

Sport Management

Mission Statement

The mission of the Department of Legal Studies, Public Administration, and Sport Management is to support and prepare students to become reflective, principled, knowledgeable, and skilled professionals in their respective disciplines. Students are also prepared and encouraged to consider the pursuit of graduate-level education. To meet the preparation mission, a strong teaching focus prepares undergraduate and graduate students for their careers and further education based on a solid foundation, regardless of the career path that the students undertake. The mission of support encompasses a variety of research-based services for business and industry, non-profit organizations, government, education and training agencies, and the military. The mission also emphasizes the importance of community engagement through contributions of time, research, skills and experience to the community and our respective professions.

The mission of the undergraduate sport management program at the University of West Florida is to educate students to become reflective, principled, knowledgeable, and creative learners who will succeed in the global sport management community of the 21st century

Student Learning Outcomes

Successful UWF sport management graduates should be able to accomplish the following:

Content

- Connect the fundamental principles of the sport management to various sport management practices
- Describe key functions of management, marketing, finance, communication, and law to sport management and their applications in a practical environment
- Recognize issues of globalization and governance that occur in sport
- Identify professional and career opportunities in the sport industry

Critical Thinking

- Employ basic qualitative and quantitative research skills to assess current issues in sport management practice
- Utilize appropriate information to assist in decision-making and to solve problems in an ethical context

Communication

- Author clear and effective written communication products appropriate for sport business
- Create and deliver effective oral presentations appropriate for sport business

Integrity/Values

- Identify ethical dilemmas encountered in sport management and apply personal and professional principles of “good practice”
- Demonstrate sensitivity and engage in respectful behavior with respect to individual differences, including ethnicity, culture, gender, age, race, sexual orientation, physical differences, and religion

Project Management

- Collaborate effectively with team members and representatives of related agencies
- Create and implement work projects using specific criteria within given time constraints and work conditions
- Apply appropriate technology to analyze and interpret relevant data to assess the success of a project in a sport business and professional environment