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Preparation Summary

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SUMMARY

There are four competency areas to effective skill development: 1) general content, 2) specific content, 3) the business process, and 4) good personality and a people orientation. It is important to have a good understanding of movement for sport management and programming for leisure because these are the elements common to all activity areas. Another important competency is to understand the specific sport or activity and how it is similar and different from other sports and activities and how each fit together. The participant, spectator, and the general public must be well understood in terms of the behavioral processes and their impact. The professional also needs to know what business processes apply to their specific content area and how to put organizations and operations together to produce a profit. The fourth element is having a good personality and being service oriented and knowing how to blend general, specific, and business content to achieve the outcomes of an organization. Another essential ingredient, in addition to theory, is having much experience in a professional program. The field experience is pivotal because the student can use the organization as a case study to learn to blend theory and practice.