

Interdisciplinary Studies Major Proposal

Sports Business Management

Baker Helton

Class of 2017

Rationale

Background

My entire life I have had an infatuation with sport. I was not just interested in the games being played or sports themselves, but the inside part of it all. The integral process that goes on in order for a sporting event to take place and all that entails is what has always piqued my interest. Both the business aspect of sport along with the administrative side of athletics intrigue me. My long-term goal has been and continues to be to become a collegiate athletic director. I have taken steps to work towards this goal since I was in high school. When in the process of selecting a college, finding a school with a major that would fit with my ultimate career goal was of high importance to me. I found that Hendrix College was the perfect atmosphere for me and I was thrilled to discover that under the Kinesiology department, they had a "sports management" track. When I recently found out about the changes to the kinesiology department and that they would be phasing out my major, it was disappointing and devastating to me. Upon further research, I realized that this would give me a unique opportunity to create an interdisciplinary major that I could mold to my special interest and needs.

Course Selection

My future plans include an advanced degree in sports management, including possibly a Ph.D. in the field. I have researched programs that I have interest in and have modeled this interdisciplinary major on what courses would best prepare me for success in post-graduate advanced degree programs in addition to, success while working in the field of sports management. I believe that the liberal arts education that Hendrix College offers provides me a unique point of view on these issues and will be of great benefit in the future to reach my goal of becoming a college athletic director. When designing this major, I followed the current sports

management track under Kinesiology and added additional classes that I feel would be crucial for my admission and success into graduate programs. This major will focus a bit more on the business and economics of sports management than the old major track, but will also keep crucial elements from within the Kinesiology department that focus on sports administration and on sport as a whole. I also will partake in an independent study entitled, Sport in American Society, that will meet the ethics or sociology requirement of many graduate programs.

Senior Capstone Project

I have secured an internship in the field of sports management that I will use as the basis of my senior capstone project. This internship is with the Little Rock Rangers, a minor league soccer team. I will be an intern for the president of the team and will get to be involved in the start-up of the team and the management once the team is formed. I will get to use my classroom studies in a real world scenario that will allow me to further educate myself in the field. For my capstone, I will complete a paper and oral presentation about the internship experience as outlined in the former capstone for Kinesiology majors. (I have included the requirements for the capstone following the required coursework.) I will relate my internship experience to a research topic that will be decided upon at a later time. My capstone will be graded by the members of my advisory committee that includes, Dr. Lyle Rupert and Dr. Jay Barth. My internship will also follow the guidelines presented through the internship office for an academic grade. These guidelines include completing at least 120 hours over an eight week span and will include learning goals, a reflection assignment and progress meetings with my faculty advisor, Professor Sheila Rupert.

Conclusion

I believe that this major will allow me to have success in graduate school and beyond.

With the courses that I have selected and the senior capstone project, I feel as if I will have the background needed in order to be successful in the field. By creating an interdisciplinary major that will take elements from many departments, it will truly allow me adhere to the Hendrix College motto of "Unto the whole person."

Required Course Work:

Kinesiology

KINE 230 Foundations of Kinesiology

KINE 370 Fitness Assessment

KINE 399 Independent Study: Sport in American Society

KINE 400 Management of Sport and Recreation

KINE 475 Coaching Fall Sports (Now titled: Administration of College Coaching)

KINE 498 Independent Internship (Senior Capstone)

Business and Economics

BUSI 200 Principles of Accounting I

BUSI 210 Principles of Accounting II

BUSI 250 Principles of Statistics

BUSI 290 International Marketing

BUSI 330 Cost Accounting

BUSI 350 Business Law

ECON 100 Survey of Economic Issues

ECON 200 Microeconomic Theory

Other Departments

BIOL 103 Biology of the Human Body

TART 101 The Art of Public Speaking

Senior Capstone Project – Internship

Written Paper for Internship

Format

- ~10-12 pages of text (not including title page or reference page)
- Margins = 1 in. (all sides); double spacing; Font = Arial 12 pt
- Page numbering = bottom of the page (centered) with the 1st page of text as pg“1” (i.e. do not number the title page)
- References = at least 3 from peer-reviewed articles, journals, and books (more is better). Websites and textbook references are not included in the 3 required references.
- APA style will be used for the references.
- Make sure you define all abbreviations
- USE YOUR OWN WORDS! Should you use ideas or information from a source, these must be referenced. The goal is to summarize and synthesize; not copy. Your paper will be double-checked with plagiarism software. Any infraction will be grounds for academic misconduct.
- Capstone papers should be submitted electronically and hard copy (front and back and stapled in the upper left corner) to Dr. Hardin (hardin@hendrix.edu)

Title Page

- The title page should include a descriptive title, your name, institution, and year.

Introduction / Learning Goals (~1- 2 pages)

This section should acquaint the reader with the subject of your paper and sets the stage for the rest of the paper. It should include:

- where you completed your internship
- why you chose the type of internship and internship location
- your learning goals

- acquaint reader with rest of the paper (Where are you going with this? What are you going to write about?)
- You may include one or more of the required 3 references in the introduction but make sure that the reference fits with and informs what you have written about the internship. (Superfluous references confuse the reader and decrease the power of your words.)

