Using the Case Method to Teach Students the Value of an Organizational Culture of Diversity

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Sport management faculty are challenged to be more proactive diversity educators (Pitts & Shapiro, 2017; Vianden & Gregg, 2017). To facilitate critical discourse around issues of diversity and inclusion, a case study was developed examining the Dallas Mavericks’ sexual harassment scandal that occurred 2018 to 2020. The case study is responsive to broader social, cultural, and political movements around workplace equity, and can be integrated into introductory sport management courses, courses focused on organizational themes, and courses attentive to current issues in sport. Teaching tools for facilitating the case study, including case analysis and intergroup discussion, will be provided.