

Enhancement of Instruction in Theoretical and Applied Ethics in Sport Management

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Sport Management

Creating a Significant Learning Experience in HESC 439 (Fink 2003)

- Knowledge of Subject Matter
 - Attendance at Teaching of Business Ethics Conference
 - Purchase of Support Texts in Applied and Theoretical Ethics
- Design of Instruction
 - Problem Based Learning
 - Case Studies
 - Guest Speaker
 - Group Work
 - Statement of Ethics Paper and Reaction Papers
- Teacher-Student Interaction
 - Discussion Groups on WEBCT
 - Informal class meeting at Professor's home for Pizza and movie related to course content
- Classroom Management
 - Syllabus, Course Outline and Slides Posted on WEBCT
 - Email class list

Achieving University of Delaware General Education Goals for Undergraduate Education in HESC 439 Ethics and Issues in Sport Management

Comments taken from On-Line Course Evaluations and Statement of Ethics papers.



#2 Thinking critically to solve problems

- “Good class discussions about ethical decisions the students may face in the work place.”
- “Dr. Robinson had a lot of examples both personally and professionally of ethical situations.”
- “This course made us THINK, and I liked that!”
- “The important thing about this class is that there are no “right” answers. Student Comments from Course Evaluations

#3. To be able to work and learn both independently and collaboratively

- “Class discussions allowed me to see other viewpoints rather than just the way I felt about a topic.” Student Comment on Course Evaluation
- Students communicated out of class in discussion groups via WebCT.
 - Every week students were given a situation where they had to write how they would respond to this ethical situation and to respond to classmates responses in the discussion group.
- Students worked in groups to find solutions to ethical problems.
- Students wrote several reaction papers and a statement of ethics paper.

#6 Develop intellectual curiosity, confidence and engagement that will lead to lifelong learning.

- “It taught me not only about sport but also about life. It really made me think a lot about my future career, and the obstacles I may face in the business world.” Comment from Student Statement of Ethics Paper

#7 Develop ability to integrate academic knowledge with experiences that extend the boundaries of the classroom.

- “Having the opportunity to meet Dr. Brand and relate what we learned in class to his personal philosophy helped to pull all of the theories from class together.” Student Comment on Course Evaluation
- Students who took the course in Fall of 2005 participated in weekly chat rooms during their internship experience during the Spring 2006 semester. The main focus of the chats were ethical situations they faced in their internship experience and how they acted... the ultimate statement of ethics.

