

# **The Sport Management Professional and the Undergraduate Kinesiology Curriculum in Canada**

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## **Abstract**

This paper examines the issue of demand for sport management professionals with specialized training and the place of the undergraduate kinesiology student with a generalist background. In this context it is apparent that the specialized training that is required is not available in a broad based undergraduate kinesiology curriculum. There are, however, opportunities within the world of sport and physical activity for a generalist but these opportunities are at in areas other than the world of highly commercialized professional sport. Further, topics for the curriculum which prepares a generalist are discussed.