



SOUTHEAST MISSOURI
STATE UNIVERSITY · 1873

Sport Management Practicum Manual

SM370

Southeast Missouri State University

Department of Kinesiology, Nutrition & Recreation

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1. Practicum

Every Sport Management major will complete a practicum in a sport organization related to his/her career goals. The term, “Practicum,” refers to a supervised learning experience with an approved sport management service agency, organization, or institution. Practicum allows the student to develop and mature through exposure to, and practical experience with, a variety of tasks under the guidance of trained, established leaders in the field. In addition, a variety of Practicum sites will afford the students the opportunity to observe and experience firsthand many different aspects of their chosen field and may influence a career choice or career enhancement for the student. Be aware that professionals in the field often use the term “internship” to cover any type of field experience or consistent volunteer work whether the individual is registered for academic credit or not.

Explanations and examples of practicum processes and procedures are provided in this manual. It is important for students to recognize, however, that a practicum is a privilege that carries distinct responsibilities. To begin, practicum is available only to Sport management majors or minors with junior standing and concurrent enrollment in SM 465.

Students serving a practicum must remember that performance on the job can either enhance or hinder their career objectives. Eagerness, reliability, and responsibility will always be in demand. A practicum presents the opportunity to establish a reputation for these qualities. Recent experiences have clearly shown that students who carefully plan and successfully complete meaningful practicum’s have much more positive results in launching their career in the sport industry.

2. Enrollment and Academic Credit

Students will enroll for 3 credits of Sport Management Practicum (SM 370). 2 credits are given for the Practicum and 1 credit for SM465. Southeast Missouri State University in Cape Girardeau requires a minimum of 80 log hours of academic credit. Sport management faculty believe that such a practicum provides the students with the optimum learning experience, an extended placement in an intensive atmosphere free from academic demands and the demands of other work upon the student’s time. It should be noted that, depending upon the nature of the position, the time period of the practicum could transcend the traditional academic calendar. For example, a practicum with a professional baseball team could begin as early as January and last through the conclusion of the season (late August). A practicum with a professional basketball team usually begins in September or October and runs until May or the completion of the season. Keeping these situations in mind, the prospective student needs to plan his/her academic schedule and resources accordingly.

3. Practicum Philosophy

The purposes of a practicum are as follows:

- A. The student will describe qualities demonstrated by sport management professionals in the field.
- B. The student will explain personal development gained through the field experience.
- C. The student will describe personal perspective of sport management practices.

4. Objectives

The student will:

- A. Describe qualities demonstrated by sport management professionals in the field.
- B. Explain personal development gained through the field experience.
- C. Describe personal perspective of sport management practices.

5. Student Learning Outcomes

- A. The student will evaluate personal professional competencies.
- B. The student will draft a plan for personal professional development.
- C. The student will report personal professional skills gained through the field experience.

6. Procedures, Requirements, and Responsibilities

- A. Prior to registering in the class, meet with the instructor or your advisor to discuss career goals and possible practicum sites.
- B. Arrange a meeting with the site supervisor of a sport organization.
- C. Return sport management practicum application form completed with site supervisor's signature.
- D. Receive official email notification of acceptance of the application. (If you receive email notification that the application has not been accepted you will also be given information about what steps need to be taken before the application can be accepted.
- E. Register in SM370 and SM465 Professional Seminar in Sport Management. (Instructions will be in the email notification of the acceptance of the application). The seminar class will meet for no more than one hour per week and will have on-line components: assignments uploaded via drop box, forum discussions, and mock interview.
- F. Begin working/observing at the sport organization as per agreement with the site supervisor. Complete weekly log sheets turned in weekly to the instructor via fax, campus mail, snail mail or physically putting the log sheet signed by the site supervisor in the folder next to the instructor's office door. Number of log hours must total a minimum of 80 hours. This time does not include travel time to the practicum site.
- G. Complete reflective paper and turn in to instructor by 5 p.m. on the Friday of the last week of classes (the week prior to finals week).
- H. Two weeks prior to the last week of classes, give the site supervisor the evaluation form. The site supervisor is to complete the form and return it to the instructor by the end of classes (the week prior to finals week) for the semester or grading period. This may be done by mail, fax, or campus mail.

7. Basis for Student Evaluation

- A. Site Supervisor's evaluation of student performance (50 points)
- a. Each site supervisor will complete an evaluation of the student's on-site performance during the semester. This will be due from the site supervisor on or before the last day of classes (Friday prior to Finals Week) for the semester.
 - b. Each will base his or her evaluation of the following criteria:
 - Interpersonal relationships
 - Initiative
 - Reliability
 - Critical
 - Attitude toward work
 - Technology skill
 - Willingness to learn and demonstration of understanding
 - Quality of work performance
 - Attendance
 - Punctuality
 - Overall Performance
- B. Writing Assignments
- a. Evaluation of Personal Professional Competencies. (5 points)
Each student will evaluate their sport management competencies using the Professional Skills Assessment in application 1.3 from Ammon, Walker, Seagle, & Smith (2010) Internships in Sport Management (p. 11) [note: this is the textbook for SM 465]. Fulfills SLO A
 - b. Plan for personal development (5 points)
Based on this evaluation students will develop a plan for personal development to be put in action during their sport management practicum semester using application 2.2 Internship Practicum Goals (p. 25 from Ammon, Walker, Seagle, & Smith (2010) Internships in Sport Management). Fulfills SLO B
 - c. Log Sheets (20 points)
Each student will hand in a written report from his or her observation experience for each week in the form of log sheets. In addition to the student's name, phone number, practicum site, site supervisor, beginning date, number of hours of observation for each day of the week, and a brief description of tasks undertaken during the week at the practicum site. *Students must keep a copy of each signed log sheet for their personal files. They must fax, mail, hand deliver to the administrative assistant in 216 Parker or sue the website drop box to upload a copy weekly. These are due on Monday unless another agreement is made for other arrangements.*
 - d. Reflective Paper (20 points)
Each student will complete a 5 - 10 page typed paper reflecting on the things that the

