

## **ESTABLISHMENT OF A NEW PROGRAM FOR THE BACHELOR OF SCIENCE IN SPORT MANAGEMENT**

### **Recommendation**

It is recommended that the Board of Governors establish a new degree program, the Bachelor of Science in Sport Management, in the Kinesiology, Health and Sport Studies division in the College of Education, effective fall term, 2018.

### **Background**

Currently, the division of Kinesiology, Health, and Sports Studies (KHS) offers a graduate-level degree (MA) in Sports Administration (established in 1979), offered entirely online (since 2014). The MA program has 108 enrolled students, and primarily aims to further the education and training of practitioners already employed within the sports industry. Wayne State is unique in that it offers a Sports Administration program exclusively at the graduate level; this is uncommon among peer institutions, most of whom also offer the degree for undergraduates.

At the undergraduate level, students at Wayne State who are interested in Sport Management typically opt for a degree in business or kinesiology. While there are merits to these majors for individuals who want to work in sports, we have found many new MA students lack the depth of industry-specific understanding and a sport-specific experiential component (both of which are crucial for securing employment within the highly-competitive industry). As such, we have recognized the need for this program at Wayne State. There are also solid indicators of student interest from the WSU athletic department, and enrollment numbers of similar programs in the region suggest that the industry (and related educational programs) are thriving. There are also many indicators of a healthy job market in the sports industry and an increase in entry-level jobs.

### **Program Description**

The Bachelor of Science degree in Sport Management is designed to prepare students for the specific demands of leading sport organizations and teams through a comprehensive curriculum blending components of management and physical activity. Sport Management majors acquire a strong foundation in management and administration, communication, risk management, ethics, and marketing and promotion. Coursework in the Sport Management program align with the standards of the Commission on Sport Management Accreditation (COSMA), the accrediting body of the North American Society for Sport Management, and are focused on the following topic areas:

1. Foundations in Sport Management: focusing on management concepts, governance policy, and international sport.
2. Foundations of Sport Management: focusing on sport operations, sports marketing, sport communications, sport finance and economics.
3. Sport Management Environment: focusing on legal aspects, ethical aspects, diversity, and technical advances.
4. Integrative Experiences and Career Planning: focusing on internship and practical experiential learning.

Instruction in the program will focus on blending theoretical and applied knowledge to best prepare students to become sport management professionals. Within the credit requirements for the major, Sport Management students will complete a professional practicum course (3-credits) focused on experiential learning, as well as apply their knowledge in sports-related internships as a capstone experience.

### **Admission Requirements**

Admission requirements to the Bachelor of Science in Sport Management are satisfied by the general requirements for undergraduate admission to the university.

### **Curriculum Requirements**

Candidates for the Bachelor of Science in Sport Management must satisfy the university General Education requirements, College requirements, and the major requirements. All course work must be completed in accordance with the regulations of the University and the College governing undergraduate scholarship and degrees.

The undergraduate program in Sport Management will be a 120-credit hour Bachelor of Science degree. Students will complete 45 credits of required courses in the major. Requiring 45 credits for the major allows students the depth and breadth of content courses to be prepared for a host of professional careers once they graduate. In addition, students will select elective courses, in conjunction with their advisor that best meets their professional aspirations in the fields of exercise and sport science, physical activity, business, and communications.

### **Graduation Requirements**

Students must have a minimum cumulative GPA of 2.5, and a cumulative GPA of 2.5 or higher in all courses within the major. This program will adhere to all WSU and College of Education regulations governing undergraduate scholarship and degrees.

### **Program Administration**

The Sports Management Program Coordinator is responsible for administering and coordinating the program under the supervision and direction of the KHS Assistant Dean.

These activities are carried out with support of several college and divisional entities, including the Division of Academic Services, college and division Marketing Coordinators, and a KHS Internship Coordinator. The Program Coordinator will also work closely with related programs at community colleges, to assure articulation agreements and seamless transition for community college students to WSU.

### **Budget and Resource Requirements**

Within the division of KHS, there are two full-time faculty members with specific responsibility for the Sports Administration MA program, who will also assume responsibilities in the undergraduate Sport Management program. The Dean of the College of Education has allocated one additional lecturer to specifically support the Bachelor of Science in Sport Management. In addition to the three full-time faculty, the Division will also rely on additional adjunct faculty support for the delivery of courses. It currently has high-profile adjunct instructors, who are

industry practitioners in their field, and who teach courses throughout the academic year. With the projected 100 new majors in Sport Management, the additional revenue generated through this initiative will be used to fully support the costs of running the program after the first year.

**Accreditation**

Although accreditation through COSMA is not a requirement for sport management programs, it is considered the guiding accrediting body in curriculum development and assessment. A total of 50 programs (graduate and undergraduate) from 30 universities have become accredited with COSMA since accreditation started in 2012. COSMA provides sport management programs with guiding principles to evaluate effectiveness in sport management. While the program does not plan to initially seek COSMA accreditation, the program's curriculum is aligned with COSMA standards.

**Approvals**

The proposal was approved by the faculty of the Kinesiology, Health and Sports Studies division, the College of Education Assembly, the Dean of the College of Education, the Graduate Council, the Dean of the Graduate School, and the Provost.