Internship (~2-3 pages)

This section should include details on:

1. Site Description - who you worked for (i.e., information about the organization – Who are they? Where are they located? What do they do? Who do they serve? What is their mission statement? What is the organizational structure? Are they for profit or nonprofit?
2. Internship activities – What exactly did you do? Be sure to include techniques, protocols, or research activities in which that you participated. How many weeks? Total number of hours.

Discussion (~4- 6 pgs)

- The first paragraph should summarize what you learned from this internship/experience. Later paragraphs can explain in more detail specifically what you learned and how.
- Did you achieve your learning goals? Why or why not? Were the learning goals adequate or appropriate for the experience?
- Relate the internship to your coursework and experiences at Hendrix. Did the coursework prepare you for this internship? Why or why not? What about your Hendrix activities – did these help you with this internship in any way?
- You must say something about what you learned about yourself. (Some students will want to really expound on this, others won't – that is ok as long as it is addressed.) ○ What does this tell me about me? – e.g., What I care about? What I hope for? What I understand or do not understand? What I am good at or not so good at?
- Include any relevant strengths or limitations of the internship
- You may use references in this section that relate to a particular part of your internship.

For example: You completed an internship at a nursing home and became interested in the issue of trauma in elderly patients. You should find three **related** articles on trauma in the elderly. In this context related means that you can use all three in a discussion of this particular issue. You could find three about the leading causes of trauma in the elderly or maybe three about how to avoid trauma in the elderly or how to treat trauma in the elderly. You could even

use one from each of the ideas as long as you can tie the three articles together and tie them in with a particular issue from your internship.

The following are meant to be prompts for the discussion section of your paper. You probably can't cover all of this in your paper but hopefully these will give you some good ideas of things about which you would like to write.

Refer back to your internship journal to reflect on personal and professional growth. Describe the activities or things you did that stick out as most important to you

- What can you learn from these things either about yourself or about the situation you are in or about the world? Did you have a reaction that surprised you or discover something you did not expect? Were you challenged in your beliefs or in your abilities?
- What did you learn about how organizations function or people interact on the job site? ○ What surprised or inspired you during this internship?
- What concerned or frustrated you during this internship?

(You may use headers within the body of the discussion that separates the text topically.)

Conclusions (~1 to 2 pages)

Present the most important points of the paper in summary.

Look to the future –

- What are your plans? (before the internship and now)
- How has this experience impacted your plan for the future? (career goals or other plans)
- What other experiences might be useful to help me further explore this career or make a decision about a particular career direction?
- What do you want to do about what you have learned or how you reacted – either now or in the long term future?

References

- References should correctly follow APA format for both in text citation and the format of the reference page. The reference page should be separate from the text.
 - At least 3 references from peer-reviewed articles, journals, and books (more is better). Websites and textbook references are not included in the required 3 references.
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Evaluation: (100 pts)

The evaluation is designed to help with forwarding or applying your education at Hendrix to the professional setting. It will also provide you with feedback on the strength/weaknesses in your scientific writing and oral presentation skills. *See grading rubric for specific info.*

Introduction:	_____	out of 24 points
Internship:	_____	out of 24 points
Discussion:	_____	out of 24 points
Format/Grammar:	_____	out of 12 points
References/Citations:	_____	out of 12 points
Miscellaneous:	_____	out of 4 points

Oral Presentation

The oral presentation should last 15-17 minutes (this time limit will be enforced) followed by up to 10 minutes of question and answer. The total time allotted to each student is 25 minutes and the time limit will be strictly enforced. A projector and PC will be available. You should load your talk in advance of getting in front of your audience. All presentations should be well practiced and professionally conducted. The format of your presentation should be similar to that of your paper; title slide, overview slide, 2-3 slides introducing your topic, 1-2 slides for hypothesis or purpose (specific aims or learning objectives), 1-2 slides about the organization, 2-3 slides describing your activities, 3-4 slides for discussion, 1 slide for conclusion, and 1 slide for any considerations for the future.

Evaluation: (50 points)

Evaluation of the oral component will be based upon 1) how well you introduce the internship and your learning goals 2) how well you describe the internship, including information about the organization/institution and your personal learning goals; 3) how well you examine and evaluate what you learned (including personal and/or professional growth), strengths and limitations of project/internship; 4) how well you describe the significance of project in relation to future academic or career goals; 5) how professionally you handle the question and answer session (note that professionalism also extends to how well you prepare and dress for your talk), and 6) the style of your presentation should be generalizable, interesting, and one that your audience can follow. *Suggestion:* use figures, tables, graphics, and pictures to offset your text. Use text sparingly – your slide should be like a cue card.

Introduction	_____	out of 10 points
Internship	_____	out of 10 points
Discussion	_____	out of 10 points
Conclusions & future direction	_____	out of 7.5 point
Question and answer & professionalism	_____	out of 7.5 points

Style

_____ out of 5 points

Capstone grade:

Your grade will reflect both written and oral components. Thus, you will receive a score out of 150 points.

Your letter grade will be determined using a standard grading scale (>90 = A, >80 = B, >70 = C, >60 = D, <60 = F). At least two faculty members in the department will grade your paper and be present to evaluate your oral presentation.

Advisory Committee



Dr. Jay Barth (Committee Chair)



Dr. Lyle Rupert

Student Signature 

Baker Helton