

**USG ACADEMIC PROGRAM PROPOSAL**  
(Effective 2/22/18)

**Institution:** Middle Georgia State University

**Date Completed at the Institution:** 12/6/2018

**Name of Proposed Program/Inscription:** Bachelor of Science with a Major in Sport Management

**Degree:** Bachelor of Science

**Major:** Sport Management

**CIP Code:** 31.0504

**School/Division/College:** School of Business

**Department:** N/A

**Anticipated Implementation Date:** Fall 2019

**Requesting Differential Tuition Rate**      \_\_\_\_\_ Yes<sup>1</sup>   X   No

**Delivery Mode (Check all that apply):**

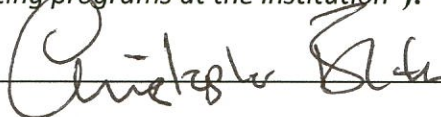
On-campus, face-to-face only	
Off-campus location, face-to-face only (specify the location):	
Online Only <i>If this program will be offered online, within two weeks after Board approval, the USG institution must upload requisite information into Georgia ONmyLINE using the institutional PDA account. See Appendix II for the specific questions involved for Georgia ONmyLINE.</i>	
Combination of on-campus and online (specify whether 50% or more is offered online for SACSCOC)  <u><b>50% or more will be offered online.</b></u>	X
Combination of off-campus and online (specify whether 50% or more is offered online for SACSCOC)	
Hybrid, combination delivery, but less than 50% of the total program is online based on SACSCOC	
Contractual Location (specify the location and timeframe/start and end dates):	

**<sup>1</sup> All documents and forms requesting a differential tuition rate must be submitted to the Office of Fiscal Affairs prior to Academic Affairs Review of the Degree Proposal.**

**USG ACADEMIC PROGRAM PROPOSAL**  
**(Effective 2/22/18)**

**SIGNATURE PAGE**

**Approval by the President** (“I certify that the institution has adequate funds to cover the costs of the new program. Furthermore, the new program will not reduce the effectiveness or quality of existing programs at the institution”):

  
\_\_\_\_\_

**Approval by Vice President for Academic Affairs or Provost:**

**Jon Anderson**

Digitally signed by Jon Anderson  
DN: cn=Jon Anderson, o, ou, email=jennifer.jones11@mga.edu, c=US  
Date: 2018.12.10 14:35:48 -05'00'

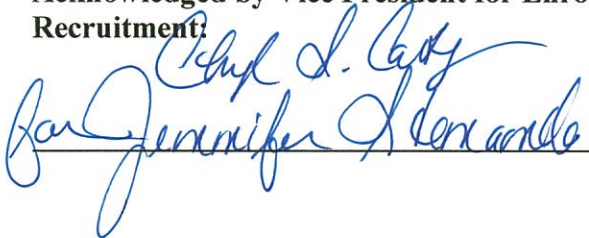
**Approval by Vice President for Finance/Business (or designee) and contact information:**

  
\_\_\_\_\_

**Approval by Vice President for Facilities (if different from VP- Finance or designee) and contact information:**

\_\_\_\_\_

**Acknowledged by Vice President for Enrollment Management (or designee) for Recruitment:**

  
\_\_\_\_\_

- 1) **Forecast:** If this program was not listed on your one of the past two-year academic forecasts provide an explanation concerning why it was not forecasted; but is submitted at this time.

Originally developed in 2014, this program was listed on an older academic forecast. Due to continued and increasing demand for the program, Middle Georgia State University is submitting the program for consideration.

- 2) **Academic Framework:** Within the context of strategic planning of all resources and divisions within short-term and long-term perspectives, provide a narrative that explains campus leadership review and attention to newly institutionally approved programs within the last four years, low-producing programs, and post-approval enrollment analyses prior to approving the proposed program for submission to the system office.

Middle Georgia State University's new Strategic Plan includes imperatives to grow enrollment with purpose and to own student success. A key institutional strategy is to develop academic pipelines and expanded degrees that provide seamless academic pathways for students. MGSU takes a disciplined approach to academic portfolio maintenance and development, and all existing and proposed academic programming is reviewed in relation to the MGSU strategic plan.

Campus leadership, including Fiscal Affairs and Academic Affairs, carefully studies the fiscal and enrollment assumptions of all proposed academic programs prior to moving them through the institutional approval process, ensuring that resource planning and enrollment projections are sound. Enrollment in all new newly established programs is monitored in the first three years of implementation with the institutional performance expectation that programs will pay for themselves in tuition and revenue by the fourth year.

Monitoring of enrollment and degree productivity of academic programs is also imbedded in regular institutional effectiveness processes at MGSU. Annual Deans Assessment includes enrollment and graduation analysis for all new and continuing academic programs. The University also conducts USG-mandated Comprehensive Program Review on a six-year cycle, ensuring that academic programs have viable enrollment and exceed USG-established thresholds for low-producing programs. Programs that are deemed to be low-performing through the Comprehensive Review process are placed under monitoring or are slated for deactivation. In the last year, MGSU terminated seven non-productive programs.

Recent USG post-approval enrollment and academic productivity reports document the health of Middle Georgia State's academic portfolio. The May 2016 Post-Enrollment Monitoring Report published by USG shows that MGA met or exceeded third year enrollment projections for 75% of new programs. On average, other State Universities only met enrollment projections for 48% of new programs. In the 2016 Academic Degree Productivity Report published by USG, Middle Georgia State University had the best productivity rating of all other institutions in the State University sector with only 1 program identified as low-producing.

- 3) **Rationale:** Provide the rationale for proposing the new academic program. *(In other words, does the state need the program; should your institution offer the program; and can your institution develop and implement the program.)*

MGSU's rapid evolution from associate-degree granting institution to state university has resulted in a particularly narrow range of baccalaureate programming that has limited enrollment. MGA is committed to developing a more robust undergraduate academic program portfolio to support enrollment growth, and the proposed BS in Sport Management helps in attainment of that goal.

The BS in Sport Management, which will be housed in the MGSU's School of Business and which will be available on both the Macon and Cochran campuses, leverages existing faculty capital and addresses a distinct student need. The program of study includes 18 hours of existing business classes with established faculty and available course capacity. Additionally, the BS in Sport Management program is responsive to MGSU's new and flourishing National Association of Intercollegiate Athletics (NAIA) program, which has a student population with a unique affinity for Sport Management and an affiliated coaching staff with faculty credentials to teach in the program. Student athletics at MGSU has grown rapidly in recent years, with the program recently expanding across two campuses, with 4 new sports added, and with a 100% increase in enrollment of student athletes from 2013 and 2018.

The proposed BS in Sport Management will be the only program of its kind to serve the Middle Georgia region. Additionally, the program has a unique, navigable curriculum and will be the only Sport Management program in the University System of Georgia that is embedded in a School of Business.

- 4) **Mission Fit and Disciplinary Trends:** Description of the program's fit with the institutional mission and nationally accepted trends in the discipline (explain in narrative form). If the program is outside the scope of the institutional mission and sector, provide the compelling rationale for submission.

