

UNIVERSITY FACULTY SENATE FORMS

Academic Program Approval

This form is a routing document for the approval of new and revised academic programs. Proposing department should complete this form. For more information, call the Faculty Senate Office at 831-2921.

Submitted by: Dr. Matthew J. Robinson phone number: 302 831-6680

Department: Business Administration email address: mjrobins@udel.edu

Date: August 19, 2009

Action: Change of Department for Major/Revise Major
(Example: add major/minor/concentration, delete major/minor/concentration, revise major/minor/concentration, academic unit name change, request for permanent status, policy change, etc.)

Effective term 10F
(use format 04F, 05W)

Current degree BS
(Example: BA, BACH, BACJ, HBA, EDD, MA, MBA, etc.)

Proposed change leads to the degree of: BS
(Example: BA, BACH, BACJ, HBA, EDD, MA, MBA, etc.)

Proposed name: _____
Proposed new name for revised or new major / minor / concentration / academic unit (if applicable)

Revising or Deleting:

Undergraduate major / Concentration: Sport Management major
(Example: Applied Music – Instrumental degree BMAS)

Undergraduate minor: _____
(Example: African Studies, Business Administration, English, Leadership, etc.)

Graduate Program Policy statement change: _____
(**Must attach** your Graduate Program Policy Statement)

Graduate Program of Study: _____
(Example: Animal Science: MS Animal Science: PHD Economics: MA Economics: PHD)

Graduate minor / concentration: _____

Note: all graduate studies proposals must include an electronic copy of the Graduate Program Policy Document, highlighting the changes made to the original policy document.

List new courses required for the new or revised curriculum. How do they support the overall program objectives of the major/minor/concentrations)?

SPMT 486: International Sport Management. International Business is one of the main focal points of business education in the Lerner College of Business & Economics as well as an important component of UD's Path to Prominence.

Explain, when appropriate, how this new/revised curriculum supports the 10 goals of undergraduate education: <http://www.ugs.udel.edu/gened/>

Since its inception as a concentration within the Health Behavior Management major in the Department of Health, Nutrition and Exercise Sciences (HNES) in 2001 and through its evolution into a free standing major within HNES in 2004, the mission of the University of Delaware Sport Management program has been to provide students with a positive environment, rich in academic and practical experiences, oriented toward developing comprehensive leadership and technical skills that are applicable to the diverse career opportunities in the sport industry.

The new academic program to be offered in the Department of Business Administration in the Lerner College of Business & Economics will continue this mission while also continuing to support the University's Goals of Undergraduate Education. The sport management faculty offer courses that require written assignments, presentations that utilize technology, and instructional methods that promote discussion among students in the classroom environment (Goal 1). Faculty members encourage students to think critically, to question established practices, and to work in groups to solve problems presented via Problem Based Learning methods (Goals 2, 3 & 6). The sport management program offers an Ethics course and challenges students to view their decisions and actions from the perspective of professionals in the field, while also respecting the views and diversity of others (Goals 4 & 5). The sport management program requires an internship experience for the students to gain practical experience, and faculty members utilize field trips and practical application opportunities to enhance the learning experience for students (Goal 7). Finally the program encourages students to have a global perspective of their field and to respect and appreciate the cultural differences in how sport is viewed and managed in other parts of the world. The faculty encourage students to take advantage of the international opportunities (e.g. study abroad) the university and the sport management program offers (Goals 8, 9 and 10).

Identify other units affected by the proposed changes:

(Attach permission from the affected units. If no other unit is affected, enter "None")

Affected units will be the Department of Health, Nutrition and Exercise Sciences (HNES) and the Department of Business Administration (BUAD). See the attached letters of support from both Department Chairs. Sport management traditionally had 60 to 70 students enrolled in the program and another 30 to 40 students as freshmen sport management interest students. HNES would lose those students as well as two full-time faculty members. The BUAD faculty voted in favor of the move. BUAD will experience an increase in students and will add new full-time faculty members accordingly.

Describe the rationale for the proposed program change(s):

(Explain your reasons for creating, revising, or deleting the curriculum or program.)

