



INTEGRATING DISABILITY SPORT INTO THE SPORT MANAGEMENT CURRICULUM

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I. INTRODUCTION

A. Integration of Other Groups into the Sport Management Curriculum

- 1. Women**
- 2. Racial/Ethnic Minorities**
- 3. People With Disabilities**



B. Instructional methods

- 1. Traditional (Mary)**
- 2. Experiential Learning (Susan)**
- 3. Comprehensive (Ted)**



II. TRADITIONAL APPROACH

A. Lecture

- 1. Principles of Sport Admin**
 - **Industry segment**
- 2. Sport Governance**
 - **Paralympic structures**
- 3. Legal Issues in Sport**
 - **ADA applications, Casey Martin**
- 4. Current Trends**
 - **Casey Martin, Stevens Amendment**
- 5. Facility Management**
 - **ADA accessibility**



B. Case Studies

- 1. ADA -facility design, promotions,
participation**

C. Guest speakers

- 1. Paralympic athlete**
- 2. Special Olympics director**



D. Internship opportunities

- 1. Disabled Sport Organizations**
- 2. Int'l Paralympic Committee**
- 3. Special Olympics**



E. Traditional Approach

- 1. Provides knowledge base**
- 2. One approach**
- 3. Experiential learning adds the hands-on component**



III. EXPERIENTIAL LEARNING

A. Working with the Visually Impaired

- 1. Goalball - sport for the visually impaired**
- 2. Portion of Rec Sport Mgmt. Class**
- 3. National H.S. Goalball Championships**



B. Tournament Experience

1. Overall Experience

- a. Welcome Bags (minor sponsors)**
- b. Game and Officials Schedules**
- c. Volunteer Sign-in Table**
- d. Updating of Tournament Brackets**
- e. Door monitors**
- f. Hospitality room for coaches & officials**



C. Experiential Learning with Goalball

1. Required training sessions

- a. Orientation on working w/ the visually impaired**
- b. Role specific training**
 - i. Goal Judge**
 - ii. Shot recorder 1 (Official Scorekeeper)**
 - iii. Time Keeper - Game Clock**
 - iv. 8-second clock and timeouts**



D. Experiential Approach

- 1. Provides hands-on experience**
- 2. How to combine Traditional and Experiential?**
- 3. Comprehensive approach**



III. COMPREHENSIVE APPROACH

A. Overview

- 1. Infusion of case studies, modules and student projects into existing required and elective courses**
- 2. Use of guest speakers as role models**
- 3. Dedicated elective course on Paralympics**
- 4. Practica associated with Disability Sport**
- 5. Internships associated with Disability Sport Organizations**
- 6. Research related to Paralympics**



B. Infusion Into Existing Curriculum- Required Courses

1. Foundations of Sport Management

- Module & Guest Speaker on Paralympics

2. Sport Media Management

- Module on Broadcast and Print Media Coverage of Paralympics

3. Information Technology in Sport

- Module on Internet Coverage of Paralympics

4. Sport Marketing

- Comparative Module on Olympic/Paralympic Marketing
- Student Projects: Strategic Marketing Plans for DSOs or Paralympic LOCs



B. Infusion Into Required Curriculum— Required Courses

5. Sport Law

- Case Studies on Casey Martin v. PGA and Shepard v. USOC
- Module on ADA compliance for sport

6. Strategic Management in Sport Organizations

- Case Study on Integration of USSA
- Case Study on USOC- USPC
- Student Projects: Strategic Management Plans



C. Dedicated Elective Course on Paralympics

SPM 329 History & Management of the Paralympic Games

1. cross-listed three credit Sport Management/ Adapted Physical Education course
2. on-site experiential component at 2002 Winter Paralympic Games
3. similar course will be offered prior to the 2004 Paralympic Summer Games in Athens, Greece



D. Practica Related to Disability Sport

Winter Paralympics – Project 2002

1. involves 32 SUNY Cortland faculty and students from Sport Management, Adapted Physical Education, Therapeutic Recreation, and Special Education
2. trained to work as special volunteer team to support the Nordic events



E. Internships Related to Paralympics

**1. two senior interns working at IPC
Headquarters in Bonn, Germany**

**2. Three senior interns working in Paralympic
supporting roles for SLOC 2002**



F. Internships in Disability Sport

1. One senior intern working as Venue Manager for 2001 New York State Special Olympics Summer Games

2. One senior intern working with U.S. Ski and Snowboard on Paralympic Reunion 2002 Project



G. Research Related to Paralympics

1. IPC/SLOC 2002 - Media/History Project

Development and publication of first written history of Paralympic Nordic Ski Sport (1976 – 2002)

2. USSA/USOC – Paralympic 2002 Reunion Project and Team History

Development and publication of first written history of U.S. Paralympic Nordic Ski Team History (1976 – 2002)



IV. SUMMARY

A. There are different instructional methods

B. There are resources out there to help

C. There is much for students to learn!



QUESTIONS?

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