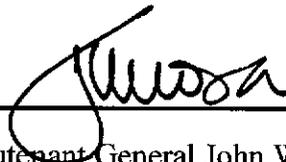


Sport Management Major, B.S.

A handwritten signature in black ink, appearing to read "J. Rosa", is positioned above a horizontal line.

Lieutenant General John W. Rosa, President

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Classification

Program Title:	Sport Management
Academic Unit Involved:	Department of Health, Exercise, and Sport Science School of Science and Mathematics
Designation:	Sport Management Major, 4-Year Baccalaureate (B.S.)
Proposed Date of Implementation:	Fall 2012
CIP Code:	310504
Identification of Program:	New (Change the B.S. in Physical Education with Concentration in Sport Management and Administration to a stand alone B.S. in Sport Management)
Site:	The Citadel
Program Qualifies for Supplemental Palmetto Fellows Scholarship and Life Scholarship Awards:	No
Delivery Mode:	Traditional

Justification

Purpose and Objectives

The Department of Health, Exercise, and Sport Science (HESS) at The Citadel currently offers a CHE approved Bachelor of Science in Physical Education with Concentration in Sport

Management and Administration. This request is to move that concentration to a Bachelor of Science in Sport Management. This action will:

- 1) give The Citadel a degree name comparable to the majority of institutions offer this program;
- 2) better serve the 30 students currently in our Sport Management and Administration Concentration,
- 3) give the Department of Health, Exercise, and Sport Management a recognizable degree name which will allow us to more directly recruit potential students to this major, and
- 4) provide a degree that is immediately recognized and accepted by graduate programs in sport management, business administration, and other graduate programs

At present, students often find this concentration through “word-of-mouth” among their classmates, and therefore, join our concentration later in their undergraduate careers. This makes a smooth transition into this concentration more difficult. We have also found that students whose true interest in the sport management aspects of the business community choose to major in business administration when they would have been more interested in sport management if they had recognized the concentration. We truly believe that a major in sport science will assist us to accomplish our goal of improved visibility, and will reduce the number of students who find us late in their academic careers. In addition, the sport management major is the degree used by the overwhelming majority of our peer institutions in the region as well as nationally. Sport management is recognized as one of the degree names for students wishing to pursue either a career in the “sport industry,” or wishing to pursue a graduate degree in sport management and/or graduate certificates in certain areas of the sport management. Earning the B.S. in Sport Management rather than the B.S. in Physical Education with Concentration in Sport Management and Administration will make our graduates more competitive as they seek careers in the sport, recreation and fitness marketing and management fields (e.g., ticket sales, marketing departments of collegiate or professional teams, managing a health club, etc.) or admission to graduate or professional schools.

Need for the Program

Student Need

Students most likely to be interested in the Sport Management program are those who:

1. plan to attend graduate programs in Sport Management, Business Administration, or Juris Doctoral programs, the latter advisable to those who would like to pursue a career as sport agents, or teach specific courses at the collegiate level
2. anticipate working at a sport facility, or in administrative capacity related to a collegiate or professional team, sport marketing agency, sport consulting firm, sport research agency, sport governance organization, etc.
3. are already employed in sport industry and need additional education and theoretical as well as applicable skills and knowledge for advancement in that industry

The sport management graduates would also qualify to pursue accelerated graduate certificates in specific areas of need such as sport sales and/or marketing. Finally, students enrolled in sport management meet most of the prerequisites for graduate business school and the degree has the flexibility to allow them to meet any additional requirements for an M.B.A. degree. In the last three years, we have seen an increase in the number of students who wish to pursue graduate study in sport management or pursue accelerated graduate certificate in sport management programs. Thus, there is a need for a curriculum that will allow them to meet majority of entry requirements for graduate study in sport management or business without the need for additional coursework (sport management graduate programs) or only minimal additional coursework (1-2 courses) for admissions to business administration graduate programs. Finally, research indicates that students and their families desire a focused program that allows students to graduate in four years with the ability to meet career goals.

