

# Introduction to Sports Management Course Design Prompts

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## Learning Goals Prompt

You are an experienced educator in Sports Management Education. You are consulting with a group of college professors who are establishing a sports management program at a large university. Write learning goals for an introduction to sports management course that are aligned with Fink's Significant Learning Proximity Taxonomy.

### Copilot Response

Certainly! Here are some learning goals for an introductory sports management course aligned with Fink's Taxonomy of Significant Learning:

#### Foundational Knowledge

- **Understand and recall** the key terms, concepts, and principles of sports management.

- Recognize the **historical development** of the sports industry and its **impact on society**.

#### Application Goals

- Apply **management theories** and **practices** to sports organizations.
- Develop **problem-solving skills** in sports management scenarios.

#### Integration

- Connect and integrate **knowledge from various disciplines** (e.g., business, law, ethics) within the context of sports management.
- Analyze the **interrelationships** between different roles within sports organizations.

#### Human Dimension

- Reflect on one's own **interests and goals** in sports management.
- Understand the **social and cultural dimensions** of sports within a community.

#### Caring

- Develop a **personal value system** that includes fairness, equity, and ethics in sports.
- Cultivate a **passion for the sports industry** and a commitment to **professional development**.

#### Learning How to Learn

- Acquire strategies for **self-directed learning** about sports management.
- Engage in **continuous learning** to stay updated with the latest trends and issues in sports management.

These goals are designed to provide a comprehensive foundation for students entering the field of sports management, fostering not only knowledge and skills but also personal growth and a lifelong passion for the discipline.

#### ELOs Prompt

That looks good. Please write 2-3 learning outcomes that are aligned with each learning goal. Use verbs that are observable and are aligned with Blooms Taxonomy.

#### Copilot Response

Certainly! Here are the learning outcomes for each learning goal, using verbs aligned with Bloom's Taxonomy:

#### Foundational Knowledge

- Students will be able to **define** and **describe** the core principles of sports management.

- Students will **identify** major milestones in the history of the sports industry and **explain** their significance.
- Students will **recall** the impact of sports on various societal aspects.

#### Application Goals

- Students will **demonstrate** the ability to apply management theories to solve problems in sports scenarios.
- Students will **practice** decision-making skills by analyzing case studies of sports organizations.
- Students will **implement** a strategic plan for a hypothetical sports organization.

#### Integration

- Students will **compare and contrast** the roles and responsibilities within sports organizations.
- Students will **synthesize** knowledge from business, law, and ethics to create a cohesive understanding of sports management.
- Students will **integrate** cross-disciplinary knowledge to assess the effectiveness of sports management practices.

#### Human Dimension

- Students will **reflect** on their personal and professional development goals in sports management.
- Students will **assess** the influence of cultural and social factors on sports management practices.
- Students will **recognize** their role in promoting ethical practices in sports.

#### Caring

- Students will **value** the importance of ethics and equity in sports.
- Students will **develop** a commitment to professional growth within the sports industry.
- Students will **express** a passion for sports and an eagerness to contribute to its development.

#### Learning How to Learn

- Students will **formulate** strategies for self-directed learning in sports management.
- Students will **engage** in research to stay informed about current trends in sports management.
- Students will **plan** for their continuous education and professional development in the field of sports management.

These outcomes are designed to be measurable and observable, ensuring that students can demonstrate their learning in tangible ways.

### Constructive Alignment Table Prompt

Awesome! Now please develop a table with the Goals in the first column, the outcomes in the second column. In the third column add authentic assessment strategies that are aligned with the goals and could be used to provide evidence that the learners had achieved the learning outcomes. In the fourth column add active learning strategies that would promote experiential learning.

#### Copilot

Here's a table that aligns the learning goals and outcomes with authentic assessment strategies and active learning strategies for an introductory sports management course:

Learning Goals	Learning Outcomes	Authentic Assessment Strategies	Active Learning Strategies
<b>Foundational Knowledge</b>	Define and describe core principles.	Multiple-choice quizzes to test recall of key terms.	Interactive flashcards for terminology.
	Identify historical milestones.	Timeline creation of significant sports industry events.	Group discussions on the impact of historical events.
	Recall the impact of sports on society.	Short essays on the societal influence of sports.	Debate sessions on sports' role in society.
<b>Application Goals</b>	Demonstrate application of theories.	Case study analysis presentations.	Role-playing management scenarios.
	Practice decision-making skills.	Simulations of management decisions with peer feedback.	Decision-making workshops with real-world scenarios.
	Implement a strategic plan.	Development and defense of a strategic plan for a sports organization.	Project-based learning through creating business plans.
<b>Integration</b>	Compare roles within sports organizations.	Comparative essays on different organizational structures.	Peer teaching sessions on organizational roles.

