Texas A&M University
Departmental Request for a New Course
Undergraduate • Graduate • Professional
• Submit original form and attach a course syllabus.

1. This request is submitted by the Department of Health and Kinesiology

2. Course prefix, number and complete title of course: SPMT 684 - Internship in Sport Management

3. Course description (not more than 50 words). Supervised internship with sport management organization; application of formal training to performing professional functions consistent with career goals.

4. Prerequisite(s) Graduate Classification; Approval of Instructor Cross-listed with Cross-listed courses require the signature of both department heads.

5. Is this a variable credit course? ☑ Yes ☐ No If yes, from ______ to ______.

6. Is this a repeatable course? ☑ Yes ☐ No If yes, this course may be taken ______ times. Will the course be repeated within the same semester/term? ☑ Yes ☐ No

7. Has this course been taught as a 289/489/689? ☑ Yes ☐ No If yes, how many times? ______ Indicate the number of students enrolled for each academic period it was taught.

8. This course will be:
   a. required for students enrolled in the following degree program(s) (e.g., B.A. in history)
      M.S. Sport Management
   b. an elective for students enrolled in the following degree program(s) (e.g., M.S., Ph.D. in geography)

9. If other departments are teaching or are responsible for related subject matter, the course must be coordinated with these departments. Attach approval letters.

10. Prefix | Course # | Title (excluding punctuation) |
       | Lecture | Lab | SCH | Subject Matter Content Code | Admin. Unit | Acad. Year | FICE Code |
       | 0 | 0 | 0 | 6 | 3 | 1 | 0 | 5 | 0 | 4 | 0 | 0 | 1 | 6 | 1 | 4 | 0 | 2 | 0 | 8 | 0 | 9 | 0 | 0 | 3 | 6 | 3 | 2 | 0 | 0 | 0 |

Approval recommended by:
Head of Department 5/21/08

Head of Department (if cross-listed course) Date

Submitted to Coordinating Board by:

Director of Academic Support Services Date

Effective Date

Questions regarding this form should be directed to Sandra Williams at 845-8836.
OAR/AS – 04/07
1 of 6 B11
SPMT 684
Professional Internship in Sport Management
Variable Hours (1-6)
Pass Fail

INSTRUCTOR INFORMATION
Instructors:
Office:
Phone:
Office Hours:
Email

DESCRIPTION: Supervised internship with sport management organizations; acquisition and practice of professional and/or clinical skills in sport management.

OVERVIEW
The graduate internship is designed to be the capstone experience for students in sport management and provide them with the opportunity to see and experience many of the theories and concepts learned in the classroom in a professional setting. Overall, internships are expected to provide an opportunity for students to:

- Gain knowledge and understanding of the organizational, operational, and/or marketing aspects of a sports organization.
- Integrate and apply knowledge, theory, and understanding from academic courses and other life experiences.
- Develop strengths and improve upon weaknesses.
- To develop professional relationships and a network of contacts with others in the sports industry.

INTERNSHIP POLICIES AND EXPECTATIONS
- Students are expected to maintain and regularly check their neo email accounts. Assignments for this class will be submitted via email to the internship instructor unless otherwise noted in the assignment description.
- Students are expected to submit assignments that meet course deadlines and are reflective of a graduate level of content integration and writing skills. Assignments that fail to meet deadlines will receive a score of zero.
- Students are expected to behave professionally at all times and to represent Texas A & M University, the Division of Sport Management, and themselves in a respectable manner.
- Students are expected to be punctual, attentive, and cooperative in all organizational tasks they are asked to take part in as well as take initiative to seek out additional meaningful internship experiences.
EVALUATION AND GRADING
Students’ grade for the internship experience will be based entirely off of the scores that they earn for each component of their final portfolio. The main criteria for evaluating each student’s portfolio will be: 1) professional appearance of the portfolio, 2) demonstration of knowledge and understanding of concepts and theories discussed during coursework, and 3) personal reflection on how the concepts and theories discussed in the classroom play out in a real organization. Binder tabs should be used to separate each section of the portfolio. The portfolio is due ____________.

PORTFOLIO POINT STRUCTURE
Organization Overview 25 points
Professional Development Component 1 100 points
Professional Development Component 2 100 points
Core Concepts and Theories Reflection 100 points
Updated Template of Resume 25 points
Updated Template of Cover Letter 25 points
Exit Interview 25 points
Overall Experience Reflection 100 points
Total 500 points

Students must receive greater than 400 points or higher to receive a Satisfactory grade in this course.

DESCRIPTION OF ASSIGNMENTS

- **Organization Overview**: Students should compile a report providing details about the organization’s history, mission/vision/goals, and organizational structure. Bullet points and an outline format to convey this information is acceptable.

- **Professional Development Component 1**: Choose one of the following activities to engage in:
  1. Set up an appointment to have a mock interview with someone in the organization. Provide the person with a resume and cover letter prior to the mock interview. The interview should entail you having to answer questions as if you were applying for a position to work at the organization. After the interview, ask the interviewer for feedback on what you did well and what you could improve upon. Finally, write up a 1-2 page reflection paper to be included in your portfolio on how the mock interview went, what you learned from the experience, and how you plan to overcome/improve your weaknesses.

      Or

  2. Make a special effort to get to know at least 5 different people from the organization (or affiliated somehow with the organization such as a sponsor) by going to lunch with them, asking to interview/meet with them, or engaging in any sort of activity that lies outside the everyday activities of your internship responsibilities. Be sure to exchange contact
information with each person. After interacting with each individual, write up a 1-2 page reflection paper about how the interaction went and what you learned from the experience.