Industry Need

Research by established marketing agencies indicates that sport is the sixth industry in amount of money distributed through it. Other indications also point out that the sport industry is resilient even in difficult economic times such as present. For example, running events, with an average of \$40.00 for participation per participant, have shown a steady increase in numbers in double digits during the 2008-2011 periods. That is the same period that majority of business of almost any other nature have shown a steady decline. With an additional emphasis by any conceivable health and wellness agency on the benefits of exercise, we have witnessed an increase in sport participation as well as in fitness/health club memberships and participation in recreational activities. Where once team sports ruled participation, today's participants are looking more for individual sports that allow them to test their limits and abilities, as well as gain enjoyment. Add to that the fact that sport has become the No. 1 entertainment form for every age, and one can see that the education of individuals knowledgeable and well trained in the area of sport management is critically important.

Regional, State, National and Global Need

With the explosion of the business aspect of sports (current extravaganza of Super Bowl XLVI can affirm that notion), and with estimated business transactions that exceed \$400 billion in the USA, the sport industry is larger than combined industries that are more known, such as automobile and agriculture and provides excellent career opportunities for individuals who are knowledgeable and well trained in the area of sport management. On the global environment, that amount of money doubles, as international and global venues in sport industry slowly start to react to opportunities. For example, today's NBA receives half of its income from international sales and rights. English Premier League and UEFA's Champions League have a global appeal and receive considerable income from their international business and rights. Regionally, Charleston is not only a destination city that encourages sport tourism but also is the home of three professional

teams, one mega event in tennis, one mega event in road racing, and a score of other smaller but nonetheless important events, such as the occasional regatta and/or sailing event, fishing tournaments, various sports youth tournaments, and an occasional PGA Tour event at one of the local golf courses. The demands of such a rapidly growing industry require personnel that are trained in all aspects of marketing (approximately 75% of new positions in sport industry are marketing related), which can only be accomplished through a sport management specific program. Our graduates are well prepared to take on the varied challenges of the sport industry and this preparation will be more easily recognized when we can award them the B.S. in Sport Management rather than the B.S. in Physical Education with Concentration in Sport Management and Administration.

Thincreases not only the need for a program that will educate leaders for the local sporting needs but also provides more opportunities for our students to actually be involved in their field through practica and internships, and to utilize such an environment as a stepping stone for first employment and/or for future employment or advancement. In the past 2-3 years we have been able to incorporate the creation of our new curriculum for the sport management concentration into a promotional tool and to create an excellent partnership network with majority of the local sport organizations, placing our students as interns or paid professionals in those organizations. Thus, we not only fill programmatic needs for practica but we are also involved in providing the local sport industry with educated and trained personnelAs such, the sport industry is in great need of professionals who are educated and trained towards the specific aspects of sport business and not of general business. Additionally, such a demand from a rapidly growing industry, requires personnel that is trained in all aspects of marketing (approximately 75% of new positions in sport industry are marketing related), which can only be accomplished through a sport management specific program. Another fact that might emphasize such need is the appearance lately of a number of graduate Certificate programs that concentrate in marketing and sales mainly, as well as in management of global organizations

Centrality of the Program to the Mission of The Citadel as Defined by CHE

The B.S. in Physical Education with Concentration in Sport Management and Administration is currently recognized as being central to the mission of The Citadel as defined by CHE. This requested change to the B.S. in Sport Management will only enhance the role of this program at

Relationship of the Proposed Program to Existing Programs at The Citadel

The current B.S. in Physical Education with Concentration in Sport Management currently complements other programs in the Department of Health, Exercise, and Sport Science as well as programs offered in the School of Business Administration. This requested change to rename that concentration to the B.S. in Sport Management will only enhance these relationships.

