

Towards European Standards of Sport Management Programs. A General Survey and Content Analysis of the European Market

Gregor Hovemann

German Sport University Cologne, Institute of Sport Economics and Sport Management, Germany

Introduction

A long and differentiated international discussion of the so-called 'competency-based-approach-to-curriculum-development' can be observed (Jamieson 1987, Lambrecht 1987 and 1991, DeSensi et al. 1990, Cuskelly/Auld 1991, Kelley et al. 1994, Li/Cotton 1996, Cuneen/Parks 1997, Masteralexis/McDonald 1997, Quartermann 1998, Danylchuk/Chelladurai 1999). At the same time there is a lack of information about the European situation of sport management programs (Hovemann 2003). Clear indications show that the European market of sport management programs is in a rapid change. This observation is supported by the following data about the offer analysis: Friedrich identified in an examination of the status of academic sport management programs only 31 sport-scientific institutes in the year 1995. In her work 24 possibilities to study sport management are described. Also Nichelmann (1997, 124) discuss only four sport management offers at universities in his article from the year 1997 in Germany and calls a just as small number of suppliers with sport management offers at lower levels. Nichelmann mentions only two degrees in sport management on an international level, the 'European Diploma' and the 'European Master Degree in Sport Management'. Those two degrees are offered in cooperation between different European universities.

In contrast, own investigation results of the current situation in the year 2002/2003 give evidence that a far larger number of sport management programs do exist. 168 sport management programs were investigated over a systematic Internet research in Europe and were inputted into a database. With 41 offers in Germany and a total number of 168 sport management programs in Europe, a clear increase may be stated with respect to the findings of the years 1995 as well as 1997 when comparing to the results of Friedrich (1995) and Nichelmann (1997) as reference points.

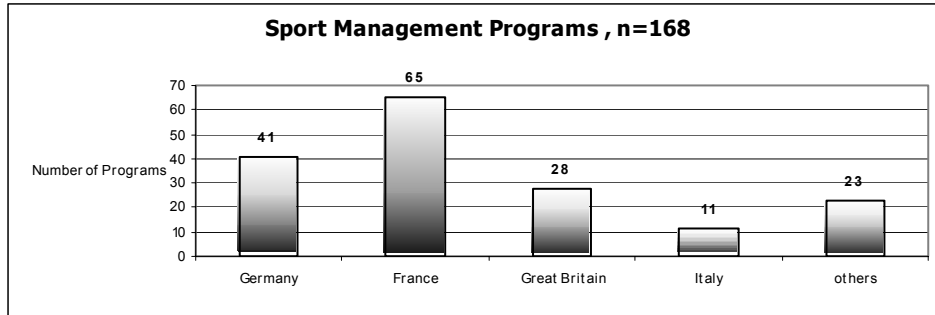
The presentation at the congress is subdivided into two main parts: In a first step an overview over the state of the market of sport management programs in Europe is given. For that purpose the regional distribution of the programs and institutions, which offers these programs, is presented. Additionally other characteristics like the access prerequisites, the different types of programs, the different types of degrees, durations and costs of sport management programs are described to define systematically the structure of the current state of the market of the sport management programs on the basis of the 168 offers in Europe that have been identified.

In a second step, the curricula of the offers existing in the European market are looked at in detail. The structure of the thematic focuses in the three main competitive countries is analysed. Therefore the programs of the countries Germany, France and Great Britain were examined to answer the question, whether or not it can be spoken of a uniform offer structure in the market of sport management programs at present.

Results and Discussion

The regional distribution of the sport management programs concentrates, as it could be foreseen with respect to the methodical concept, on the four countries Germany, France, Great Britain and Italy. In addition, 23 further sport management offers from 10 other countries were identified throughout Europe. The detailed distribution of the sport management programs on the named countries in Europe is displayed in the following illustration:

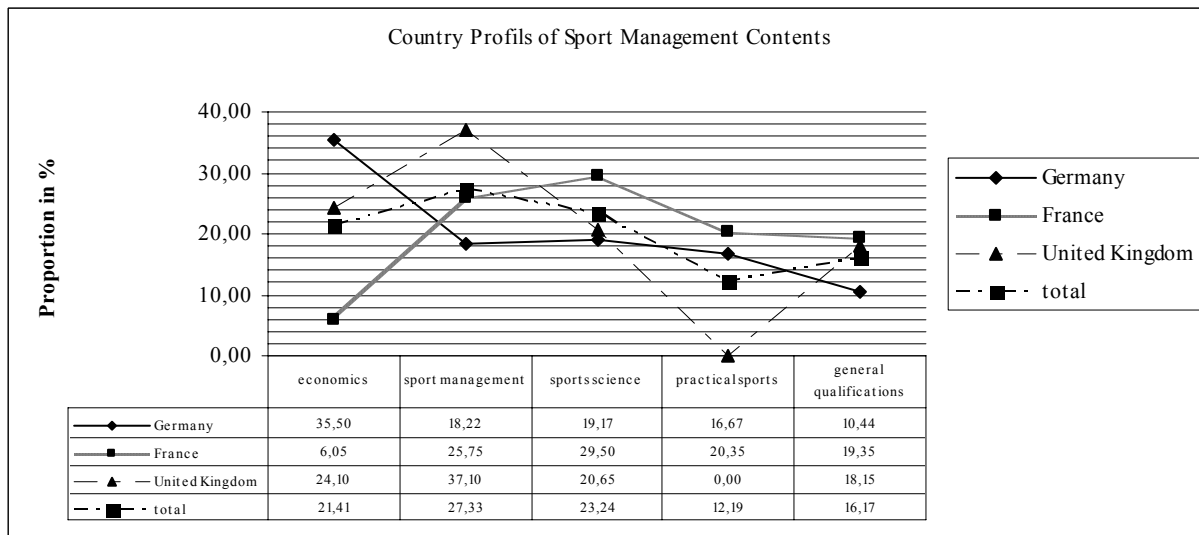
Illustration 1: *Sport management programs in European countries.*