The BS in Sport Management supports the mission of Middle Georgia State University to educate and graduate inspired, lifelong learners who will enhance their community through professional leadership, specifically in the state's sport and recreation industry.

The BS program is within the scope of MGA's role in the State University sector and aligns particularly well with MGA's hybrid mission. Specifically, the BS in Sport Management is an access program open to all newly admitted students. It also offers an alternative completion pathway to MGA students who do not gain admittance to more competitive health science or business programs.

- 5) **Description and Objectives:** Program description and objectives (explain in narrative form).

MGA's proposed B.S. in Sport Management provides a rigorous sport management education that is underwritten by a strong liberal arts and general business curriculum. The program consists of 120 required credit hours, including a 42 hour core curriculum, 18 hours of discipline-specific Area F coursework, 18 hours of general business course work, 21 hours of sport management course work, and 21 hours of approved electives. The program features an embedded minor in business and at least 3 semester hours of internship experience.

Classes will be delivered in both face-to-face and distance learning environments. Scheduling of these classes will be responsive to the needs of traditional students, non-traditional students, and student-athletes.

The BS in Sport Management has the following program objectives/goals:

- To deliver a flexible and navigable degree program with a structure and course schedule that supports a diverse student population and fosters degree completion.
  - To provide a comprehensive education that builds on a liberal arts foundation, provides a strong base of general business, and delivers a practical and rigorous sport management curriculum that prepares students for an array of careers in the sports and recreation industry.
  - To serve the needs of the middle Georgia region and the state of Georgia by delivering graduates who are prepared for leadership roles in the sports and recreation industry.
- 6) **Need:** Description of the justification of need for the program. (Explain in narrative form why the program is required to expand academic offerings at the institution, the data to provide graduates for the workforce, and/or the data in response to specific agency and/or corporation requests in the local or regional area, and/or needs of regional employers.) (A list of resources, not exhaustive, is available on the public web link along with the proposal form at: [http://www.usg.edu/academic\\_programs/new\\_programs](http://www.usg.edu/academic_programs/new_programs))

The BS in Sport Management responds to a documented workforce need.

Sport Management programs, prepare individuals to apply management principles to the organization, administration, or management of athletic programs and teams, sport recreation services, and other related services. Sport management graduates benefit from a broad career landscape and can fill workforce needs in a host of professional positions, including:

- Sport Marketing, Advertising, and Promotion Managers
- Facilities and Event Coordinators /Managers
- Athletic Business Managers

- Risk Managers
- Athletics Scouts and Agents
- Player Benefits and Human Resources Professionals
- Athletic Directors and Coaches

Plunkett Research Ltd, recently estimates the economic impact of the United States sports and recreation at approximately \$519.9 billion dollars a year.<sup>1</sup> According to the U.S. Bureau of Labor Statistics, more than 19.3 million Americans are working in the management, business, finance, entertainment, sports and recreation sector. Sports, recreation, fitness, related services and retail sectors have been recognized as among the largest new drivers of job creation of the current decade, growing over 12.6% since 2010. Through 2026, employment of both entertainment and sports and recreation occupations along with employment of advertising, promotions, and marketing managers is projected to grow 9-10% faster than the average for all occupations.<sup>2</sup>

Other indicators of sector growth include retail analysis from trade agencies, such as the Sports & Fitness Industry Association (SFIA), whose data reveals that industry performance is outpacing the GDP.

Georgia Department of Labor data suggests that Georgia is in line with national growth trends, with expansions across industrial sectors affiliated with sports, fitness, and recreation anticipated in both the short term and long term. Of particular note:<sup>3 4</sup>

- Management and Recreational Industries are among the 20 industry subsectors expected to have growth in Georgia from 2017-2019.
- Bachelor prepared managers, operations specialists, marketing specialists, and analysts can expect 19,190 annual job openings in various sectors thru 2019.
- General and operations managers, marketing specialists, analysts, and coaches and scouts can be found among the projected Hot Careers in Georgia thru 2026.
- Georgia Long-term occupational projections (2016-2026) for positions requiring a bachelor's degree show promising outlook for employment growth in the following sports and management related occupations:<sup>5</sup>
  - Recreation workers – 9% employment growth
  - Agents Business Managers of Sports Athletes – 19% employment growth
  - Marketing Managers – 10% employment growth
  - Advertising and Promotions Managers – 10% employment growth
  - Coaches and Scouts – 18.3% employment growth
  - Marketing Specialists – 28% employment growth
  - Advertising and Promotions Manager – 11.1% employment growth

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<sup>1</sup> Plunkett Research – Sports Industry Market Research, 2018

<sup>2</sup> U.S. Bureau of Labor Statistics, 2018 – Employment Outlook: 2016-2026

<sup>3</sup> Georgia Department of Labor – Labor Market Explorer- Industry Details, 2018

<sup>4</sup> Georgia Department of Labor – 2017-2019 Short Term Employment Projections, 2018

<sup>5</sup> Georgia Department of Labor - Long Term Occupational Projections 2016-2026; 2018

- The following sports, recreation, and fitness career paths show positive salary trends<sup>6,7</sup>
  - Agents and Business Managers of Artists, Performers, and Athletes
    - Mean Salary GA: \$84,668
    - 2016-2026 - 19% growth
  - Recreation Workers
    - Mean Salary GA: \$26,538
    - 2016-2026 - 9% growth
  - Meeting, Convention, and Event Planners
    - Mean Salary GA \$51,919
    - 2016-2026 - 11% Growth
  - Marketing Specialists
    - Mean Salary GA: \$65,926
    - 2016-2026 - 28% growth
  - Coaches and Scouts:
    - Mean Salary GA: \$46,206
    - 2016-2026 – 13% growth

7) **Demand:** Please describe the demand for the proposed program. Include in this description the supporting data from 1) existing and potential students and 2) requests from regional industries. How does the program of study meet student needs and employer requirements in terms of career readiness and employability, requirements to enter the profession, post-graduate study, and disciplinary rigor at the level required for professional success and advanced educational pursuits? (*In other words, how does the program of study prepare students for the next step?*)

The proposed B.S. in Sport Management is positioned to meet a strategic institutional need to grow enrollment with purpose and develop academic pipelines and expanded degrees. Because capacity for the program exists in both Macon and Cochran, the program will be offered on both campuses. However, there is particular need for additional baccalaureate programming on the Cochran campus, which currently has a very slim academic portfolio and a growing enrollment, particularly in the student-athlete sector.

The B.S.in Sport Management promises to be popular among all students—but particularly among the student athletes. Based on a recent student-interest assessment, the Athletic Department conservatively projects that fifteen to twenty percent of their nearly 200 student athletes will opt to change majors to the proposed Bachelor’s in Sport Management once it become available.

