

**University of Massachusetts
Sport Management Department**

Professional Development in Sport Management - Fall 2007

Course:	SPORTMGT 694B	Professor:	Steve McKelvey
Meeting Time:	Tuesdays, 3:45-5:45	Phone:	545-5066
Room:	SOM 122		
Email:	mckelvey@sportmgt.umass.edu		

Reading Requirements:

Subscription to *Sports Business Daily* (Delivered via email or print) (SBJ will also be required for Sport Marketing)
Handouts (provided in-class)

Additional Resources (Optional):

1. Richard Bolles, *The 2006 What Color is Your Parachute?: A Practical Manual for Job-Hunters and Career-Changers* (Ten Speed Press, Berkeley, CA: 2006)
2. Dawn Rosenberg McKay, *The Everything Practice Interview Book* (Adams Media, Avon, MA: 2004)
3. *Nail the Job: Every Tool You Need to Land Your Dream Job* (Perseus Publishing, Cambridge, MA: 2002)
4. Richard Fein, *95 Mistakes Job Seekers Make ... and How to Avoid Them* (Impact Publications, Manassas Park, VA: 2003)

Course Objectives:

- Provide a comprehensive overview of the various segments within the sport industry
- Assess and articulate your personal and career interests, skills and values
- Effectively research jobs and careers
- Align your career goals with employment marketplace
- Learn skills to effectively market and present yourself to prospective employers

Grading Basis: Pass/Fail

In order to pass, the students must satisfactorily complete the following: Career Analysis Paper, Industry Reports Presentation, Class Participation and Other Deliverables

Career Analysis Paper

Each of you have come to the Master's Program with some sense of direction regarding a career in sport, or with the desire to learn more about the sport industry to help you in your selection of a future career. This purpose of this paper is to give you the opportunity to examine the career choice that you are interested in or have selected, examine yourself and how you "fit" this type of career, and to lend guidance in pursuing this career choice. The ultimate objective is for you to get to better know yourself (in terms of personality, skills and values), and to get to know in greater detail the career choice you are pursuing. The final paper should reflect these two objectives.

Following a brief introductory paragraph or two on your targeted career, the Career Analysis Paper will consist of the following two components:

- A self-assessment of your own attributes, and application of findings to your targeted career (what makes you “a good fit for the job?”)
- A field assessment of your career choice, that incorporates at least two informational interviews with professionals working in your particular sport industry segment.

Part I - Self-assessment vis a vis career “fit”: This section requires that you use self-assessment tests from this class (MBTI) as well as (for 1 year Masters students only) Dr. Barr’s class to assess your personality, values, negative and positive qualities, etc. in the context of how you “fit” with your prospective career choice. Use of self-assessment instruments is required. You can use results, if you have them, from a recent (the past 2 years) formal self-assessment instrument. Otherwise, the Myers Briggs (MBTI) self-assessment instrument will be administered in-class on September 18 and representatives of the Career Services Office will visit the class on September 25 to discuss how to interpret the results.

You are not required to incorporate the findings from all of the personality/skill instruments administered by Dr. Barr, but it is expected that you will incorporate, through critical thinking and self-assessment, the findings of at least two of these instruments (ones that you deem to be most important in assessing your “fit” for your prospective career):

- Gregorc: Informational Processing Word Matrix
- FIRO-B Instrument: A communications instrument
- Influence Survey: A Leadership/Motivation instrument
- Herzberg Two-Factor Theory instrument
- Leader Behavior Analysis
- Thomas-Kilman Conflict Mode Instrument: Organizational Conflict

Below is a more detailed description of each of these instruments (as provided by Dr. Barr).

In addition to this quantitative assessment of your strengths/weaknesses, you should also perform an introspective qualitative analysis including information on what you think your strengths and weaknesses are, your choices as to pursuit of educational degrees and work experiences and how they have contributed, along with what areas you want/need to work on to become more effective/proficient/successful in your career choice. Within this section, you should discuss your salary aspirations; types of responsibility, work and family intersections; what kind of people you enjoy and want to work with; what type of work environment is important to you; and, how pressures or aspects of these areas within your field of interest may or may not affect your career choice.