The proposed move of the sport management major from HNES to BUAD is based on the commonalities between sport management and the other programs within BUAD.

The sport management program prepares students for career opportunities in the \$200 billion sport industry, and the majority of those opportunities are in the areas of sales and marketing,

leadership and management, finance, and operations. Additionally, the sport management curriculum is grounded in business theory. The existing curriculum has course offerings in the area of sport marketing, sport finance, and facility and event management and requires students to complete the Business Certificate program; faculty also encourage students to pursue the Minor in Business Administration. The proposed curriculum will be revised to be consistent with the other academic programs in BUAD while still offering courses focused on sport management.

In addition, the national trend is for sport management programs to be housed within business schools. Established sport management programs at University of Massachusetts and Temple University have moved into business schools in recent years. Other universities such as the University of Oregon, Arizona State University, University of Central Florida, and Seton Hall University house sport management programs within their schools of business. The prevailing attitude of industry leaders is that the students are being done a disservice if a sport management program is not business based, and the program may lack credibility if it is not aligned with the business school. Although the existing sport management curriculum emphasizes business, its perceived quality and awareness will be enhanced if it is housed within the Department of Business Administration in the Lerner College of Business & Economics.

Finally, the research agendas of the sport management faculty will be more in line with those of the faculty in BUAD. Both faculty members in Sport Management are respected scholars in the discipline, and they welcome the opportunity to collaborate with BUAD faculty with similar research interests.

Program Requirements:

(Show the new or revised curriculum as it should appear in the Course Catalog. If this is a revision, be sure to indicate the changes being made to the current curriculum and **include a side-by-side comparison** of the credit distribution before and after the proposed change.)

See attachments: Proposed New Curriculum, Existing Curriculum in HNES, and Proposed Sequence for Curriculum

ROUTING AND AUTHORIZATION: (Please do not remove supporting documentation.)

Department Chairperson _____ Date _____

Dean of College _____ Date _____

Chairperson, College Curriculum Committee _____ Date _____

Chairperson, Senate Com. on UG or GR Studies _____ Date _____

Chairperson, Senate Coordinating Com. _____ Date _____

Secretary, Faculty Senate _____ Date _____

Date of Senate Resolution _____ Date to be Effective _____

Registrar _____ Program Code _____ Date _____

Vice Provost for Academic Affairs & International Programs _____ Date _____

Provost _____ Date _____

Board of Trustee Notification _____ Date _____

Revised 02/09/2009 /khs

ATTACHMENT: Proposed New Curriculum

General University Requirements (Minimum 24 credits)

BUAD 110, [First Year Experience](#) (FYE), 3 credits (minimum grade C-)

ENGL 110, [Critical Reading and Writing](#), 3 credits (minimum grade C-)

[Discovery Learning Experience](#) (DLE), minimum 3 credits; DLE includes experiences such as internship, service learning, independent study, undergraduate research, and study abroad, which are designated as DLE courses. Must be completed with a D- minimum grade or a grade of P for courses graded only Pass/Fail.

[Multicultural course](#), 3 credits in an approved course or courses stressing multi-cultural, ethnic, and/or gender-related course content. This requirement may be fulfilled through a course or courses taken to complete other course requirements but cannot be fulfilled with any course taken on a Pass/Fail basis.

University Breadth Requirements (Minimum 12 credits)

All students will be required to take a minimum of one course of at least 3 credits from each of the following categories (minimum grade C- required in these courses) in order to meet the University Breadth requirement. The courses selected must be taken from four different departments:

- Creative Arts and Humanities
- History and Cultural Change
- Social and Behavioral Sciences -
- Mathematics, Natural Sciences, and Technology

Beginning with the academic year 2010-2011, a list of courses submitted by the Colleges will be designated as meeting University breadth requirements.

Department Major Requirements

Group Requirements – Courses taken to fulfill the University breadth requirements above may also satisfy Department Group Requirements; however, credits may be counted only once toward the degree.

Creative Arts and Humanities – 9 credits. Up to six credits from foreign language instruction may be taken to fulfill this requirement.