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<sup>6</sup> Georgia Department of Labor – Labor Market Explorer- Occupational Details, 2018

<sup>7</sup> American Job Center, Occupational Summaries, 2018

Enrollment trends among current Health Services Administration (HLSA) students are also indicative of student interest and need. The Sports and Fitness Management track in the BS HLSA program is popular and growing. Since its official inauguration in 2017, enrollment has trended from a headcount of 1 (fall 2017) to headcount of 56 (fall 2018). It is anticipated that ten to fifteen percent of those enrolled in the HLSA sports and fitness management track will change majors to the BS in Sport Management.

The B.S. in Sport Management degree also offers a viable and needed pathway for students who don't have the credentials to gain entry to the Bachelor of Science in Business Administration. Nearly 20 aspiring Business students fail to gain entry into the BSBA each semester.

The program would also provide access and degree advancement for graduates of Central Georgia Technical College's new Associate's degree in Sports and Fitness Management.

- 8) **Duplication:** Description of how the program does not present duplication of existing academic offerings in the geographic area, within the system as a whole, and within the proposing institution regardless of academic unit. If similar programs exist, indicate why these existing programs are not sufficient to address need and demand in the state/institution's service region and how the proposed program is demonstrably different or complementary to other USG degrees and majors.

The proposed BS in Sport Management will be the only program of its kind to serve the middle Georgia region. The program has a unique curriculum with a general business foundation and is the only program of its kind in the state housed in a School of Business.

Although three other Sport Management programs exist within the University System of Georgia (University of West Georgia, Georgia Southern University, and Kennesaw State University)—all are housed in academic units with either a health science or education focus. Likewise related programs across the system in recreation, exercise science, kinesiology, and fitness management have curriculums that focus on health or education and lack the distinct business infrastructure of MGSU's Sport Management degree.

Although the Sports and Fitness Management Track in MGSU's own BS in Health Services Administration is related to the new BS in Sport Management, the two programs are targeted to very different audiences: HLSA students are preparing for health-related fields and those in Sport Management are preparing for business-related occupations.

**\*\*Two-step option directions:** Institutions that prefer to submit a new academic program proposal in two stages are required to answer questions #1 through #8 for system office preliminary review. This half-step will be shared with all system institutions and an affiliated system academic committee similar to practices that occur with a full, one-step proposal.



- 9.) Collaboration:** Is the program in collaboration with another USG Institution, TCSG institution, private college or university, or other entity?  
Yes \_\_\_ or No X (place an X beside one)

If yes, list the institution below and include a letter of support from the collaborating institution's leadership (i.e., President or Provost and Vice President for Academic Affairs) for the proposed academic program in Appendix I.

- 10.) Admission Criteria:** List the admission criteria for the academic program, including standardized test and grade point average requirements for admission into the program. Also, at what point (e.g., credit hours completed) are students admitted to the program.

Students are admitted to the BS in Sport Management simultaneously with admission to the University. The admission criteria for the program is identical to University admission requirements.

## **11.) Curriculum**

- a.** Specify whether the proposed program requires full-time study only, part-time study only, or can be completed either full time or part time.

The program can be completed either full- or part- time.

- b.** If the proposed program will be offered online, describe measures taken by the academic unit to sufficiently deliver the program via distance education technologies and provide instructional and learning supports for both faculty and students in a virtual environment. Will the program be offered in an asynchronous or synchronous format?

Some of the courses in the BS in Sport Management will be offered both face-to-face and in an asynchronous online environment. Middle Georgia State University has a long history of excellence in the online arena and faculty who will support this program are well-versed in distance-education pedagogy. Additionally, MGSU has a Center for Excellence and Teaching Learning that provides strong support to faculty, departments, and schools as the develop online courses and programs.

- c.** List the entire course of study required to complete the academic program. Include the course prefixes, course numbers, course titles, and credit hour requirement for each course. Indicate the word "new" beside new courses. Include a program of study.

## B.S. IN SPORT MANAGEMENT

### CORE CURRICULUM AREAS A-E: 42 HOURS

Students are free to choose among courses prescribed in the approved MGSU core

### CORE CURRICULUM AREA F: 18 HOURS

Major Field

Course Number	Title	Credit Hours	Status (Existing/New)
ACCT 2000	Survey of Accounting	3	Existing
ECON 1101	Survey of Economics	3	Existing
BUSA 2105	Communicating in the Business Environment	3	Existing
ITEC/BUSA 2201	Business Information Applications	3	Existing
Elective	1000-2000 Electives	3	Existing
Elective	1000-2000 Electives	3	Existing

### UPPER LEVEL REQUIREMENTS: 39 HOURS

#### BUSINESS CORE: 18 Hours

Course Number	Title	Credit Hours	Status (Existing/New)
MGMT 3141	Principles of Management	3	Existing
MKTG 3161	Principles of Marketing	3	Existing
Elective	3000 or 4000 level Business Course	3	Existing
Elective	3000 or 4000 level Business Course	3	Existing
Elective	3000 or 4000 level Business Course	3	Existing

#### MAJOR REQUIREMENTS: 21 Hours

Course Number	Title	Credit Hours	Status (Existing/New)
SMGT/HLSA 3400	Introduction to Sports and Fitness Management	3	New
SMGT 3900	Health Promotion and Education	3	New
SMGT 4010	Legal Aspects of Sport Management	3	New
SMGT 4020	Financial Aspects of Sport Management	3	New
SMGT 4030	Introduction to Sport Marketing and Communications	3	New
SMGT 4440	Sports Operations and Facility Management	3	New
SMGT/MGMT 4605	Internship or Cooperative Education	3	New

### OPEN ELECTIVES: 21 HOURS

- d.** State the total number of credit hours required to complete the program, but do not include orientation, freshman year experience, physical education, or health and wellness courses that are institutional requirements as defined in the Academic and Student Affairs Handbook, Section 2.3.1 and the Board Policy Manual, 3.8.1.

The program is 120 credit hours.

- e.** Within the appendix, append the course catalog descriptions for new courses and their prerequisite courses. Include the course prefixes, course numbers, course titles, and credit hour requirements.

See Appendix I.A.

- f.** If this is an undergraduate program, how does or would the department/institution use eCore, eMajor, or dual enrollment?

All Middle Georgia State University students have the option of completing the core curriculum via eCore. The program will not be part of eMajor. Dual enrolled students at MGSU will have access to most of the first 60 hours of the BS in Sport Management.

- g.** If this is a doctoral program, provide the names of four external reviewers of aspirational or comparative peer programs complete with name, title, institution, e-mail address, telephone number, and full mailing address. External reviewers must hold the rank of associate professor or higher in addition to other administrative titles.

