



Enhancing Employability in Postgraduate Sport Management Students

Case study

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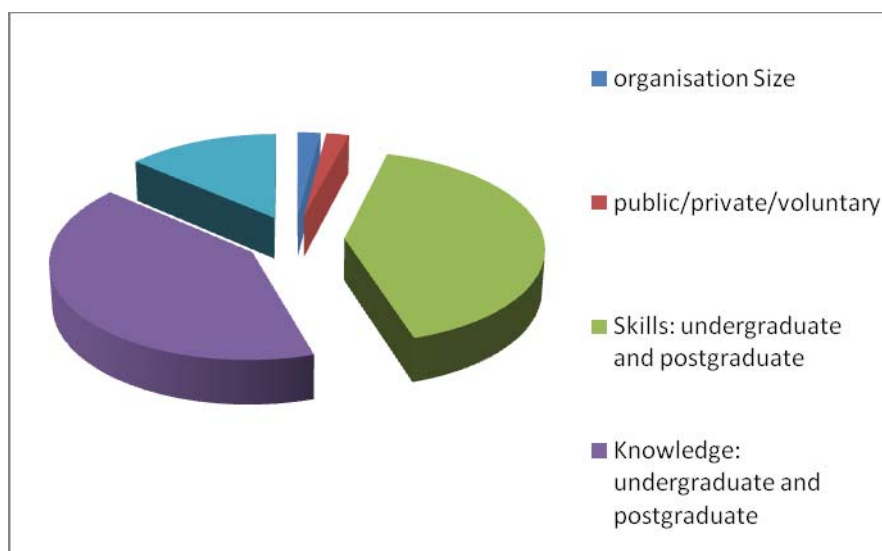
Introduction

This guide provides an introduction to the use of an online survey tool to measure and monitor employer perspectives of knowledge and skills required to improve employability of postgraduate students. It also provides a framework for considering 'employability' in course design and management, with particular focus on sport management courses. The survey serves as a useful tool that encourages communication between employers and higher education providers. As employers are often busy with the day to day running of their business, a simple online survey allows them to quickly communicate their views which will be important for course managers to ensure their programmes are offering 'employability value'.

Employability in Sport Management: Postgraduates

The subject of employability has been debated among academics, higher education and government for decades. Yet very little of this dialogue considers the application of employability to postgraduate education. The term becomes more complex when applied to the sport industry because of the diversity and complexity of the industry and because of its rapid growth and competitive job market. It is also important to remember that the sport management job market, like many employment markets, is dynamic and an ongoing use of survey data must be used to provide real value to course development.

A framework - when seeking to understand employability and how to improve this in postgraduate education, it is important to include 'undergraduate' as a variable in your survey design. So when asking employers to comment on skills or knowledge important to a student's employability, be sure to allow them space to indicate whether they consider a real difference between an undergraduate and a postgraduate student. The sport industry is composed of public, private and voluntary sectors and these should be included in any survey. You may also want to monitor the size of the organisations for cross reference with employers perceptions of skills and knowledge needed for employability.



Framework for Employability Survey

Getting Started

Tips for integrating an online survey:

1. Create a database of employers from companies your course is designed to cater for.
2. Spend time considering the knowledge and skill areas you want to include (refer to course documentation).
3. Use contacts you already have through internships, industry speakers.
4. Choose an online survey software package such as 'Survey Share' to easily design and manage your survey and data.

Other Uses for the Survey

- If you have an internship programme, the survey can also be used to maintain regular communication with prospective companies and with existing clients.
- As the survey requires little maintenance once in operation, the longitudinal data provided over several years can be examined for industry trends, the information then used for course development or publication.
- As a marketing tool, the continuous assessment of employer perceptions and the adoption of those views in course management demonstrates to students that your course is contemporary and employer focused.