Learning Goals	Learning Outcomes	Authentic Assessment Strategies	Active Learning Strategies
	Synthesize cross-disciplinary knowledge.	Interdisciplinary group projects.	Collaborative research assignments.
	Integrate knowledge to assess practices.	Reflective journals on the effectiveness of management practices.	Case studies that require cross-disciplinary solutions.
<b>Human Dimension</b>	Reflect on personal development goals.	Personal development plans with self-assessment.	Mentorship programs with industry professionals.
	Assess cultural and social factors.	Cultural analysis reports on sports management practices.	Cultural immersion experiences.
	Recognize ethical practices promotion.	Ethical dilemma discussions and resolutions.	Ethics workshops with scenario analysis.
<b>Caring</b>	Value ethics and equity in sports.	Personal essays on the importance of ethics in sports.	Volunteering for sports organizations with ethical missions.
	Develop professional growth commitment.	Professional growth action plans with milestones.	Networking events with sports management professionals.
	Express passion for sports development.	Reflective blogs or vlogs on personal sports experiences.	Participation in sports events and reflection sessions.
<b>Learning How to Learn</b>	Formulate self-directed learning strategies.	Learning contracts outlining personal learning objectives.	Independent study projects with guided inquiry.
	Engage in current trends research.	Annotated bibliographies on recent sports management literature.	Journal clubs discussing recent articles.

Learning Goals	Learning Outcomes	Authentic Assessment Strategies	Active Learning Strategies
	Plan continuous education.	Portfolios showcasing ongoing learning and development.	Conferences and seminars on sports management topics.

This table provides a structured approach to designing an introductory sports management course that promotes significant learning through active engagement and authentic assessment.

### Scaffolded assignment Prompt

For the Development and defense of a strategic plan for a sports organization assessment. Develop a set of assignments using Anderson Krathwohl's-Blooms taxonomy that scaffold learning enabling students to successfully complete the strategic plan.

#### Copilot

To scaffold learning for the development and defense of a strategic plan for a sports organization, here's a set of assignments aligned with Anderson and Krathwohl's revision of Bloom's Taxonomy:

Cognitive Process	Assignment	Description
Remember	<b>Sports Industry Overview Quiz</b>	A quiz to assess students' recall of foundational knowledge in sports management.
Understand	<b>Case Study Analysis</b>	Analyze a case study to understand the context and significance of strategic planning in sports management.
Apply	<b>Role-Play Exercise</b>	Participate in a role-play to apply strategic concepts in a simulated sports management scenario.
Analyze	<b>Market Analysis Report</b>	Conduct a market analysis to identify opportunities and threats within the sports industry.
Evaluate	<b>Strategic Plan Critique</b>	Critique a peer's strategic plan draft, providing constructive feedback based on evaluation criteria.
Create	<b>Strategic Plan Development</b>	Develop a comprehensive strategic plan for a sports organization, incorporating feedback from previous assignments.

## Assignment Details:

### 1. Sports Industry Overview Quiz

- **Objective:** To ensure students have a solid foundation of the sports industry's key concepts and terms.
- **Task:** Students will complete a quiz covering the basics of sports management, including terminology, history, and key principles.

### 2. Case Study Analysis

- **Objective:** To deepen understanding of strategic planning within the context of real-world sports organizations.
- **Task:** Students will analyze a case study of a sports organization's strategic planning process, identifying key decisions and outcomes.

### 3. Role-Play Exercise

- **Objective:** To apply theoretical knowledge to practical situations.
- **Task:** In groups, students will role-play different positions within a sports organization to practice strategic decision-making.

### 4. Market Analysis Report

- **Objective:** To analyze the sports market and identify factors that influence strategic planning.
- **Task:** Students will research and write a report on the current sports market, highlighting trends, competition, and consumer behavior.

### 5. Strategic Plan Critique

- **Objective:** To evaluate the effectiveness of strategic planning.
- **Task:** Students will review and provide feedback on a peer's strategic plan draft, focusing on its strengths and areas for improvement.