The disproportionate number of offers of altogether 65 sport management programs in France could be explained before the background that the local study system is extremely small stepped. This means that an individual degree can be attained almost after every year of study. This explains the relatively high number of programs in France. While a three-year sport management program, which is typical for Germany, is represented in the database as one single offer, it is typical for France that the three individual steps are accounted as three separated programs. Germany has altogether 41 and Great Britain show 28 offers. In Italy clearly less offers were found as in the three other countries. The size of the countries cannot serve as an appropriate explanation for this below average spread of sport management offers because the four countries do not differ so clearly of each other in the number of population. Only eight program institutions, at which sport managers are trained in Italy, are named in the labor market studies of Di Blasi from the year 2001. Consequently it can be assumed that the here determined results of the quite few offers (11) are valid in Italy.

Another important result is the inhomogeneous situation of the proportions of the five basic types of modules in the three countries Germany, England and France as it can be seen in the following figure.

Illustration 2: *Country profiles of the contents (means) of sport management programs*



The description of the different types of sport management programs in Europe lead to a discussion of the practical consequences for implementing successful sport management programs in the current structural and political framework in which European sport management takes place. With regard to the American Standards of Sport Management Programs (NASSM/NASPE 2000) the perspective of European Standards will be discussed.

Prospects and further research

In further research the presented first glance on the market of sport management programs should be continued. On the basis of a longitudinal approach, trends and developments should be identified, and the studies should be enlarged on more European countries to complete the overview systematically for all member countries of the European Union. Therefore first steps are done in the three projects ‘Vocasport’, ‘Euroseen’ and ‘AEHESIS’ (www.eose.org), which all are supported by the European Union. They deliver a better market transparency and foster the establishment of helpful networks for the mutual exchange of information. Especially the creation of national observatories of the employment market in the sport sector seems to be of high importance.

Reference

- Cuneen, J./Parks, J.-B. (1997): Should we serve sport management practice or sport management education? A response to Weese’s perspective. In: *Journal of Sport Management*, 11, S. 125-132.
- Cuskelly, G./Auld, C.J. (1991): Perceived importance of selected job responsibilities of sport and recreation managers: an Australian perspective. In: *Journal of Sport Management*, 5, S. 34-46.
- Danylchuk, K.-E./Chelladurai, P. (1999): The nature of managerial work in Canadian intercollegiate athletics. In: *Journal of Sport Management*, 13, 148-166.
- DeSensi, J.T./Kelley, D. R./Blanton, M. D/Beitel, P.A. (1990): Sport Management Curricular: Evaluation and Needs Assessment: A multifaceted Approach. In: *Journal of Sport Management*, 4, S. 31-58.
- Di Blasi, C. (2001): *Lavorare nello Sport*. Mailand.
- Friedrich, M. (1995): *Sportmanagementstudien in Europa: Stuserhebung und Vergleich*. Diplomarbeit am Institut für Sportwissenschaften der Universität Wien.
- Hovemann, G. (2003): *Der Markt für Sportmanagementausbildungen. Bedingungen und Perspektiven der international erfolgreichen Positionierung von Bildungsdienstleistungen im Sport*. Köln.
- Jamieson, L.-M. (1987): Competency-based approaches to sport management. In: *Journal of Sport Management*, 1, 48-56.
- Kelley, D.-R./Beitel, P.-A./DeSensi, J.-T./Blanton, M.-D. (1994): Undergraduate and graduate sport management curricular models: a perspective. In: *Journal of Sport Management*, 8, S. 93-101.
- Lambrecht, K.-W. (1987): An analysis of the competencies of sports and athletic club managers. In: *Journal of Sport Management*, 1, 116-128.
- Lambrecht, K.-W. (1991): A study of curricular preparation needs for sport club managers. In: *Journal of Sport Management*, 5, S. 47-57.
- Li, M./Cotton, D. (1996): Content analysis of the introductory course in sport management. In: *Journal of Sport Management*, 10, S. 87-96.
- Masteralexis, L.-P./McDonald, M.-A. (1997): Enhancing sport management education with international dimensions including language and cultural training. In: *Journal of Sport Management*, 11, 97-110.
- NASPE/NASSM (2000): *Sport Management Program Standards and Review Protocol*. Reston.
- Nichelmann, C. (1997): Berufsfeld Sportmanagement – Eine Annäherung über relevante Einflußfaktoren. In: *Leipziger Sportwissenschaftliche Beiträge* 38, Sankt Augustin, S. 121-143.
- Porter, M.E. (1985): *Competitive Advantage*. New York.
- Quarterman, J. (1998): An Assessment of the perception of management and leadership skills by intercollegiate athletics conference commissioners. In: *Journal of Sport Management*, 12, 146-164.

Contact co-ordinates author

Dr. Gregor HOVEMANN, German Sport University Cologne, Institute of Sport Economics and Sport Management, Carl Diem Weg 6, 50933 Cologne, Germany, E-Mail: Hovemann@dshs-koeln.de