N/A

**12) PROGRAM OF STUDY-UNDERGRADUATE ONLY**

<b>Courses</b> (list acronym, number, and title)	<b>Hours</b>
<b>Area A 1: Communication Skills</b> (indicate the semester hour range)	<b>6</b>
<b>Area A 2: Quantitative Skills</b> (indicate the semester hour range)	<b>3</b>
Indicate the institutional mathematics requirement in this space: MATH 1101 will be recommended to students in the BS in Sport Management.	
<b>Area B: Institutional Options</b> (indicate the semester hour range)	<b>4</b>
<b>Area C: Humanities, Fine Arts, and Ethics</b> (indicate the semester hour range)	<b>6</b>
<b>Area D: Natural Sciences, Mathematics, and Technology</b> (indicate the semester hour range)	<b>11</b>
<b>Area E: Social Sciences</b> (indicate the semester hour range)	<b>12</b>
<b>Area F:</b> (indicate the semester hour range)  ACCT 2000: Survey of Accounting ECON 1101: Survey of Economics BUSA 2105: Communicating in the Business Environment ITEC/BUSA 2201: Business Information Applications Electives (6 Hours)	<b>18</b>
<b>Major Area Courses – Common Curriculum</b> (indicate the semester hour range; and, annotate whether courses involve an internship or field experience)  <b><u>BUSINESS CORE (18 Hours)</u></b> MGMT 3141: Principles of Management MKTG 3161: Principles of Marketing Four 3000 or 4000 Level Business Electives  <b><u>MAJOR REQUIREMENTS (21 Hours)</u></b> SMGT 3400: Introduction to Sports and Fitness Management SMGT 3900: Health Promotion and Education SMGT 4010: Legal Aspects of Sport Management SMGT 4020: Financial Aspects of Sport Management SMGT 4030: Introduction to Sport Marketing and Communications SMGT 4440: Sports Operations and Facility Management SMGT/MGMT 4605: Internship or Cooperative Education*  <b>*This is an internship course</b>	<b>39</b>
<b>Electives</b> (indicate the semester hour range)	<b>21</b>
<b>Total Semester Credit Hours</b>	<b>120</b>

**14) Alternative Curricular Pathway:** What alternative curricular pathways exist (for example for students who were not admitted to the major but are still in satisfactory standing at the institutional level)? Please describe them below and describe how these students are advised about the alternative(s).

This is an open admissions program for all students who gain admission to the University. As long as students remain in good academic standing at the University, they will be in good academic standing in the program.

**15) Prior Learning Assessment:** Does the program include credit for prior learning assessment? How will credit be assessed and for what specific courses in the curriculum inclusive of prerequisites? If this is not applicable, indicate “NA” in this section.

N/A

**16) Open Educational Resources:** Does the program include open educational resources that have been assessed for quality and permissions, can be connected with related curricular resources, and are mapped to learning outcomes? If this is not applicable, indicate “NA” in this section.

N/A

**17) Waiver to Degree-Credit Hour** (if applicable):

- All bachelor’s degree programs require 120-semester credit hours.
- Master’s level programs have a maximum of 36-semester hours. Semester credit-hours for the program of study that are above these requirements require a waiver to degree-credit hour request with this proposal.
- State whether semester credit-hours exceed maximum limits for the academic program and provide a rationale.
- This is not applicable for specialist in education and doctoral programs.

N/A

**18) Student Learning Outcomes:** Student Learning outcomes and other associated outcomes of the proposed program (provide a narrative explanation).

Program Student Learning Outcomes, which are listed below, align with the University’s mission and strategic plan, will be evaluated each year

Students will be able to:

- Incorporate ethical, legal, technical, and socio-cultural understanding in sport management analysis and decision making.
- Employ principles of financial, operations, human resources management, and facility/event management in the sport and recreation environment.

- Apply principles of sport marketing and communication.
- Utilize critical thinking and effective communication skills in research, analysis, and presentation of sport management issues.

**19) Assessment:** Describe institutional programmatic assessments that will be completed to ensure academic quality, viability, and productivity.

All academic units at Middle Georgia State University use a common template for academic program assessment, which serves as the basis for both assessment plans and reports. The assessment process is cyclical in nature and requires regular submission of assessment plans and reports. The assessment process repeats in intervals to allow regular tracking of outcomes and documentation of improvement. The complete process includes:

- Alignment of program goals and outcomes with the College's mission and Strategic Plan.
- Assessment of program goals and student learning outcomes
- Analysis of results and identification of initiatives to foster continuous improvement
- Reporting and use of results to foster program improvement and to guide ongoing planning and budgeting.

The BS in Sport Management assessment plan is included in Appendix I.C.

Additionally, all academic programs at Middle Georgia State University undergo Comprehensive Program Review (CPR) every five years. In coordination with the Office of Institutional Research, the chair of the department in which a given academic program is housed is responsible for collecting data to document and evaluate the quality, productivity, and viability of the program under review. The Dean of the school or college reviews and approves the CPR report and submits it to the MGA Institutional Effectiveness Board for evaluation. The Institutional Effectiveness Board evaluates and scores the program under review using a standardized rubric and submits a report to the Provost. The Provost then decides if the program needs adjustments of any sort, which may include enhancement, maintenance at the current level, reduction in scope, or consolidation and termination.

**20) Accreditation:** Describe disciplinary accreditation requirements associated with the program (if applicable, otherwise indicate NA).

The primary accrediting body for Sport Management programs is the Commission on Sport Management Accreditation (COSMA). COSMA accreditation places emphasis on excellence in sport management education and assessment of educational outcomes. The accreditation process includes a self study, a site visit, and reaffirmation every seven years.

MGSU has designed its BS in Sport Management to align with COSMA criteria here specified:

- Program must have a mission statement, goals, and strategic plan that are each aligned with the overall institution's goals, mission, and strategic plan.
- Student learning outcomes must be established and tied to courses in the program. An assessment plan must exist which regularly evaluates the achievement of student learning outcomes.
- The curriculum of the accredited program must include the following Common Professional Component (CPC) topic areas:
  - Historical, sociological, and psychological foundations of sport
  - Foundations of sport management including management concepts, governance & policy, and international sport
  - Functions of sport management including sport operations, sport marketing, sport communications, and sport finance and economics
  - Environment of sport management including legal aspects of sport management, ethical aspects of sport management, diversity issues in sport management, technological advances in sport management
  - Integrative experiences and career planning including internship/practical/experiential learning and a capstone experience
- Faculty teaching in the program must have the appropriate academic and professional credentials.
- Faculty should be current in their fields and active in their professional contributions to the institution and discipline.
- Faculty must integrate ethical viewpoints and principles into their instruction.
- The institution must provide appropriate financial resources to support the program.
- A sufficient number of classrooms and computer labs of a suitable size and quality must be available.
- Full time faculty must be provided with office space that allows them professional privacy.
- Class instruction must be supported by library holdings that are sufficient in size and scope to complement the instructional program; provide incentives for individual learning and support appropriate scholarly and professional activities of the faculty.

**21) SACSCOC Institutional Accreditation:** Is program implementation contingent upon SACSCOC action (e.g., substantive change, programmatic level change, etc.)? Please indicate Yes or No.           NO

**ENROLLMENT SECTION** (*Consult with Enrollment Management*)

**22) Recruitment and Marketing Plan:** What is the institution’s recruitment and marketing plan?  
 What is the proposed program’s start-up timeline.