### 6. Strategic Plan Development

- **Objective:** To synthesize knowledge and create a strategic plan.
- **Task:** Students will develop their own strategic plan for a sports organization, incorporating insights from previous assignments and feedback received.

Each assignment builds upon the previous one, ensuring that students are prepared to successfully complete a strategic plan by the end of the course. This scaffolded approach encourages progressive learning and skill development, culminating in the creation of a strategic plan that demonstrates a comprehensive understanding of sports management.

## Analytic Rubric Prompt

For the Development and defense of a strategic plan assignment, develop a rubric that has a column for five categories that are aligned with the objectives of the scaffolded assignments, and columns for beginner, growing, and competent, levels of observable behavior. Assign points to the rubric that add up to 100 points for if competence is attained in all categories.

### Copilot

Here's a rubric for the "Development and Defense of a Strategic Plan" assignment, with categories aligned with the objectives of the scaffolded assignments:

Categories	Beginner (1-10 points)	Growing (11-20 points)	Competent (21-25 points)	Total Points
<b>Understanding of Sports Management Principles</b>	Limited understanding of principles; definitions are vague or incorrect.	Basic understanding; definitions are correct but lack depth.	Comprehensive understanding; clear and detailed definitions.	25
<b>Application of Theories to Practice</b>	Theories are not applied or are incorrectly applied to the strategic plan.	Theories are somewhat applied, but connections to the strategic plan are weak.	Theories are correctly and effectively applied to the strategic plan.	25
<b>Strategic Analysis Skills</b>	Analysis lacks depth; key components of strategic planning are missing.	Analysis identifies some components, but lacks detail or critical evaluation.	Thorough analysis with detailed evaluation of all strategic components.	25
<b>Creativity and Innovation in Strategy</b>	Plan is unoriginal or lacks creativity; follows a generic template.	Plan shows some original thought, but remains largely conventional.	Plan is highly creative and shows innovation in strategy formulation.	15
<b>Presentation and Defense</b>	Presentation is unclear or unorganized; unable	Presentation is organized; defense of strategy shows	Presentation is clear, well-organized, and persuasive;	10



Categories	Beginner (1-10 points)	Growing (11-20 points)	Competent (21-25 points)	Total Points
	to defend strategic choices effectively.	understanding but lacks persuasion.	strategic choices are effectively defended.	
<b>Total</b>	10-50 points	51-90 points	91-100 points	100

**Scoring Guide:**

- **Beginner:** 10-50 points
- **Growing:** 51-90 points
- **Competent:** 91-100 points

Students must achieve a score of 91-100 points to be considered competent in all categories. This rubric is designed to assess students' ability to understand and apply sports management principles, analyze strategic elements, demonstrate creativity, and effectively present and defend their strategic plan.

**Weekly Schedule Prompt**

Please develop a 14-week schedule for this class.

**Copilot**

Certainly! Here's a 14-week schedule for an introductory sports management course, designed to progressively build knowledge and skills:

Week	Topic	Learning Activities	Assessment
1	Introduction to Sports Management	Lecture, Course Overview	Participation
2	History of Sports Industry	Lecture, Group Discussion	Quiz on History
3	Management Principles in Sports	Interactive Workshop	Case Study Analysis
4	Sports Marketing	Guest Speaker, Marketing Plan Outline	Marketing Quiz
5	Sports Law and Ethics	Debate, Role-Playing	Reflection Paper on Ethics
6	Sports Economics	Lecture, Economic Impact Analysis	Economics Assignment

<b>Week</b>	<b>Topic</b>	<b>Learning Activities</b>	<b>Assessment</b>
7	Sports Organization and Governance	Group Project on Organizational Structure	Presentation of Group Project
8	Midterm Review	Review Session	Midterm Exam
9	Sports Event Management	Event Planning Workshop	Event Plan Submission
10	Media Relations in Sports	Press Release Writing Session	Media Relations Exercise
11	Sports Facility Management	Facility Tour, Management Simulation	Facility Management Report
12	Sports Leadership	Leadership Styles Workshop	Leadership Analysis Paper
13	Strategic Planning in Sports	Strategic Plan Drafting	Strategic Plan Draft Submission
14	Final Presentations	Presentation of Strategic Plans	Final Strategic Plan Defense

Each week includes a mix of lectures, interactive activities, and assessments that align with the learning outcomes and scaffold towards the final strategic plan development and defense. This schedule is flexible and can be adapted based on specific course needs and student feedback.