Similarities or Differences Between the Proposed Program and Those with Similar Objectives at Other Institutions

With the approval to rename the B.S. in Physical Education with Concentration in Sport Management the B.S. in Sport Management, The Citadel's program that is already comparable in content to several programs in the state that follow the curricular recommendations set forth by North American Society of Sport Management will also be more closely titled to those programs. The program in Sport and Entertainment Management at the University of South Carolina, while comparable, is geared more towards the entertainment that the program at The Citadel. The Interdisciplinary program offered by Winthrop University might be the closest to the program at The Citadel not only in terms of curriculum but also being in close proximity of a marketing area with a number of sport organizations and events. The program at Coastal Carolina University is also comparable in curriculum.

Enrollment

Currently the Sport Management and Administration Concentration has the second largest student enrollment in the Department of Health, Exercise, and Sport Science. The change to a B.S. in Sport Management will enhance visibility, improve recruiting efforts, and allow the department to market regionally and nationally this degree program.

Note: The following enrollment projections are based on current enrollments in the Sport Management and Administration Concentration, using a conservative increase of 5%. Credit hour production is based on 16 hours per semester per student (total) for the fall and spring.

PROJECTED TOTAL ENROLLMENTS FOR 2012-17 (STARTING WITH DATA FROM 2011-12)

YEAR	FALL		SPRING		SUMMER	
	Headcount	Credit Hours	Headcount	Credit Hours	Headcount	Credit Hours
2011-12	30	480	30	480	0	0
2012-13	32	512	32	512	0	0
2013-14	34	544	34	544	0	0
2014-15	36	576	36	576	0	0

2015-16	38	608	38	608	0	0
2016-17	40	640	40	640	0	0

YEAR	FALL		SPRING		SUMMER	
	Headcount	Credit Hours	Headcount	Credit Hours	Headcount	Credit Hours
2011 – 12	13	208	13	208	0	0
2012 – 13	14	224	14	224	0	0
2013 – 14	15	240	15	240	0	0
2014 – 15	16	256	16	256	0	0
2015-16	17	272	17	262	0	0
2016-17	18	288	18	288	0	0

Curriculum

Sample Sport Science curriculum

Freshman Year - Fall	
ENGL-101	3
History I	3
Physical Science	4
PHED-101	3
RPED-250	2
ORTN-101	1
ROTC	1
TOTAL	17

Freshman Year - Spring	
ENGL-102	3
History II	3
Physical Science	4
CSCI-110	3
Social Science	3
RPED-251	2
ROTC	1
TOTAL	19

Sophomore Year – Fall	
ENGL-201	3
MODERN LANGUAGE	3
PESM-201	3
MATH-104	3
BADM-211	3
RPED-1XX - Activity	0
ROTC	1/2
TOTAL	19/20

Sophomore Year - Spring	
ENGL-202	3
PESM-202	3
BADM-202	3
MATH-105	3
MODERN LANGUAGE	3
RPED-1XX	0
ROTC	1/2
TOTAL	19/20

Junior Year – Fall	
MODERN LANGUAGE	3
PESM-301	3
BADM-309	3
APPROVED ELECTIVE	3
APPROVED ELECTIVE	3
ROTC	2/3
Physical Science	4
TOTAL	21/22

Junior Year – Spring	
MODERN LANGUAGE	3
BADM-338	3
PESM-303	3
PESM-304	3
PESM-305	3
ROTC	2/3
Physical Science	4
TOTAL	21/22

Senior Year - Fall	
PESM-401	3
PHED-404	3
PESM-402	3
PHED-406	3
ROTC	3
TOTAL	15

Senior Year – Spring	
APPROVED ELECTIVE	3
PHED-421	1
PESM-499	9
ROTC	3
TOTAL	16

Program Objectives/Learning Outcomes

The major in sport science is designed to provide an exemplary educational environment and experiences leading to acquisition of skills, knowledge and attitudes within domains of management and administration of sport, exercise, and recreation. Competence within each of these areas contributes to preparing our students for graduate education and leadership position in sport management and sport professions, including the recreational industry, college/university sports, resort sports management, intramural/club/recreational sport programs, and management positions in the sport and wellness/fitness industry.