- **Professional Development Component 2:** Choose one of the following activities to engage in:
  1. Initiate a special project that you think can benefit both you and the organization (e.g., organize a fundraiser, design a marketing plan for an event, put together a workshop on a human resource management topic, etc.). Provide a detailed account in a reflection paper in your portfolio of the project you carried out, how it unfolded (what went well, what did not go well), the reactions from others in the organization, and what you personally learned from carrying out the project.

  *Or*

  2. Develop a research plan by raising a question about something going on within/about the organization that strikes your interest and would seemingly benefit you and the organization to better understand. Pose a research question(s), conduct a brief literature review, propose a research and analysis design (e.g., survey, interviews, ethnography, etc.), and discuss the strengths and weaknesses/limitations of the methods you propose. You do not actually have to carry the project out. However, the report should be written as if you actually would be carrying the project out (i.e., thoroughly planned, researched, and described for inclusion in your portfolio).

- **Core Concepts and Theories Reflection:** Over the course of your time as an intern, you are bound to come across examples or scenarios in which concepts and theories that you learned about in your core classes “come to life” for you in terms of your experiences with the organization. For this part of your portfolio, you must find a minimum of any five examples of concepts and/or theories that you see/experience during your time in the organization from any of your core classes (SPMT 611-Revenue Generation, SPMT 612-Personnel Management, SPMT 615-Sport Marketing, SPMT 636-Diversity, SPMT 655-Sport Law). Your examples do not have to be from different courses. For example, you might discuss five content examples/theories from SPMT 636 or you might choose examples that fall under five different courses’ subject matter. Regardless, of which examples you choose, you should spend a minimum of 1-2 pages for each example reflecting upon what you experienced with the topic/theory in your organizational setting. Within this reflection paper, you should draw upon your notes and readings from the course to provide a thorough and “scholarly” account of your experience.

- **Updated Resume Template:** Develop a template of a resume you might use to apply for a job in the sport industry including the experiences you have now had as an intern for this sport organization.
Updated Cover Letter Template: Develop a template of a cover letter you might use to apply for a job in the sport industry taking into account the experiences you have now had as an intern for this sport organization.

Exit Interview: Prior to leaving your organization, schedule an appointment to have an exit interview with your organization supervisor. In this meeting you should ask your supervisor to provide you feedback on your performance, your strengths and weaknesses, and any advice they may have for you as a future practitioner. After your interview, write a 1-2 page summary of what was discussed and your thoughts about what your supervisor had to say.

Overall Experience Reflection: Students are expected to write up a reflection on their overall internship experience addressing the following topics/questions:

1. What things did you hope to gain from your time as an intern at this organization? What were your main responsibilities with the organization? Did your experience fail to meet, meet, or exceed your expectations? Why or why not?

2. What strengths do you possess that you were able to draw upon to help you be successful as an intern and help make a contribution to the organization? What weaknesses, fears, and/or anxieties did you experience during your time with the organization?

3. Describe your perceptions of the organizational culture present within your organization. What cues played into the perceptions that you have about the culture (e.g., If you say that punctuality was one value that seems to be a large part of the culture, you might note how people are always worried about being on time and apologize for being late). The point is that you should provide some concrete evidence to support your perceptions.

4. Describe and provide support for your perceptions of the organization’s effectiveness and efficiency in terms of the organization’s mission/vision/goals.

5. Describe your perceptions of some of the strengths of the organization that you witnessed and feel could be of use for you to draw upon as a practitioner in the future (e.g., perhaps you thought the organization had a creative and effective reward system for employees…describe what the reward system is and why you think it is so effective).

6. Describe your perceptions of some of the weaknesses of the organization. Draw upon your notes and readings from your classes to describe why you perceive these things to be weaknesses and propose some strategies you might recommend to the organization to improve upon the weaknesses that you see.

7. Provide an overall assessment of your experience as an intern with this organization. Would you recommend this internship to others? Why or why not? Would you like to work for this organization or an organization like this one in the future? Why or why not?
AGGIE HONOR SYSTEM
"An Aggie does not lie, cheat, or steal or tolerate those who do."
Upon accepting admission to Texas A & M University, a student immediately assumes a
commitment to uphold the Honor Code, to accept responsibility for learning and to
follow the philosophy and rules of the Honor System. Students will be required to state
their commitment on examinations, research papers, and other academic work. Ignorance
of the rules does not exclude any member of the Texas A & M University community
from the requirements or the processes of the Honor System. For additional information
please visit: www.tamu.edu/aggie/honor/.

AMERICANS WITH DISABILITIES ACT (ADA) POLICY STATEMENT
The following ADA Policy Statement (part of the Policy on Individual Disabling
Conditions) was submitted to the University Curriculum Committee by the Department
of Student Life. The policy statement was forwarded to the Faculty Senate for
information. The American with Disabilities Act (ADA) is a federal antidiscrimination
statute that provides comprehensive civil rights protection for persons with disabilities.
Among other things, this legislation requires that all students with disabilities be
guaranteed a learning environment that provides for reasonable accommodation of their
disabilities. If you believe you have a disability requiring accommodation, please contact
the Department of Student Life, Service for Students with disabilities in Room B118 of
Cain Hall or call 845-1637.

ATTENDANCE
The attendance policy for this course will be administered in accordance with
Student Rule #7 (http://student-rules.tamu.edu/rule7.htm)