If approved, the BS in Sport Management will be implemented fall of 2019. Immediate, targeted recruiting and marketing efforts will be aimed at new and existing MGSU student athletes, students in Health Science and Business who have failed to gain admission into selective programs, students pursuing the BS in Health Services Administration Sports and Fitness Management track, and Central Georgia Tech students graduating with the A.S. in Sports and Fitness Management. Additional marketing efforts will target the current pool of fall 2019 applicants, and more broadly the traditional and adult college-ready population in the middle Georgia region.

**23) Enrollment Projections:** Provide projected enrollments for the program specifically during the initial years of implementation.

- a) Will enrollments be cohort-based? Yes \_\_\_ or No X (place an X beside one)
- b) Explain the rationale used to determine enrollment projections.

Enrollment projections were created using conservative estimates of students who would shift from existing programs and projected new transfer students. Enrollment projections are underwritten by the current headcount of student athletes, those in the Sports and Fitness Management track of the BS in Health Services Administration, and estimates of students who may not gain admission into more selective programs.

	First FY	Second FY	Third FY	Fourth FY
<b>I. ENROLLMENT PROJECTIONS</b>				
<b>Student Majors (continuing)</b>		24	27	27
Shifted from other programs	30	30	20	15
New to the institution	10	15	25	35
<b>Total Majors</b>	40	69	72	77



**22) Faculty**

a) Provide the total number of faculty members that will support this program: 10

6 full-time faculty members and 4 part-time faculty members.

b) Submit your SACSCOC roster for the proposed degree. Annotate in parentheses the person who will have administrative responsibility for the program. Indicate whether any positions listed are projected new hires and currently vacant.

<b>SACSCOC FACULTY ROSTER FORM</b> <b>MIDDLE GEORGIA STATE UNIVERSITY SCHOOL OF BUSINESS</b> <b>BS IN SPORT MANAGEMENT</b>			
1	2	3	4
NAME (F, P)	COURSES TAUGHT  Including Term, Course Number & Title, Credit Hours (D, UN, UT, G)	ACADEMIC DEGREES & COURSEWORK  Relevant to Courses Taught, Including Institution & Major  List specific graduate coursework, if needed	OTHER QUALIFICATIONS & COMMENTS  Related to Courses Taught
<p><b><u>New Hire (Will serve as Program Coordinator/Administrator)</u></b></p>	<p>SMGT 3400 – Introduction to Sport Management (3) (UT)</p> <p>SMGT 4020 – Financial Aspects of Sport Management (3) (UT)</p> <p>SMGT 4030 – Introduction to Sport Marketing and Communications (3) (UT)</p> <p>SMGT 4440 – Sports Operations and Facility Management (3) (UT)</p> <p>SMGT 4605 – Internship (3) (UT)</p>	<p>PhD in appropriate field</p>	
<p>Aiken, Charlie (F)</p>	<p>MKTG 3161 – Principles of Marketing (3) (UT)</p>	<p>Masters Degree: MBA (Columbus State University, 1994)</p>	

		<p>BUS 799 Directed Research (3)</p> <p>MBA 716 Marketing Management (3)</p> <p>Bachelor's degree: BBA Marketing (Columbus State University, 1993)</p>	
Bice, Douglas (F)	ECON 1101 – Survey of Economics (3) (UT)	<p>Doctorate Degree: PhD Economics (University of Kentucky, 1997)</p> <p>Master's Degree: MA Economics (University of New Hampshire, 1992)</p>	
Sullivan, Troy (F)	ACCT 2000 – Survey of Accounting (3) (UT)	<p>Doctorate Degree: EDD Adult Education (University of Georgia, 2007)</p> <p>Master's Degree: MS Management (Georgia Southwestern State University, 1989)</p> <p>ACCT 511 – Intermediate Accounting II (3)</p> <p>ACCT 512 – Intermediate Accounting III (3)</p> <p>ACCT 530 Accounting Systems (3)</p> <p>ACCT 616 – Income Tax Accounting for Business (3)</p> <p>ACCT 6200 – Managerial Controls (3)</p> <p>ACCT 6390 – Accounting Internship (3)</p> <p>Bachelor's Degree: BS Computer Information Systems (Georgia Southwestern State University, 1989)</p>	

Sanders, William (F)	<p>BUS 2105 – Communicating in the Business Environment (3) (UT)</p> <p>ITEC 2201 – Business Information Applications (3) (UT)</p>	<p>Master’s Degree: MSA – Management (Georgia College and State University, 1985)</p> <p>COM Comm Theory Mgt (5)</p>	
Phipps, Simone (F)	MGMT 3141 – Principles of Management (3) (UT)	<p>Doctorate Degree: PhD Human Resource Education (Louisiana State University, 2011)</p> <p>Master’s Degree: MBA – General Business (Ohio University, 2007)</p>	
Hervey, William (P)	SMGT 4010 – Legal Aspects of Sport Management (3) (UT)	<p>Doctorate Degree: J.D. Law (St. John’s University, 1986 )</p> <p>Master’s Degree: LLM in Health Law (St. Louis University, 2003)</p>	
Hagler, James (P)	<p>SMGT 3900 – Health Promotion and Education (3) (UT)</p> <p>SMGT 3400 – Introduction to Sport Management (3) (UT)</p> <p>SMGT 4020 – Financial Aspects of Sport Management (3) (UT)</p> <p>SMGT 4030 – Introduction to Sport Marketing and Communications (3) (UT)</p> <p>SMGT 4440 – Sports Operations and Facility Management (3) (UT)</p>	<p>Master’s Degree: MSS Sport Management (American College of Sports Medicine, 2009)</p> <p>SAM 582 – Sports Facilities</p> <p>SAM 544 – Marketing</p> <p>SAM 545 – Sport Finance</p> <p>SAM 543 – Sport Administration</p> <p>SAM 551 – Public Relations in Sports</p> <p>SAD 546 – Seminar in Sports Medicine</p> <p>Bachelor’s Degree: BS Business Administration (Columbus State University, 2007)</p>	