History and Cultural Change – 9 credits

Social and Behavioral Sciences – 6 credits

PSYC 100

SOCI XXX

Mathematics, Natural Sciences and Technology- 7 credits

Science with associated lab

Natural Science

Free Electives@ (Minimum 9 credits)

Core Courses (48 credits)

ACCT 207*	3
ACCT 208*	3
BUAD 301*	3
BUAD 306*	3
BUAD 309*	3
BUAD 441*	3
COMM 212	<u>3</u>
ECON 151*	3
ECON 152*	3
FINC 311*	3
MATH 201*	3
MATH 202*	3
MATH 221*	3
MISY 160	3
MISY 261	3
SPMT 347+	3 (Legal Aspects of Sport Management—substitute for ACC352, Law and Social Issues in Bus)

Major Requirements (28 credits)

Note: Using SPMT instead of previous HESC prefix

SPMT 202*	3 (Foundations of Sport Management)
SPMT 302*	1 (Practicum in Sport Management)
SPMT 344*	3 (Financial Aspects of Sport Management)
SPMT 437*	3 (Sports Marketing)
SPMT 439*	3 (Ethics and Issues in Sport Management)
SPMT 464*	9 (Internship—Will count as <u>Discovery Learning Experience</u>)
SPMT 486*	3 (New course: International Sport Management)
SPMT elective#	<u>3</u>

Total Credits: Minimum 122 credits

*Grade of “C-“ or better required in these courses.

#Currently two courses (SPMT 340 and SPMT 438) can serve as the SPMT elective. With the growth of the SM program and additional faculty, new electives may be developed. Possible courses include:

1. International/Global Sport Management
2. Management of Intercollegiate Athletics
3. Economics of Sport
4. Sales Management in the Sport Industry
5. Information Technology in the Sport Industry

+ For SM students, SPMT/HESC 347 (Legal Aspects of Sports Management) would be substituted for ACCT 352 (Law and Social Issues in Business)

SPMT 347-Legal Aspects of Sports Management 3 Credits
An introduction to the legal system and liability issues of tort law, agency law, and antitrust labor law and constitutional law as they apply to professional and amateur sports. RESTRICTIONS: Open to sport management majors, health behavior science majors with a concentration in leisure service management, and legal studies minor.

ACCT 352 – Law and Social Issues in Business

3 Credits

Focuses on the legal environment of business, including objectives of the law, sources of the law, the Regulatory and judicial process, and the effect of government and society on the formation and evolution of the law. RESTRICTIONS: Not open to accounting majors.

@No courses offered by the College of Business and Economics may be used in the free elective category. Free electives include any course outside the College of Business and Economics, subject to the following:

- 1) A maximum of two credits of HESC 120 may be applied to this group.
- 2) If a student elects to take an eligible free elective course Pass/Fail, a maximum of one P/F course (3-4 credits) may be taken each semester. This is in addition to courses offered only on a P/F basis.

Exceptions allowing College of Business and Economics courses to count in the free elective category include:

- 1) Students admitted to the minor in Management Information Systems or the minor in Entrepreneurial Studies may apply nine credits of the minor.
- 2) Students admitted to the major/minor in Economics may apply three credits of Economics at the 200-level or higher.
- 3) Students participating in BUAD Study Abroad Programs may apply credits if completing a double major within the College.

Attachment: Existing Sport Management Curriculum in HNES

UNIVERSITY REQUIREMENTS

[ENGL 110](#) Critical Reading and Writing 3
(minimum grade C-)

[First Year Experience](#) (FYE) 0-4

[Discovery Learning Experience](#) (DLE) 3

[Multicultural course:](#)

Three credits in an approved course or courses stressing multi-cultural, ethnic, and/or gender-related course content. 3

BREADTH REQUIREMENTS

Humanities and Communication Skills 12

Note: Must include courses from at least two departments.

Social Sciences 6

Psychology

Sociology

Natural and Biological Sciences and Mathematics 9

Mathematics

[STAT 200](#)

Natural or Biological Sciences

Additional Breadth Requirements 9

Chosen from any group above.