The objectives of The Citadel's sport management program are closely aligned with the core competencies required by the NASSM (North American Society of Sport Management).

The sport management major objectives include, but are not limited to:

1. Demonstrate knowledge of the history of the discipline, current trends and issues in sport management, the professional associations and benefits of membership, career options possible with a degree in sport management, along with the future trends and problems facing the field today and in the near future.
2. Demonstrate knowledge of the core concepts of socio-psychological aspects of sport, the marketing of sport, and knowledge in such specific aspects as promotions and sales as they relate to different areas of the sport industry.
3. Demonstrate ability to transfer theoretical knowledge obtained in classroom into a practical application environment, and provide evidence of such ability.
4. Demonstrate knowledge and ability to create a marketing plan that is based upon previous knowledge and ability to construct relevant research to uncover elements required for such a plan formulation.
5. Demonstrate knowledge of economic and financial concepts as they relate to sport industry.
6. Demonstrate knowledge of administration of sport facilities and events, and be able to defend actions taken in a theoretical setting (Case studies).
7. Demonstrate knowledge of communication and relationship marketing as they relate to the sport industry, and recognition of factors affecting such concepts in decision making.
8. Describe the need for continuing research in sport management, understand the value of such research, and participate in sport management research.
9. Demonstrate knowledge of research design, data and statistical analysis along with and understanding of research ethics and rights of human research subjects.
10. Apply all the above skills in practical experiences appropriate for the student's career goals

Assessment of Student Learning Outcomes

Student learning outcomes will coincide with the list of core competencies described by the NASSM. The core competencies of the sport management include: psychosocial aspects of sport, sport marketing and communications, sport finance/accounting/economics, legal aspects of sport, international foundations of sport, sport governance, management of events/facilities, and

integrated field experiences and internships. Students will be assessed through written exams, case studies, papers on specific questions dealing with various issues related to sport management and its organizations, research abstracts on specific sport management issues, such as economic impact of an event or facility, creation of surveys or sponsorship plans, etc., creation of marketing plans for an event or sport venue, portfolio creation for employment, and reports of field experiences and internships as well as presentation of such experiences to an audience.

New Courses

At present time there will be no need for any new courses to be added or edited as they appeared in the sample schedule above. If trends in industry change drastically in the future, then an introduction of new courses might be required as approved electives.

Faculty

Table details each faculty/instructor involved in the program

Associate Professor	DPE	Athletic Administration	YES
Assistant Professor	Ph.D.	Sport Management	YES
Visiting Professor	M.A.	History	YES *
Visiting Professor	M.A.	English	YES *
Adjunct	Ph.D. Candidate	Sport Management	YES

* Teaching In Field is based on extensive professional experience in sport management. The accrediting organization (COSMA) and the professional association (NASSM) provide allowances to hire exemplary practitioners from the field for instructional purposes only. These instructors are not involved in advising or other co-curricular duties but provide a current knowledge and perspectives of the field that might not be present through our regular faculty.

Institutional Plan for Faculty Development

The Citadel support faculty development and research via The Citadel Foundation monies. Currently each faculty member has the opportunity to apply for faculty development each year of \$2500.00 as well as \$2500.00 in faculty research monies. Thus, because of these available resources, faculty is expected to be active in their professional organizations and conduct research as applicable in their field. In addition, each faculty member is expected to teach 12 credit hours per term and stay current in their field of expertise. Using available faculty development monies to do this is necessary to provide the highest level of education to students, both graduate and undergraduates.

Institutional Definition of Full-Time Equivalents (FTE)

Twenty-four hours is equivalent to 1 FTE that is taught during the entire academic year.

Unit Administration/Faculty/ Staff Support

The head of the Department of Health, Exercise, and Sport Science spend .5 FTE administering the programs of the department.