Part II - Field assessment: After first identifying the industry you are pursuing (i.e., college sports, professional sports, event management, sponsorship consulting agency) and the specific job area (i.e., marketing, financial, sales, player development) you should discuss the qualities, skill sets, and competencies emphasized in this field choice. The field assessment should also include description (narrative or graphic) of a “characteristic” career path and what you can expect in working up the ladder within the organization. It should include working conditions and contingencies which affect one’s progress through the career and should consider

the sources of emotional satisfaction and dissatisfaction which may affect one's long-time involvement in the field.

This section must include excerpts from a *minimum of two* interviews conducted with professionals currently working in the field that you have chosen for your career path. You should use these interviews to uncover key issues/concerns stressed by the interviewees. An interview guide is attached, but feel free to incorporate your own questions. The interviews can be held in person or via phone.

The Career Analysis Paper should be 10-15 pages. The quality of your paper will be assessed based on the following components: 1) extent of critical and candid assessment of your personality traits (using the instruments administered in this class and in Dr. Barr's class); 2) application of these findings to your specific career interests; 3) breadth and application of the minimum two informational interviews; and 4) written presentation (clarity, flow, punctuation/grammar). This final paper (as well as the drafts) must be 12-point type, double-spaced, with 1-inch margins

Additional resources:

- Sport Management Alumni database.
- Journal articles or "popular press" articles (see: SBJ) on industry segments and/or industry professionals.

Final Paper Due Date: Friday, December 21, 2007

Informational Interview - Sample Questions

These sample questions are being provided to you as a guide. Do not feel that you have to ask each one, and feel free to explore other questions you want to learn more about. This is an opportunity to speak with professionals working in the field of your choice. Take advantage of this opportunity by exploring questions which may have an impact on your career choice.

- 1) What path did the interviewee follow to get to their present position?
 - a) Schools attended and major.
 - b) How did they break into the field - entry level position and organization.
 - c) What have been their career moves, position changes, organization changes.

- 2) Did they have any significant mentors which were helpful in getting them started. How necessary is this type of support in breaking into the field?

- 3) Current job description
 - a) What is the mission or purpose of the organization.
 - b) How does their job fit into this mission.
 - c) What type of responsibilities do they have.
 - d) What is their typical day like.

- 4) How does this job fit in with their long range career goals.

- 5) What specific skills/knowledge are called for in this job.
 - a) Where did they acquire these skills (academic training or on-the-job training).
 - b) What additional skills would they like to have to improve their job performance.

- 6) What are the most enjoyable aspects of their job. What are the least enjoyable aspects.

- 7) How financially rewarding/non-rewarding is their job (don't ask specifically about pay unless they are willing to give you that information).

- 8) How does this job impact their non-work life (home and social life, hobbies).

- 9) What are the important professional social networks, associations, governing bodies, etc. to be involved with.

- 10) What major changes do they foresee for the field in the next ten years (both positive directions and opportunities and problems that may arise).

- 11) What advice would they have for you, a prospective employee, in order to prepare yourself (skills, knowledge, etc.) for this career choice and to be able to obtain a position in this career.

Industry Report Presentations

Purpose: To expose students to a comprehensive overview of key segments of the Sport Industry and provide a working knowledge of the industries, their interconnections and key issues/trends to better prepare you for the interviewing process and “cocktails” party mingle.

Overview: Students will work in groups of three (3), assigned to report on the following industry segments (best efforts will be made to place students within the industry of your career aspirations)

- Media companies (ie., ESPN, Turner)
- Professional sport league industry
- Collegiate sport industry
- Sport Sponsorship Consulting/Event Management firms
- Athlete Representation firms
- Arenas/facility management firms
- Sporting Goods/Merchandising

The job of each team is to provide a “state of the industry” address to your classmates, primarily focusing on a *critical assessment of the major issues and trends facing the industry*. This presentation will be a Powerpoint presentation. Each presentation should be no more than 30 minutes in length, followed by 10-15 minutes of Q&A and discussion of industry issues. These Industry Report presentations will, whenever possible, be attended by a guest speaker from that particular industry!

