

Incorporating internationalisation in graduate attributes of an undergraduate sport management curriculum

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Information of the Course

- PERM4007 Leadership and Communication in Sport and Recreation
- **Course Description**
- This course introduces students to recreation leadership concepts and theories. It also provides students with an understanding of communication theories and processes related to public and interpersonal communication. The course offers students opportunities to practice their leadership and communication skills in sport and recreation settings.
- **Elective course for Year 3 and above**



The list of issues that would like to address in this pilot project:

- Issue 1: Students should have **global perspectives** to cope with radical change in the increasingly globalised and multi-culturally diverse world.
- Project Area 1: developing students' **global citizenship and intercultural competence in course**.
- Issue 2: **Sport is a universal language** for people around the world, there is a need to deliver an internationalized curriculum.
- Project Area 2: **Internationalising the curriculum, teaching content and assessment methods**.
- Issue 3: Students may not have opportunity to meet with **leaders of International Sport Organizations** or **experts in sport management**.
- Project Area 3. **Using technology to support/enhance internationalisation of teaching and learning**.



Project objectives

- **Objective 1:** to broaden the scope of leadership and communication in sport management,
- **Objective 2:** to develop international perspectives of students by an internationalized curriculum,
- **Objective 3:** to enhance the development of cross-cultural communication skills of students.



Approach/ intervention

- A. Global Sport Management Seminars
- **B. Global Sport Management (GSM) Trends and Insights**
- C. Global Sport Management Forum



A. Global Sport Management Seminars

1. Mr. Mogens Kirkeby,

President

International Sport and Culture Association



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HUMAN RIGHT TO MOVE

1. Basics – it is about communicating

Motivating
Convincing

Small exercise (5 minutes):
Think about the last time you were convinced by somebody.
What did he or she say or do to convince you?
How was the situation /context?
How do you think the situation/ context and what was said assisted in convincing you?
What was it that really convinced you?

#1 It is about communicating

ISCA INTERNATIONAL SPORT AND CULTURE ASSOCIATION
MOVING PEOPLE

HUMAN RIGHT TO MOVE

We cannot lead our sport organizations without a compass that is steering us towards integrity and good governance.
Some are unfortunately trying!!!

Inspiration for leaderships values?

THE GLOBAL GOALS

ISCA INTERNATIONAL SPORT AND CULTURE ASSOCIATION
MOVING PEOPLE



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A. Global Sport Management Seminars

2. Professor Jennifer Mak,

Professor and Director of Sport Management
Marshall University, USA



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B. Global Sport Management (GSM) Trends and Insights

- Students established the GSM groups
- The task of each group was to investigate **current global sport management issues**
- Students met and talked with **one non-local and non-mainland** students on campus,
- Students communicated with **one to four students at Marshall University** majoring in Sport Management by Moodle, What's app and emails



The interview was semi-structured and the required Interview Questions were as follows:

- **1. Who is the most famous sport leader of the country?**
- **2. What are the qualities of that leader?**
- **3. What is the traditional sport of the country?**
- **4. What are the constraints to promote traditional sport?**

Students also prepared five formal questions of their own.



C. Global Sport Management Forum

- Each GSM group shared their views on the GSM trends and insights.
- Each group had 10 minutes of presentation and 10 minutes of discussion.
- Professor Jennifer Mak also joined the forum



Participants AY 2018-20

HKBU- PERM 4007	HKBU- non-local and non-mainland	USA
<p>AY2018-19=8 AY2019-20=15</p> <p>18 Hong Kong 1 Czech Republic 9 females 10 males 21-27 years old (M=22.3, SD=1.52)</p>	<p>2 Australia 1 Italy 1 Kazakhstan 1 Korea 1 Malaysia 1 Netherland 2 Taiwan</p> <p>Total=9</p>	<p>22 USA</p> <p>Master degree in Sport Management Baseball Basketball Football Soccer</p>



Global Sport Management Presentation



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Rank Order on Perception of GSLP (N=19)

	Perceptions	Minimum	Maximum	Mean	Std. Deviation
1	GSLP helps to develop my international perspectives	3.00	7.00	6.37	1.01
2	GSLP helps me to improve my cross-cultural communication skills	5.00	7.00	6.21	.71
3	GSLP helps me to understand cultural diversity	3.00	7.00	6.16	1.07
4	I am ready to contribute my best in a team project	3.00	7.00	6.00	1.15
5	GSLP helps me become an active learner	3.00	7.00	5.84	1.12
6	The knowledge I learn from this course can be applied to GSLP	3.00	7.00	5.84	1.07
7	GSLP helps improve my problem solving skills	4.00	7.00	5.68	.89
8	GSLP helps to develop a deeper understanding of how the cultural environment shapes sport leadership development	3.00	7.00	5.63	1.16
9	I am successful in this GSLP project	3.00	7.00	5.53	1.22
10	The GSLP project helped me improve self-confidence and self-image	3.00	7.00	5.53	1.17



Comments: What do you like most?

S1. I **like** to talk with the **exchange student** in Hong Kong

S2. **opportunities to talk with students in different countries**

S3. to **learn** the difference between each **culture**

S4. I can **know more about other cultures** through this project. Those **guest lectures are awesome and really helpful**

S5. Through this project, I can **understand** different **cultures**. This project brings students from different cultures together through sharing their daily lives. It is good that we work as a **global team**

S6. I like the chance given by the project to **communicate with foreigners** and learn more about the **sport culture in other countries**.

S7. Opportunity to do an interview with other students



Comments: What do you like most?

S8. Communicating with **global students**

S9. Talking with foreigners and **learn their culture**

S10. Talking with the people from

S11. The interview done with my interviewee, **I really learn a lot from them.**

S12. Have a chance to talk with different country' people

S13. Ask about the differences in volleyball between the United States and Hong Kong. My approval is a bit opposite, it inspired me to learn more.

S14. The opportunity to interview foreigners

S15. Can interview others



Comments: What is/are area of improvement?

S1. it can have **more skype video** call with U.S students

S2. Communication with students from different countries took time for **waiting** for their responses. Thus, **more time** should be provided to the students

S3. maybe a bit difficult to arrange an interview

S4. **Motivation** is not enough for both side

S5. Communication problems with **time zone difference**, since we have 12 hours time difference with USA, it is really difficult to have video chat. In addition, students in USA are **not familiar with Moodle**, we may try another way for communication

S6. It will be better if we can find the right time to talk face to face through Skype

S7. Self-confidence and presentation skills

S8. **More students** can participate



Other Comments

1

S4. Please keep the guest lectures which are really necessary for students.

2

S5. It is sad that I cannot speak face to face with someone who thousands of miles away from us

3

S6. It is a meaningful and interesting experience



Thank you very much !



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