WILMINGTON UNIVERSITY
COLLEGE OF BUSINESS
BASIC COURSE INFORMATION

COURSE NUMBER: SPM 491
COURSE TITLE: Sports Management Internship II

I. LEARNING OUTCOMES AND GOALS:

GOAL A: The student will learn about the different functions of the agency.

Learning Outcomes: The student will
A-1 Differentiate personnel job duties within the departments.
A-2 Evaluate differences between the sports management, sports marketing, and sports finance within the firm.

GOAL B: The student will observe and interact with the management team.

Learning Outcomes: The student will
B-1 Observe different management styles as they relate to the different functions of the agency
B-2 Evaluate the firm’s organizational structure.
B-3 Apply sport management theories through an internal and/or external project.

Goal C: The student will observe sports management trends and processes

Learning Outcomes: The student will
C-1 Observe dynamics between management and customers and athletes
C-2 Formulate and utilize sports information software and data.
C -3 Identify and adhere to industry legislative rules and regulation as it relates to the sports agency.

II. RATIONALE:

Practical work experience is imperative for college students in gaining employment in their chosen profession upon graduation. The focus of the internship is to gain exposure and skills in the business field. Internships have become a standard within most business curriculums. Internships have also become the distinguishing factor in recruitment selection amongst new graduates by employers. Companies today have fewer opportunities for entry – level positions; therefore employers today are looking for candidates with experience. The internship program aligns students with middle to senior level managers that assign them result based projects that give the student valuable work skills that are required in today’s job market. The skills students will acquire from the internship program will enhance their business knowledge and solidify their management skills.