<p>Knight, Paul (P)</p>	<p>SMGT 3400 – Introduction to Sport Management (3) (UT)</p> <p>SMGT 4010 – Legal Aspects of Sport Management (3) (UT)</p> <p>SMGT 4030 – Introduction to Sport Marketing and Communications (3) (UT)</p> <p>SMGT 4605 – Internship (3) (UT)</p>	<p>Master’s Degree: Master of Sport Management (University of Richmond, 1996)</p> <p>HSS 512 – Sport Marketing</p> <p>HSS 513 – Internship in Sport Management</p> <p>LAWE 690 – Sport Law</p> <p>HSS 504 – Sport Administration</p> <p>HSS 501 – Media Rltns/Evnt Mgt/Fin Sport</p> <p>Bachelor’s Degree: BS Computer Science (Methodist College, 1994)</p>	
<p>Gudjonsson, Elvar (P)</p>	<p>SMGT 3400 – Introduction to Sport Management (3) (UT)</p> <p>SMGT 3900 – Health Promotion and Education (3) (UT)</p> <p>SMGT 4010 – Legal Aspects of Sport Management (3) (UT)</p> <p>SMGT 4020 – Financial Aspects of Sport Management (3) (UT)</p> <p>SMGT 4030 – Introduction to Sport Marketing and Communications (3) (UT)</p> <p>SMGT 4605 – Internship (3) (UT)</p>	<p>Master’s Degree: M.Ed in Phy Ed/Sport Management (Auburn University, 2013)</p> <p>PHED 6340 – Risk &amp; Legal Issues in Sports &amp; PE</p> <p>PHED 6360 – Advanced Sport Finance</p> <p>PHED 6370 – Advanced Sport Sales &amp; Promotion</p> <p>PHED 6200 – Org &amp; Adm of Sports &amp; Phy Ed.</p> <p>PHED 6330 – Sport Marketing</p> <p>PHED 6954 – Intern Sport Management</p> <p>Bachelor’s Degree: BS Education (Auburn University, 2007)</p>	

**F, P: Full-time or Part-time; D, UN, UT, G: Developmental, Undergraduate Nontransferable, Undergraduate Transferable, Graduate**

- c) Does the institution require additional faculty to establish and implement the program?  
Yes or No. \_\_\_\_\_Yes\_\_\_\_\_ Please indicate your answer in the space provided.

Describe the institutional plan for recruiting additional faculty members in terms of required qualifications, financial preparations, timetable for adding faculty, and whether resources were shifted from other academic units, programs, or derived from other sources. Explain clearly whether additional faculty hires can be supported with institutional funds.

Middle Georgia State University will be able to hire the one additional required faculty with revenue from the program by the second year of implementation. The program will fully support this new hire without any funds from other sources or programs. If enrollment is not as high as projected, MGSU will alter the number of total needed faculty (FT, PT, Overload) so that no other programs are impacted financially.

### 23) Fiscal, Tuition, and Estimated Budget

- a) Describe the resources that will be used specifically for the program.

The proposed B.S. in Sport Management degree program will require adequate classroom space to accommodate projected enrollment numbers. Classrooms on the Macon and Cochran campuses have been identified as available for use by the proposed program. In addition, library resources to support undergraduate research, 1 new faculty position, 1 office to accommodate faculty, and sufficient office supplies and travel funds to support faculty. Funds for marketing will also be required.

- b) Does the program require a tuition cost structure different from or above a regular tuition designation for the degree level? Yes \_\_\_\_\_ or No   X   (place an X beside one)

- c) Does the program require a special fee for the proposed program? Yes \_\_\_\_\_ or No   X   (place an X beside one)

- d) If the program requires a different tuition cost structure or special fee, such requests require approval through both the Committee on Academic Affairs (for the academic program) and the Committee on Fiscal Affairs (for the tuition increase or special fee designation). The resultant tuition and/or fee request for a new degree is to be submitted to both the academic affairs and fiscal affairs offices. Complete Appendix III that includes information for a differential tuition cost structure involving a proposal for a new academic program.

- e) Note: The web link for approved tuition and fees for USG institutions is located at the following url: [http://www.usg.edu/fiscal\\_affairs/tuition\\_and\\_fees](http://www.usg.edu/fiscal_affairs/tuition_and_fees)

- f) Budget Instructions: Complete the form further below and **provide a narrative to address each of the following:**

- g) For Expenditures (*ensure that the narrative matches the table*):

- i. Provide a description of institutional resources that will be required for the program (e.g., personnel, library, equipment, laboratories, supplies, and capital expenditures at program start-up and recurring).

The BS in Sport Management degree program will require one full time faculty member by the 2nd fiscal year (2021). The program will also require minimal supply, travel and library resource funding as well as marketing funds.

- ii. If the program involves reassigning existing faculty and/or staff, include the specific costs/expenses associated with reassigning faculty and staff to support the program (e.g., cost of part-time faculty to cover courses currently

being taught by faculty being reassigned to the new program, or portion of full-time faculty workload and salary allocated to the program).

N/A

h) For Revenue (*ensure that the narrative matches the table*):

- i. If using existing funds, provide a specific and detailed plan indicating the following three items: source of existing funds being reallocated; how the existing resources will be reallocated to specific costs for the new program; and the impact the redirection will have on units that lose funding.

N/A

- ii. Explain how the new tuition amounts are calculated.

Tuition is calculated by adding together the number of students that will be in the program each year (shifting from other majors, new to institution – transfer, and continuing) and then totaling the number of upper level courses that these students will take. These numbers are then figured for two semesters. The total number of credit hours are then multiplied by the MGSU amount per credit hour. For example, in year one, 40 total students will take an estimated 12 credits for two semesters ( $40 * 12 * 2 = 960$ ). The 960 credit hours would bring in \$106,435 in tuition revenue ( $960 * \$110.87$ ).

- iii. Explain the nature of any student fees listed (course fees, lab fees, program fees, etc.). Exclude student mandatory fees (i.e., activity, health, athletic, etc.).

The \$250 institutional fee will be paid by each student, each semester.

- iv. If revenues from Other Grants are included, please identify each grant and indicate if it has been awarded.

N/A

- v. If Other Revenue is included, identify the source(s) of this revenue and the amount of each source.

N/A

- i) Revenue Calculation: Provide the revenue calculation, in other words, the actual calculation used to determine the projected tuition revenue amounts for each fiscal year involving start-up and implementation of the proposed program.

- j) When Grand Total Revenue is not equal to Grand Total Costs:
- i. Explain how the institution will make up the shortfall. If reallocated funds are the primary tools being used to cover deficits, what is the plan to reduce the need for the program to rely on these funds to sustain the program?

N/A

- ii. If the projected enrollment is not realized, provide an explanation for how the institution will cover the shortfall.

The enrollment projections in the early years of the program are extremely conservative, but if even that enrollment is not realized, the program can easily be scaled back by adjusting the number of total faculty needed.

- iii. If the projected enrollment is not realized, what are your next action steps in terms of bolstering the program, potentially altering the program, teach-outs, a planned phase-out, etc.?

If projected enrollment is not realized, MGSU will reassess recruitment efforts and course delivery format. Specifically, program expansion to other campuses and/or a fully online format would be considered. If program productivity still lagged considerably at the time of comprehensive program review, teach out and deactivation would be the ultimate response.