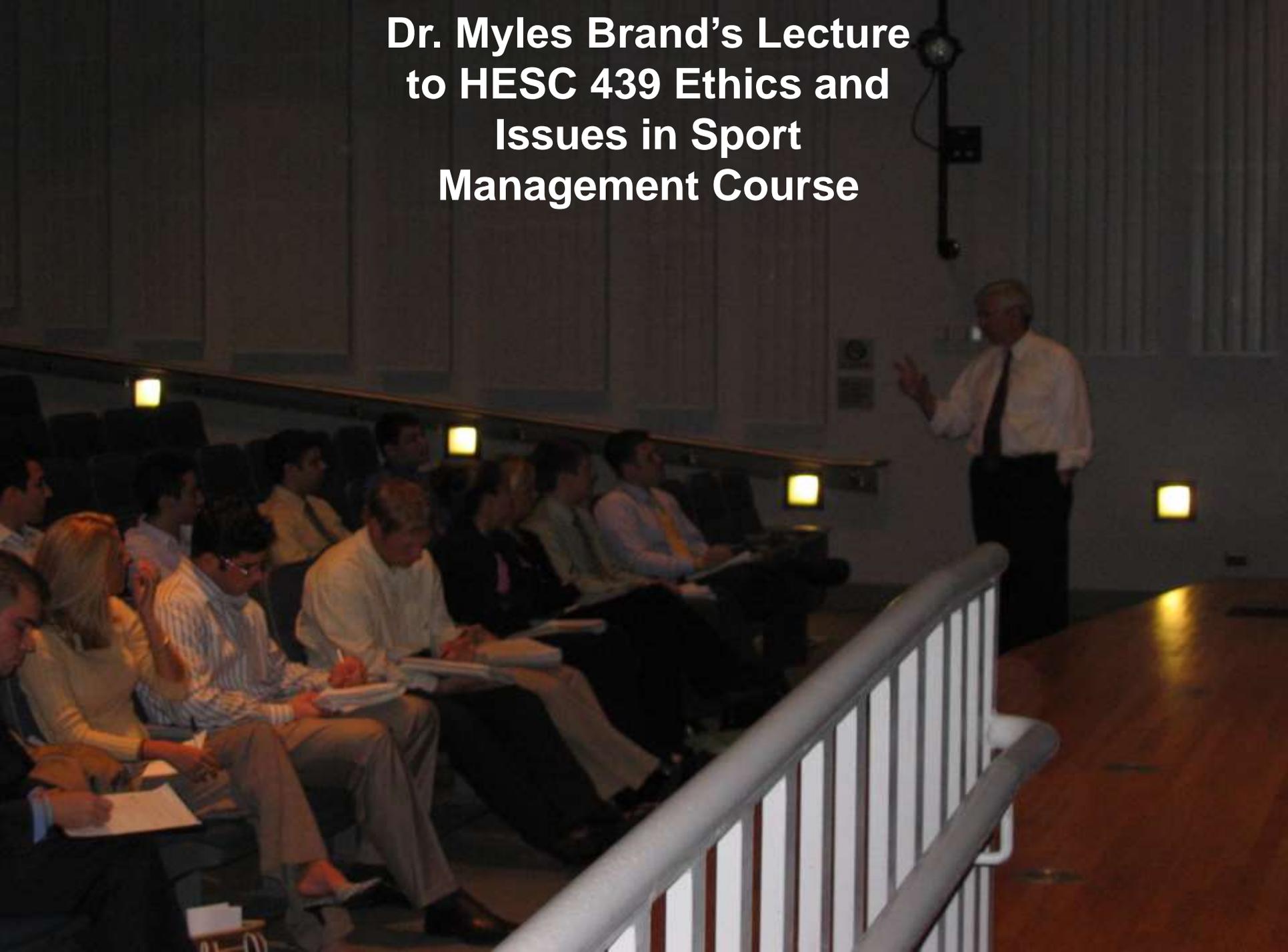
Dr. Myles Brand visit

- Dr. Myles Brand assumed his duties as the president of the NCAA January 1, 2003. He is the fourth chief executive officer of the association. Prior to this position he served as president of Universities of Indiana and Oregon. He was a Professor of Philosophy and Ethics before becoming an administrator.
- Dr. Brand visited the University of Delaware campus on November 2, 2005 to lead a discussion in the HESC 439 course and to give a public lecture. His visit was funded by the grant.
- Dr. Brand faces ethical dilemmas on a daily basis in his leadership position with the NCAA. He discussed how he deals with those situations as well as his ethical views on many of the important issues facing intercollegiate athletics today.
- Dr. Brand incorporated theoretical ethics into his discussion and challenged students to critically respond to scenarios he presented. If things don't work out at the NCAA, Dr. Brand could always return to the classroom!!!!

Dr. Brand and HESC Students Meet with Dr. Roselle



**Dr. Myles Brand's Lecture
to HESC 439 Ethics and
Issues in Sport
Management Course**



The HESC 439 Students and Dr. Brand after his Lecture





Dr. Matthew J. Robinson and Dr. Myles Brand

Myles Brand Sport Management Award

- Dr. Brand graciously returned his honorarium for appearing to fund an award that will given annually to an undergraduate sport management major who “in and out of the classroom, potentially on the playing field, in the community and in their professional activities displays the high ideals championed by the NCAA. That being to govern competition in a fair, safe, equitable and sportsmanlike manner and to integrate intercollegiate athletics into higher education so that the education experience of the student athlete is paramount.”

2006 Myles Brand Award Recipients



Saul Rafel Frankel
&
Nat Measley

Students At Dr. Robinson's House for Pizza and to Watch and Discuss the Movie "Return to Paradise"



Overall Comments from Students on the Course

- “Personally I think this was the most important class I have taken at Delaware. It taught me about who I am. Things I can use everyday when making decisions about work, family, and any other tough decision that I run into.” Student Comment Statement of Ethics Paper
- “I believe that this Ethics and Issues class has been instrumental in shaping my values and principles within the last few months.” Student Comment Statement of Ethics Paper

Overall Ratings of Instructor and Course

- The instructor's presentation of material gained my attention. 4.79 of 5
- The instructor's teaching materials aided my learning. 4.57 of 5
- The course was challenging. 4.29 of 5

Final Comments

- Poster Presentation was prepared by Megan Hager and Lauren Carrigan, HESC 439 Ethics and Issues in Sport Management Students.
- Dr. Matthew J. Robinson apologizes for missing the poster presentation, but he is attending an academic conference related to the grant. Feel free to contact him at mjrobins@udel.edu if you have questions.
- Dr. Robinson would like to thank the Center for Teaching Effectiveness, the Delaware Interdisciplinary Ethics Program and IT User Services for the support of this worthwhile project.