The number of semester hours of credit allowed for each distance education or blended hybrid courses shall be assigned by the college based on the amount of time needed to achieve the same course outcomes in a purely face-to-face format.

**Refer to the following policies:**

[402.00 Academic Code of Conduct](#)

[263.00 Student Appeal of Course Grades](#)

[403.00 Student Code of Conduct](#)

**Disability Services Program:**

Cowley College, in recognition of state and federal laws, will accommodate a student with a documented disability. If a student has a disability which may impact work in this class and which requires accommodations, contact the Disability Services Coordinator.