

STRATEGIC PLANNING FOR SPORT FACILITIES ABROAD

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application process be established to select the most appropriate candidates. Application items included basic demographic information, undergraduate degree with relevant coursework, graduate coursework completed, career goals, writing samples, current resume, and an interview with the selection committee from the sport management program.

Students selected for this program enrolled in a 4.5 credit special topics course. These credits were inclusive of (1) the pre-trip coursework including the history of sport and sport development in the USSR, (2) working at the facility to gain a comprehensive understanding of the facility and its current status, (3) meeting with key administrators at the facility to understand their goals, (4) performing a SWOT analysis for the facility, (5) creating a strategic plan for the facility, and (6) creating subsequent, relevant, academic presentations on the experience to disseminate information.

A summary of the project will be presented in addition to recommendations for replicating this type of pedagogical approach to experiential learning in sport management programs.

Abstract

Sport Management is a relatively new field of study when compared to other fields and its industry-specific nature lends itself to experiential learning and programming. Graduate level students, in particular, come to the field with work experience in a variety of fields such as accounting, marketing, sales, administration, law, health care, coaching, etc. Each of these students is looking to enter the sport marketplace and, therefore, looks to a sport management degree to help them achieve this. The graduate sport management degree helps them to further define their areas of expertise through practical, hands-on experiences.

In a unique program at Drexel University, students were offered the opportunity to be a part of a summer, study abroad program in Ukraine with a strategic planning focus. One of the stated goals of this particular sport management program is to teach students to "effectively organize, evaluate, improve, and utilize new innovations in the sport industry." In light of this goal, experiences that can achieve practice and competency in these areas are sought for these students.

The project that will be discussed in this presentation was a partnership between the Sport Club "Meteor," a sport facility in Dnepropetrovsk, Ukraine, and Drexel University. The facility director sought sport management students and a faculty member to provide strategic planning services for his facility. In exchange, the facility would provide full financial support for air travel, housing, ground transportation, and meals to participating students and their faculty advisor.

The facility director agreed to pay for 5 students and 1 faculty member to participate and travel to Ukraine to complete this project. Because of the invaluable experience being offered, it was determined that an