<b>I. EXPENDITURES</b>	First FY20 Dollars	Second FY21 Dollars	Third FY22 Dollars	Fourth FY23 Dollars
<b>Personnel – reassigned or existing positions</b>				
Faculty (see 23.g.ii)				
Part-time Faculty (see 23.g.ii)	8,400	8,400	8,400	8,400
Graduate Assistants (see 23.g.ii)				
Administrators (see 23.g.ii)	13,500	13,770	14,045	14,326
Support Staff (see 23.g.ii)				
Fringe Benefits	15,916	15,995	16,075	16,157
Other Personnel Costs (Overloads)	12,000	12,000	12,000	12,000
<b>Total Existing Personnel Costs</b>	<b>49,816</b>	<b>50,165</b>	<b>50,521</b>	<b>50,884</b>



<b>EXPENDITURES (Continued)</b>				
<b>Personnel – new positions (see 23.g.i)</b>				
Faculty		61,911	62,530	63,155
Part-time Faculty				
Graduate Assistants				
Administrators				
Support Staff				
Fringe Benefits		30,109	30,290	42,473
Other personnel costs				
<b>Total New Personnel Costs</b>		92,020	92,820	105,628
<b>Start-up Costs (one-time expenses) (see 23.g.i)</b>				
Library/learning resources				
Equipment				
Other				
Physical Facilities: construction or renovation (see section on Facilities)				
<b>Total One-time Costs</b>				
<b>Operating Costs (recurring costs – base budget) (see 23.g.i)</b>				
Supplies/Expenses	1,000	2,000	2,000	2,000
Travel	1,000	500	500	500
Equipment				
Library/learning resources	1,000	1,000	1,000	1,000
Other (Marketing)	3,000	2,000	2,000	2,000
<b>Total Recurring Costs</b>	6,000	5,500	5,500	5,000
<b>GRAND TOTAL COSTS</b>	55,816	147,685	148,841	161,512

<b>III. REVENUE SOURCES</b>				
<b>Source of Funds</b>				
Reallocation of existing funds (see 23.h.i)				
New student workload				
New Tuition (see 23.h.ii)	106,435	183,601	191,583	204,888
Federal funds				
Other grants (see 23.h.iv)				
Student fees (see 23.h.iii) Exclude mandatory fees (i.e., activity, health, athletic, etc.).	20,000	34,500	36,000	38,500
Other (see 23.h.v)				
New state allocation requested for budget hearing				
<b>GRAND TOTAL REVENUES</b>	126,435	218,101	227,583	243,388
<b>Nature of Revenues</b>				
Recurring/Permanent Funds	126,435	218,101	227,583	243,388
One-time funds				
<b>Projected Surplus/Deficit</b> (Grand Total Revenue – Grand Total Costs) (see 20.h.i. & 20.h.ii).	70,619	70,416	78,742	81,876

## 24) Facilities/Space Utilization for New Academic Program Information

Facilities Information — Please Complete the table below.

		Total GSF
a.	Indicate the floor area required for the program in gross square feet (gsf). When addressing space needs, please take into account the projected enrollment growth in the program over the next 10 years.	3065
b.	Indicate if the new program will require new space or use existing space. (Place an "x" beside the appropriate selection.)	
	<b>Type of Space</b>	<b>Comments</b>
i.	Construction of new space is required (x).-→	n/a
ii.	Existing space will require modification (x). →	n/a
iii.	If new construction or renovation of existing space is anticipated, provide the justification for the need.	n/a
iv.	Are there any accreditation standards or guidelines that will impact facilities/space needs in the future? If so, please describe the projected impact.	n/a
v.	Will this program cause any impact on the campus infrastructure, such as parking, power, HVAC, other? If yes, indicate the nature of the impact, estimated cost, and source of funding.	n/a
vi.	Indicate whether existing space will be used.	x
<b>c. If new space is anticipated, provide information in the spaces below for each category listed:</b>		
i.	Provide the estimated construction cost.	n/a
ii.	Provide the estimated total project budget cost.	n/a
iii.	Specify the proposed funding source.	n/a
iv.	What is the availability of funds?	n/a
v.	When will the construction be completed and ready for occupancy? (Indicate semester and year).	n/a
vi.	How will the construction be funded for the new space/facility?	n/a
vii.	Indicate the status of the Project Concept Proposal submitted for consideration of project authorization to the Office of Facilities at the BOR. Has the project been authorized by the BOR or appropriate approving authority?	n/a

**d. If existing space will be used, provide information in the space below.**

Provide the building name(s) and floor(s) that will house or support the program. Indicate the campus, if this is part of a multi-campus institution and not physically located on the main campus. Please do not simply list all possible space that could be used for the program. We are interested in the actual space that will be used for the program and its availability for use.

Office space will be provided on the Cochran campus. Classroom space will be provided on the Cochran and Macon campuses.

Classroom space:  
Walker Hall 307  
Walker Hall 204  
PSC 132  
PSC 136

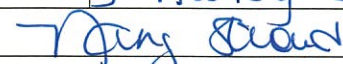
Office Space:  
Walker Hall 305

**e. List the specific type(s) and number of spaces that will be utilized (e.g. classrooms, labs, offices, etc.)**

i.	No. of Spaces	Type of Space	Number of Seats	Assignable Square Feet (ASF)
	4	Classrooms	138	2871
		Labs (dry)	n/a	0
		Labs (wet)	n/a	0
		Meeting/Seminar Rooms	n/a	0
	1	Offices		194
		Other (specify)	n/a	0
<b>Total Assignable Square Feet (ASF)</b>				<b>3065</b>

ii. If the program will be housed at a temporary location, please provide the information above for both the temporary space and the permanent space. Include a time frame for having the program in its permanent location.

n/a

Chief Business Officer or Chief Facilities Officer Name & Title	Phone No.	Email Address
Nancy P. Stroud EVP	478-471-2863	nancy.stroud@mga.edu
	Signature	

**FINAL NOTE: Appendices that do not apply to the proposed program should not be attached.**

## **APPENDIX I**

Use this section to include letters of support, curriculum course descriptions, and recent rulings by accrediting bodies attesting to degree level changes for specific disciplines, and other information.

### **Appendix I.A.: Sport Management Degree Program Course Descriptions**

#### **ACCT 2000 – Survey of Accounting Credit: 3 hours**

This is a survey course of the fundamentals of financial and managerial accounting designed for the non-business major. The course includes the conceptual background for the measurement of income and analyzing the financial conditions of businesses and information used in applying managerial accounting techniques.

#### **BUSA 2105 – Communicating in the Business Environment Credit: 3 Hours**

This is a course emphasizing both interpersonal and organizational communications to include written and oral exercises appropriate to business practice.

#### **BUSA 2201/ITEC 2201 – Business Information Applications Credit: 3 Hours**

This is a course designed to provide an overview of information analysis concepts and applications in today's business environment. Topics include a brief history of information technology use in business, the information processing cycle, networking, and business operations in the online world. Emphasis is on business productivity software including spreadsheets, business databases, presentation software, e-mail, basic web page development, and internet utilization. Students make oral presentations using PowerPoint presentation software.

#### **ECON 1101 – Survey of Economics Credit: 3 Hours**

This course introduces basic concepts of microeconomics and macroeconomics including an analysis of the production of distribution of goods and services in our economic system. Microeconomics topics include supply and demand, optimizing behavior of consumers and producers, market structures and performance, and effects of government intervention. Macroeconomics topics include measuring and explaining aggregate economic activity, monetary economics, fiscal and monetary policies, and international trade.

