

An online approach to teaching an international sport management course

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Aim of paper

This paper will provide an overview of a unique international learning and teaching community that has been in operation since 2003 involving a partnership of universities around the world. Specifically, it involves an international sport management course/subject for senior undergraduate sport management students and sport management academicians at geographically distinct universities who have had the unique opportunity to interact directly with each other through an online learning environment.

Organisational/managerial context

This idea originated with Victoria University in Melbourne, Australia and involved two additional partners at the onset--The University of Western Ontario in London, Canada and Georgia Southern University in the United States; however, the composition of the partners has changed since its inception. The specific objectives of the course/subject are to provide: (a) an international perspective on sport management through case studies that present topics and issues that have global and local relevance, (b) an opportunity to examine sport management practices and theories, and (c) an opportunity for international learning through collaborative and problem-solving with students from different countries (Danylchuk, Doherty, Nicholson & Stewart, 2008).

Organisational/managerial practice/issues

Online education, an alternative mode of teaching and learning, has become increasingly common at traditional, campus-based institutions (Aggarwal, 2003; Larreamendy-Joerns & Leinhardt, 2006; Tallent-Runnels, Thomas, Lam, Cooper, Ahern, Shaw & Liu, 2006). In consideration of the fact that the objectives of this course are focused on creating an international learning and teaching community in sport management with students from different countries, the online learning platform was considered the appropriate vehicle to achieve these objectives. Because the case method provides the opportunity for different points of view to emerge and is a suitable medium for ensuring discussion, debate, and reflection (Maufette-Leenders, Erskine & Leenders, 2005), it was also considered an appropriate platform for the course.

Implications for sport and sport management

This session will address the learning and teaching platform, specifically the use of the online learning and case study approaches, along with the design and delivery of the course, followed by the challenges faced in delivering the course and the ongoing changes that have occurred since its inception. It is anticipated that sport managers who are interested in alternative modes of teaching and learning will benefit from this discussion.

References

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