MAJOR REQUIREMENTS (minimum grade C- in each)

[HESC 155](#) Personal Health Management 3

[HESC 202](#) Foundations of Sport Management 3

[HESC 207](#) Leadership in Sport Management 3

[HESC 261](#) Administration in Sport Management 3

[HESC 302](#) Practicum I in Sport Management 1

[HESC 303](#) Practicum II in Sport Management 1

[HESC 340](#) Community and Media Relations in Sport 3

[HESC 344](#) Financial Aspects of Sport Management 3

[HESC 347](#) Legal Aspects of Sport Management 3

[HESC 437](#) Sport Marketing 3

[HESC 438](#) Sport Event and Facility Management 3

[HESC 439](#) Ethics and Issues in Sport Management 3

[HESC 464](#) Internship 9

[ACCT 200](#) Survey of Accounting 4

[BUAD 100](#) Introduction to Business 3

[FINC 200](#) Fundamentals of Finance 3

[ECON 100](#) Economic Issues and Policies 3

MINOR REQUIREMENTS

An approved minor is required for the degree. Suggested minors are:

Legal Studies 18

Leadership 18

Educational Studies 18
Coaching Science 18
Business Administration 39

ELECTIVES

After required courses are completed, sufficient elective credits must be taken to meet the minimum credits required for the degree.

CREDITS TO TOTAL A MINIMUM OF 120

ATTACHMENT: CURRICULUM - Suggested Sequence

<u>First Semester</u>	<u>Credits</u>	<u>Second Semester</u>	<u>Credits</u>
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FRESHMAN YEAR

Microeconomics, ECON 151*	3	Critical Reading/Writing, ENGL 110*	3
Calculus I, MATH 221*	3	Macroeconomics, ECON 152*	3
Group A [□]	3	Group C General Psychology, PSYC 100 [□]	3
Basics of Business, BUAD 110* (Freshman Experience)	3	Foundations of Sport Mgt., SPMT 202*	3
Natural Science	<u>3</u>	Natural Science with Lab	<u>4</u>
	15		16

SOPHOMORE YEAR

Acct I (Financial), ACCT 207*	3	Acctg II (Managerial), ACCT 208*	3
Statistics I, MATH 201*	3	Statistics II, MATH 202*	3
Bus. Computing, MISY 160	3	Bus Info Sys, MISY 261	3
Group A [□]	3	Group B [□]	3
Group C Sociology course [□]	<u>3</u>	Oral Comm. In Business, COMM 212	<u>3</u>
	15		15

JUNIOR YEAR

Intro to Marketing, BUAD 301*	3	Fin. Aspects of Sport Mgt., SPMT 344*	3
Operations Management, BUAD 306*	3	Legal Aspects of Sport Mgt., SPMT 347	3
Mgt & Org Behavior, BUAD 309*	3	International Sport Mgt., SPMT 486*	3
Principles of Finance, FINC 311*	3	Group B [□]	3
Practicum in Sport Mgt., SPMT 302*	1	#SM Elective*	<u>3</u>
Group A [□]	<u>3</u>		15
	16		

* Grade of "C-" or better required in these courses.

□ Grade of C- or better required in one course each among groups A, B, and C.

#SM Elective Options: SPMT 340 Community and Media Relations in Sport or SPMT 438 Sport Event and Facility Management

+ Students fulfill the Discovery Learning Experience with SPMT 464 Internship.

SENIOR YEAR

Ethics & Iss. in Sport Mgt., SPMT 439*	3	+Internship, SPMT 464*	9
Sports Marketing, SPMT 437*	3	Free Elective	3
Strategic Management, BUAD 441*	3	Free Elective	<u>3</u>
Group B [□]	3		15
Free Elective	<u>3</u>		
	15		

* Grade of "C-" or better required in these courses.

□ Grade of C- or better required in one course each among groups A, B, and C.

#SM Elective Options: SPMT 340 Community and Media Relations in Sport or SPMT 438 Sport Event and Facility Management

+ Students fulfill the Discovery Learning Experience with SPMT 464 Internship.