#### **MGMT 3141 – Principles of Management Credit: 3 Hours**

This is an introduction to the management process emphasizing planning and strategy, organizational theory and structure, and organizational behavior, direction and control including leadership, motivation, team building, management information systems and current managerial issues such as total quality management, multicultural impact and ethical management.

### **MKTG 3161 – Principles of Marketing Credit: 3 hours**

This is an introduction to the basic principles of marketing and the marketing environment with a focus on development of an understanding of ethical planning, implementing, and controlling marketing activities on a local, national, and international scale.

### **SMGT 3400 - Introduction to Sport and Fitness Management Credit: 3 hours**

This survey course illustrates the foundations and principles on which sport and fitness management operate, and also allows students to explore career opportunities in the field. Topics covered include facilities and personnel management, marketing, financial, legal and ethical principles as they relate to sport and fitness-related enterprises. It also explores the historical aspects, current state and future trends of the industry. Lecture/Lab Hours: Three hours per week.

### **SMGT 3900 - Health Promotion and Education Credit: 3 hours (New Course)**

Introduction to the professional field of health education and fundamental concepts of health education and health promotion. The subject matter is rooted in the broad field of public health, with an emphasis on the roles of health promotion and illness prevention. Stress is placed upon the relationship between health, the social and physical environment, health care delivery and personal health behavior. Emphasis will be given to the process and practice of health promotion and the application of related health behavioral theories and models.

Lecture/Lab Hours: Three hours per week

### **SMGT 4010 – Legal Aspects of Sport Management Credit: 3 hours (New Course)**

This course will explore the practical application of laws, rules and regulations that apply in the sports and fitness settings. Topics include an overview of the legal system and legal foundations, contract law, tort liability including negligence, criminal law, intellectual property, the legal rights of employees and athletes, and governance issues.

Lecture/Lab Hours: Three hours per week.

### **SMGT 4020- Financial Aspects of Sport Management Credit: 3 hours (New Course)**

Prerequisites ACCT 2000, SMGT 3400

This course offers an examination of the principles of finance as applied to sport and fitness organizations. Topics include an overview of the sport industry and financial indicators for strategic planning, strategies for generating revenue, and the allocation of resources. A study of revenue sources available to sport and fitness organizations such as ticket sales, concessions, fund raising, and sponsorship. Emphasis will be placed on the use of financial information in administrative decision making.

Lecture/Lab Hours: Three hours per week.

### **SMGT 4030 – Sport Marketing and Communications Credit: 3 hours (New Course)**

Prerequisite: SMGT 3400

This course is designed to educate the student on the two basic components of Sports and Fitness Marketing: 1) The marketing of sports and fitness products, activities, and events 2) The use of sports and fitness as a marketing tool for other products. Also, the course will educate the student on the different theories in the field of sport and fitness communication. The student will also learn how to become a more effective communicator.

Lecture/Lab Hours: Three hours per week

**SMGT 4440 - Sports Operations and Facility Management Credit: 3 hours (New Course)**

Prerequisites: SMGT 3400

This course is designed to introduce students to facility and event management in the sports and fitness industry. It provides the skills necessary to effectively create and manage sports and fitness events. Topics include facility design and management; the event planning process; facility and event operations financing, risk management and event management.

Lecture/Lab Hours: Three hours per week

**SMGT 4605/MGMT 4605 - Internship And/Or Cooperative Education Credit: 3 hours**

This is an individually designed and planned learning experience involving field experience and study in the private or public sector.



## Appendix I.B.: Sport Management Program of Study by Semester

<b>Suggested Program of Study: BS in Sport Management</b>			
<b>Freshman – Fall Semester</b>		<b>Freshman – Spring Semester</b>	
Course	Credit Hours	Course	Credit Hours
ENGL 1101	3	ENGL 1102	3
MATH 1101	3	Area D Lab Science	4
HIST 2111 or HIST 2112	3	Area B Elective	4
POLS 1101	3	BUSA 2201	3
BUSA 2105	3		
<b>Totals</b>	<b>15 Hours</b>		<b>14 Hours</b>
<b>Sophomore – Fall Semester</b>		<b>Sophomore – Spring Semester</b>	
Course	Credit Hours	Course	Credit Hours
Area C Lit Elective	3	Area C Non-Lit Elective	3
Area D Lab Science	4	Area D Elective	3
Area E Elective	3	Area E Elective	3
Area F Elective	3	Area F Elective	3
ECON 1101	3	ACCT 2000	3
<b>Totals</b>	<b>16 Hours</b>	<b>Totals</b>	<b>15 Hours</b>
<b>Junior – Fall Semester</b>		<b>Junior – Spring Semester</b>	
Course	Credit Hours	Course	Credit Hours
MGMT 3141	3	Business Elective	3
MKTG 3161	3	Open Elective	3
Business Elective	3	Open Elective	3
Open Elective	3	SMGT 3900	3
SMGT 3400	3	SMGT 4010	3
<b>Totals</b>	<b>15 Hours</b>	<b>Totals</b>	<b>15 Hours</b>
<b>Senior – Fall Semester</b>		<b>Senior – Spring Semester</b>	
Course	Credit Hours	Course	Credit Hours
Business Elective	3	Business Elective	3
Open Elective	3	SMGT 4440	3
Open Elective	3	SMGT 4605	3
SMGT 4020	3	Open Elective	3
SMGT 4030	3	Open Elective	3
<b>Totals</b>	<b>15 Hours</b>	<b>Totals</b>	<b>15 Hours</b>



## Appendix I.C.: Assessment Plan

### MGA – Academic Program Assessment Plan

#### Assessment Plan for the BS in Sport Management

<i>Please identify which type of learning activity will be used to teach the learning goal. Also identify the learning objective associated with the learning goal being taught. A learning outcome is a description of the knowledge, skills and abilities you will gain as you complete your coursework.</i>				
	<b>Goal Statement</b>	<b>Assessment Types</b>	<b>Data Collection Points*</b>	<b>Target Performance</b>
<b>Learning Outcome 1</b>	<b>Incorporate ethical, legal, technical, and socio-cultural understanding in sport management analysis and decision making.</b>	Case Study Internship Project	End of Term: SMGT 4010 SMGT4020 SMGT 4605	85% of students will score 75% or above on assessment.
<b>Learning Outcome 2</b>	<b>Employ principles of financial, operations, human resources management, and facility/event management in the sport and recreation environment.</b>	Exams	End of Term: SMGT 4030 SMGT 4440	85% of students will score 75% or above on assessment.
<b>Learning Outcome 3</b>	<b>Apply principles of sport marketing and communication.</b>	Written/Oral Presentation	End of Term: SMGT 4030	85% of students will score 75% or above on assessment.
<b>Learning Outcome 4</b>	<b>Utilize critical thinking and effective communication skills in research, analysis, and presentation of sport management issues.</b>	Research Paper/Oral Presentation	End of Term: SMGT 3400 SMGT 3900	85% of students will score 75% or above on assessment.