

## **Sport Management Studies 2020-**

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### **Aim**

The general aim of this project was to find future requirements for sport management education. The main research questions are as follows: What are the core competences in the area of sport management required in the future, what are the sport management areas the curriculum developers should especially concentrate on and what are the competences already more or less out-of-date? In addition to that the idea was to include sport business professionals from the whole sport management industry; public, private and third sector in this development process, use innovative data collection and analysis methods and in the end update existing sport management Master degree curriculum for Haaga-Helia University of Applied Sciences, Finland as a part of ERASMUS + New Age of Sport Management Education (NASME) -project.

### **Background**

Educational policy has not always been successful on European and national levels. Many universities are nowadays educating people to positions, which are not existing any more or the labor market has changed so fast that neither the educational policy, the education itself nor the contents of education have not been able to adapt to those changing situations in the society and the market of sport services. The first trial to foresee the market demand of sport management education was AEHESIS-project (Aligning a European Higher Education Structure in Sport Science) during the years 2003-2007. During that project Performance-Importance Matrix (later PIM) was successfully and for the first time ever used for sport management curriculum development. Participants from six different European countries were then, about 15 years ago, able to see for example the strongly and fast increasing importance of information management skills and developing awareness of health issues. NASME -project was established to be able to foresee again the future market needs of sport management education on European level.

### **Design and Implementation**

Importance-Performance Analysis (IPA) is a part of marketing research techniques that involve the analysis of customer attitudes toward main product or service and has been applied in several markets: for example, automotive, food, housing, health care, hospitality industry, tourism and education. The IPA was used here to manage quality improvement of education to improve field-education connections and sport management curriculum development in general and especially in Finland. This involved first measuring sport management area competence performance perceptions using a scale that taps 72 pertinent competences, which have been identified and also measuring the private (n=14), public (n=17) and third sector (n=18) professionals' perceptions of the importance of each attribute in the future.

A combination of current competences and future requirements was used to analyse the core competences and special competences required in sport management area (quantitative data). The Likert scale from 1 to 5 (1=weak, 2=fair, 3=satisfactory, 4=good, 5=excellent) was used for the evaluation of current competences. Important competences in the future were evaluated with scale from 1 to 5 (1=not at all important, 2=not really important, 3=quite

important, 4=important, 5=very important). Qualitative data (open-ended questions) was also collected about the trends affecting sport management practices during the following years. The combination of qualitative data and Performance-Importance data and method will help not only to identify core competences but also competences, which need special improvement. Also the competences, which are not so important in the future will be identified so, that fewer resources will be devoted to the development of these competences. New data will also enable the comparing of research findings between periods 2003-2007 and 2017-2018.

### **Findings and Implications**

The main outcomes will be the updated structure and content of Sport Management Master Program to correspond the future needs of sport business and sport world during the next decade. Core competences, competences to be developed strongly as well as the most important instrumental, interpersonal, system and sport management specific competences will be defined. The analysis of quantitative and qualitative data will be finalized during the summer 2018 and conclusions will be reported during the EASM Conference 2018. In addition to that the research material will be completed with specialists' interviews during the autumn of 2018 and the whole project in nine different European countries will be finalized just before EASM conference in 2019, when the whole project and final conclusions and recommendations will be reported.

### **References**

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