Your group presentation should specifically discuss the following:

- 1) A brief overview of the industry segment (industry structure)
- 2) A focus on two companies (one a leader in the industry and the other an up-and-comer or niche/boutique company in the industry)
- 3) A brief discussion of the two most important issues facing the industry
- 4) A brief discussion of at least two major trends taking place in the industry
- 5) A list of the top five UMass alums currently working in this industry (include name, organization and year of graduation)

Each presentation should include information and insights obtained from interviews with UMass alumni working within your group’s industry (also a “networking” opportunity!). Research should also include back issues of *Sport Business Journal* and other trade publications, library databases (SBRnet, Business and Company Resource Center, ABI/Inform Global, etc.).

Keys to Effective Presentations:

- Your PP presentation **should not exceed 15 slides**
- You do not need to dwell on the history of organizations/companies – the aim is to focus on key industry challenges/issues/trends
- The most effective PP slides are light on copy – use bullet points as “talking points”, photos and charts/graphs
- Do not have slides that are copy-intensive that you simply read from
- Practice your presentation as a group to make sure it does not exceed 30 minutes.

Mock Interviews

During the final three weeks of the course, each student will be scheduled to participate in a one-on-one mock interview that will be limited to 20 minutes. The setting and format of this interview will be structured to replicate, as best as possible, a “real” interview scenario. Thus, you will be provided with a specific job for which you are applying, tied to your specific area of career interest. You will be interviewed by myself or another sport management professor (matched as well as possible to your area of career interest). The purpose of the interview is to:

- 1) Observe your presentation style and mannerisms
- 2) Assess your communication and interviewing skills
- 3) Assess your ability to handle “tough” questions

These interviews may be video-taped in order to provide you with the ability to personally assess your interview; additionally, we will provide you with feedback on your “performance.”

COURSE SYLLABUS

Week	Class Content/Assignments
Week 1 Sept. 11	Course introduction Overview of Industry Reports Presentations, Career Analysis paper and Mentoring Program; Assessment Survey 30-Second Pitch Exercise Introduction to Business Research (Mike Davis – Business Librarian)
Week 2 Sept. 18	MBTI administered in class - <i>Check or cash required in-class (\$20)</i> Tips for building effective resumes & cover letters Distribute Job Ads for cover letter exercise Resource Packet: Chapter 1
Week 3 Sept. 25	MBTI Evaluation (Facilitator: Career Services Office)
Week 4 Oct. 2	Guest Speaker. Jamie Seguin, University of Massachusetts Athletics, Associate Athletic Director - Business Office
Week 5 Oct. 9	“Resume-mania” and “Cover letter-mania” (please bring in 5 copies of each)
Week 6 Oct. 16	Tips on Job Search Techniques (including internet searching); Networking & Communications in job search process; DUE: “Final” version of Resume & Cover Letter Resource Packet: Chapter 2
Week 7 Oct. 23	Industry Report # 1 – Guest Speaker
Week 8 Oct. 30	Industry Report # 2 – Guest Speaker:
Week 9 Nov. 6	Industry Report # 3 – Guest Speaker DUE – Draft - Part I of Career Analysis Paper
Week 10 Nov. 13	Industry Report # 4 – Guest speaker
Week 11 Nov. 20	Tips on Interviewing Process; Negotiating Salaries (IEG Report) Review of Mock Interview Format/Tips Industry Report # 5 – Arenas/Facility Management Firms Guest Speaker – Scott Sassenbury Resource Packet: Chapter 3, 4 DUE (Optional) – Draft - Part II of Career Analysis Paper
Week 12 Nov. 27	Industry Report # 6 – Professional Sport Industry Guest Speaker – Sara Daniel (M.S. ’98) Mock Interviews (By appointment) Resource packet, Chapter 5
Week 13 Dec. 4	Industry Report # 7 –Guest speaker Mock Interviews (By appointment)
Week 14 Dec. 11	Assessment Survey - Guest Speaker: TBD Mock Interviews (By appointment) DUE (By Friday, Dec. 21) - Career Analysis Paper