individual learned about sport management at the organization and about himself or herself through the observation experiences including personal professional skills gained and an assessment of progress made on the plan for personal development created at the beginning of the semester. The margins should be set at 1 inch, the font size should be either 10 or 12 point and should be double-spaced. Any deviation from these requirements will result in a 10% reduction in score for this part of the grade. Fulfills SLO C.

Reflective Paper Rubric

Point	Knowledge of Sport Management and Specific Job	Writing Skill	Skills Gained Through Practicum	Assessment of Progress on Plan or Personal Development
1	Does not address gaining knowledge about sport management in the organization.	Format inappropriate or mechanical errors overwhelm the paper	Paper does not address writer's personal professional skills gained or refined through the practicum.	Paper does not give assessment with support for progress on plan for personal development.
3	Knowledge gained about sport management in the organization but not clearly connected to practicum experience.	Writes with logical organization but some problems with clarity. Less than 5 errors in writing mechanics.	Paper mentions personal professional skills the writer gained or refined but does not clearly connect specific skills to practicum experiences.	Paper gives assessment with some support for progress on plan for personal development which is sometimes but not always tied to practicum experiences.
5	Knowledge gained about sport management in the organization related directly to practicum experience.	Writes exceptionally well with great flow and smooth transitions and clarity in an engaging style. Paper is well organized, virtually error free.	Paper mentions personal professional skills the writer gained or refined and clearly connects specific skills to practicum experiences.	Paper gives assessment with support for progress on plan for personal development and clearly connects this to practicum experiences.

8. General Remarks

The practicum program should be utilized by an agency/organization in several ways:

- A. As an opportunity to provide input into the training of future professionals in the field.
- B. As a way to inject enthusiasm and new ideas into current operations.
- C. As an opportunity to undertake projects, valuable to the agency/organization operations, that has not yet been undertaken.

9. Previous Practicum Sites

- A. Bent Creek Golf Course
- B. Cape Girardeau Country Club
- C. Cape Skate
- D. City of Cape Girardeau – Parks & Recreation (Arena Building, Osage Center, Shawnee Park)
- E. Cochran Community Center/High Profile Sports
- F. CYC Sports
- G. Dalhousie Golf Club
- H. Cape Jaycees Golf Course
- I. First Things First Foundation
- J. Jackson Bowling Lanes
- K. Notre Dame Regional High School
- L. Red Bud High School
- M. SEMO Student Recreation Club Sports
- N. SEMO Recreation Services
- O. SEMO Athletics Compliance
- P. SEMO Event Management
- Q. SEMO Intramurals
- R. SEMO Athletics Marketing Office
- S. SEMO Athletics Sports Information Office
- T. SEMO Athletics Facilities and Event Operations Office
- U. SEMO Student Recreation Center
- V. SEMO Redhawk Success Center
- W. SEMO Ticket Office
- X. Show Me Center
- Y. Special Olympics of Missouri
- Z. YMCA of Southeast Missouri

Practicum Weekly Log-Sheet

Name: _____ **Hours worked this week** _____

Organization: _____ **Total hours worked in entire practicum** _____

Week of: _____ **Supervisor's signature:** _____

Activity	Comments	Total hours
Sunday		
Monday		
Tuesday		
Wednesday		
Thursday		
Friday		
Saturday		

Practicum Student's Name

Site Supervisor's Name

Organization

Site Supervisor's Signature

Date

Please mark one statement in each category that best describes the intern in terms of their performance with your organization.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	N/A
The student has excellent interpersonal relationships with co-workers and customers.						
The student has demonstrated the ability to work independently						
The student has demonstrated dependability.						
The student has demonstrated good oral and written communication skills.						
The student has demonstrated the ability to learn during the practicum.						
The student demonstrated a good attitude toward work.						
The student was punctual.						
The student demonstrated knowledge of sport management.						
The student has potential for future success in sport management.						
The student's overall performance was satisfactory.						

Return completed form to:
Professor Alicia Scott
ascott@semo.edu
573-651-2318

Sport Management Practicum Application Form

Name _____

Last First MI

Student ID # S _____

Permanent Address _____

Permanent Phone _____

Southeast email _____ Permanent email _____

Semester admitted to sport management major _____

Please circle the semester of internship: Summer Fall Spring

Year of internship: _____

Year and semester of anticipated graduation _____

Information about the practicum organization

Name _____

Address _____

Site Supervisor's Name _____

Supervisor's e-mail _____ Supervisor's phone number _____

Job Description for Practicum Student for the 80 log hours:

Site Supervisor's Name

Site Supervisor's Signature

Date

FOR OFFICE USE ONLY

▪ Site approved: Yes / No

Job description approved: Yes / No

▪ Date student notified via email: _____

COMMENTS: