

# Cover Sheet: Request 14848

## SPM 2XXX –Sport Career Preparation

### Info

Process	Course New Ugrad/Pro
Status	Pending at PV - University Curriculum Committee (UCC)
Submitter	Paul Higgerson phiggerson@ufl.edu
Created	4/5/2020 7:47:03 AM
Updated	4/23/2020 9:35:24 AM
Description of request	Creation of new undergraduate course for the Department of Sport Management

### Actions

Step	Status	Group	User	Comment	Updated
Department	Approved	HHP - Sport Management 012604000	Michael Sagas		4/8/2020
No document changes					
College	Approved	HHP - College of Health and Human Performance	Christopher Janelle		4/23/2020
No document changes					
University Curriculum Committee	Pending	PV - University Curriculum Committee (UCC)			4/23/2020
No document changes					
Statewide Course Numbering System					
No document changes					
Office of the Registrar					
No document changes					
Student Academic Support System					
No document changes					
Catalog					
No document changes					
College Notified					
No document changes					

## Course|New for request 14848

### Info

**Request:** SPM 2XXX –Sport Career Preparation

**Description of request:** Creation of new undergraduate course for the Department of Sport Management

**Submitter:** Casey Griffith cgriffith@aa.ufl.edu

**Created:** 5/4/2020 10:56:48 AM

**Form version:** 7

### Responses

**Recommended Prefix** SPM

**Course Level** 2

**Course Number** XXX

**Category of Instruction** Introductory

**Lab Code** None

**Course Title** Sport Career Preparation

**Transcript Title** Sport Career Preparation

**Degree Type** Baccalaureate

**Delivery Method(s)** On-Campus

**Co-Listing** No

**Effective Term** Earliest Available

**Effective Year** Earliest Available

**Rotating Topic?** No

**Repeatable Credit?** No

**Amount of Credit** 1

**S/U Only?** No

**Contact Type** Regularly Scheduled

**Weekly Contact Hours** 1

**Course Description** Introduce students to sport career tracts, as well as provide students resources to explore option areas where they personally connect with leaders and pursue industry related field experiences. Students will become familiar with building a professional brand, showcasing relevant skills and experiences, and potential career paths to be considered in the field of Sport Management.

**Prerequisites** Sport Management major of sophomore standing or higher

**Co-requisites** N/A

**Rationale and Placement in Curriculum** The Department of Sport Management believes that SPM2XXX Sport Career Preparation will be used as an approved elective in our BS in Sport Management program.

**Course Objectives** 1. Describe the array of career tracts available in sport management.

2. Outline and develop professional career objectives.

3. Analyze experiences in which students can evaluate their strengths and abilities related to a career in sport management.

4. Construct personalized strategies that enable the student to secure future fieldwork experiences.

5. Identify and describe information highlighting professionalism and marketing their brand

6. Outline and identify industry resources correlated to each student's professional development

**Course Textbook(s) and/or Other Assigned Reading** In lieu of a traditional text, we will be using a website to serve as an external resource for this course. Students will be asked to choose any 4 videos from the available list of pre-recorded videos and then complete a reflection summary of each video using the Sport Career Insights Video Review and Reflection Assignment document available on the Canvas file list.

**Weekly Schedule of Topics** January 7

Orientation to Class – Introduction

Personal Philosophy

January 14	Resume and Cover Letter Development
January 21	Email correspondence
January 28	Resumes and Cover Letters due
February 4	Sport Career Insights Video reviews due
February 11	Personal philosophy due
February 18	Guest Speaker: Tiffany Griffith (Career Connection Center) Career Goal Setting due
February 25	Emily Plunkett (Doctoral Student) Career Counseling with Dr. D. due
March 3	Spring Break
March 10	HHP /visitation Assignment due
March 17	Entry level job research due
March 24	Building your Personal Brand due
March 31	Professional Interview due
April 7	Guest Services/Professional Shadow due
April 14	Personal philosophy due
April 21	Final comments Mock Interview due

<b>Grading Scheme A</b>	=	465 - 500.0
A-	=	450 - 464.9
B+	=	435 - 449.9
B	=	415 - 434.9
B-	=	400 - 414.9
C+	=	385 - 399.9
C	=	365 - 384.9
C-	=	350 - 364.9
D+	=	335 - 349.9
D	=	315 - 334.9
D-	=	300 - 314.9
E	=	Below 300 points

There are 500 total points for the class. The class will be graded based upon the following items and all items must be submitted online through Canvas.

1. UAA Guest Services Sport Activity (20 hours) ..... 50 pts
2. Class assignments (5 @ 10 pts each) ..... 50 pts
3. Sport Career Insights videos (4 @ 20 pts each) ..... 80 pts
4. Building your Brand assignment .....

20 pts	
5.	Resume design assignment ..... 20 pts
50 pts	
6.	HHP showcase ./ site visitation and reflection paper ..... 50 pts
7.	Career counseling interview with Dr. DeMichele (10-15 min) ..... 25 pts
8.	Research 4 different on-line entry-level sport management position announcements (4 @ 25 points each) ..... 100 pts
9.	Personal philosophy/post college plan (500 words) ..... 75 pts

Guest Services (UAA) / Sport Activity or Competition (50 points):

Students will have the opportunity to fulfill this assignment by completing a 20-hour interaction with Gator Guest Services or with a sport activity or sport competition. If the student ops for Guest Services they will be obligated to yield to the schedule as negotiated but the UAA leadership. Although working more than 20 hours is not required for course credit, UAA does hire students to fill this role for many Gator sporting events offered throughout the year. If the student chooses to work with a supervisor responsible for a sport activity or sport competition, they should arrange the involvement early in the semester so all 20 hours can be fulfilled.

HHP Showcase (50 points):

Students will be required to attend the HHP career showcase or and visit with (2) different businesses (on-line students will be required to visit 2 local businesses). Following the interaction/visit, students will be asked to generate a 1/2 page review of each business based upon the discussion and interaction. Each review will be worth 25 points and graded as noted in the attached rubric.

Building your Brand (20 points):

Students will be required to create an electronic version of their personal brand (strategically adding sport related experiences and credentials) so a potential employer will know the specific skillset you are marketing (elements from a resume can be used however, the focus is on brand image). The assignment will require the student to have two independent reviews of their electronic brand. The first will be from a fellow student and the second from a professional currently employed in the industry. Both reviewers will sign off on the assignment and denote to the student what they perceive as the student's BRAND. We encourage the student to be creative and market themselves to the best of their ability. If the document refers back to high school accomplishments, the Brand will reflect High School, however, if the experiences are post high school the brand should reflect the student's new BRAND.

Personal Philosophy (75 points):

We believe students will have greater success if they have a plan for the future and they outline how their personal philosophy aligns with their professional goals and aspirations. This assignment (500 words) asks the student to share the future they aspire to pursue while in college and outline how their personal desires and influences will impact that vision.

Resume Assignment (50 points):

Students will be required to create a professional resume that reflects your current credentials and experience (25 points). Additionally, the student must generate a second resume document that includes anticipated volunteer experience with a sport related agency (10 points), a work experience with a sport related agency (10 points) and 3 professional references (names and titles) that can effectively respond to your sport related experiences (5 points).

Research of Actual Sport Management Position Announcements (100 points):

After reviewing the Insight videos and selecting four different industry platforms, students will be required to go on-line and research (4 @ 25 points each) four different sport management position announcements, each relevant to the student's chosen platform. The rationale for the assignment is to expose students to four different position announcements, as well as ensure the student has a realistic perspective of the duties and responsibilities of each position. Since most students are not familiar with the specifics of the position on a national scale, they will be required to examine the following components.

1. Provide a screenshot of the actual position announcement complete with detail describing the position (5 points)
2. Provide the salary range of this position (if the salary is not provided; search an alternate to determine the salary for this unique position (5 points).
3. Identify a realistic number of jobs available in this segment of the industry (research the number of jobs available in the US for this career option (10 points).
4. Specify a minimum of 2 professional associations / trade journals aligned with this industry segment (5 points). For example: A position as an operations assistant in Major League Baseball might include:
  - a. American Baseball Coaches Association
  - b. International Baseball Federation

**Instructor(s)** Dr. Douglas DeMichele

**Attendance & Make-up** Yes

**Accommodations** Yes

**UF Grading Policies for assigning Grade Points** Yes

**Course Evaluation Policy** Yes