YEAR	NEW		EXISTING		TOTAL	
	Headcount	FTE	Headcount	FTE	Headcount	FTE
Administration						
2012 – 13	0	0	1	.5	1	.5
2013-14	0	0	1	.5	1	.5
2014-15	0	0	1	.5	1	.5
2015-16	0	0	1	.5	1	.5
2016-17	0	0	1	.5	1	.5

Faculty						
2012 – 13	0	0	5	3.5	5	3.5
2013 – 14	0	0	5	3.5	5	3.5
2014 – 15	0	0	5	3.5	5	3.5
2015 – 16	0	0	5	3.5	5	3.5
2016 – 17	0	0	5	3.5	5	3.5
Staff						
2012-13	0	0	2	1.25	2	1.25
2013-14	0	0	2	1.25	2	1.25
2014-15	0	0	2	1.25	2	1.25
2015-16	0	0	2	1.25	2	1.25
2016-17	0	0	2	1.25	2	1.25

Physical Plant

Existing Facilities

The sport management major will be housed in the Deas Hall at The Citadel campus where the sport management concentration currently exists.

The building houses one all purpose classroom, one state of art exercise science laboratory, a cardio recreational area with approximately 20 state of the art cardio/endurance stationary machines, a state of the art Nautilus weight training center

with 15 stationary machines two computer laboratories/classrooms with 8 and 13 workstations with Microsoft Office respectively, and 5 regular classrooms. In addition, there exist an all purpose weight training room, with a combination of machines and free weights, two locker rooms, a swimming pool, six racquetball courts, and a gymnasium that can be divided into four teaching stations/courts. All classrooms are equipped with the latest teaching technology such as LCD projectors and Smart Podiums. Although majority of the facilities are shared with cadet activities and intramural and clubs activities, academic programs are given priority in use of all the various activity areas.

Additional Physical Plant Requirements

There are no additional physical plant requirements foreseen at this time.

Equipment

At present time there is no need for additional equipment for the sport management degree.

Library Resources

At present time the resources at the library related to the program are adequate for the needs of the proposed degree. Relevant holdings in the Daniel Library consist of over 10,500 references to health, exercise science, and physical education and over 650 print and electronic journal subscriptions. Journal collections include archival holdings in print, microform, and electronic format, as available. Faculty and students have access to discipline-specific online resources and databases on and off campus including *SPORTDiscus*, *Physical Education Index*, and *Sport Business Research Network*. Other databases of value to faculty and students studying health, exercise science and physical education include *ScienceDirect*, *CINAHL*, *MEDLINE*, *Health & Wellness Resource Center*, *Health Reference Center Academic*, *Wiley Online Library* and *Science in Context*. The library provides access to over 65,000 unique journal and newspaper titles in support of The Citadel's curriculum. Electronic books are provided through ebrary, and physical DVDs and the *Films on Demand* database offer over 1,000 relevant video resources. The library has additional holdings in related fields including Education, Psychology, Biology, and Business Administration.

All Citadel faculty and students may use interlibrary loan services at no charge to acquire books and journal articles not immediately accessible through the library. The library has reciprocal borrowing privileges through the Partnership Among South Carolina Academic Libraries (PASCAL) catalog of nearly 10,000,000 books.

A librarian is assigned to the HESS department as a collection and instruction liaison. Beyond this, the library considers every book, journal, film, and database purchase suggestion from students and faculty essential to the collection management process.

Remodeling projects in 2009 and 2012 have ensured that the library's capacity for effective study and collection space are maintained.

Accreditation, Approval, Licensure or Certification

The B.S. in Sport Management, as does the current Concentration in Sport Management and Administration, will provide students with the core competencies to become more marketable in the field of the sport management and its organizations. In addition, it will create better opportunities for acceptance to a graduate program of either sport management or business administration. As the number of majors in sport management increases, we will seek program credentialing from the Commission on Sport Management Accreditation (COSMA), a newly founded accreditation organization for sport management education programs, which will further enhance the regional and national visibility of our program and potentially make our graduates even more marketable.

Articulation

While there are no formal articulation agreements, The Citadel Department of Health, Exercise, and Sport Science, and its Sport Management program are eager to collaborate with other institutions and programs in the state and region.

Estimated Cost

Note: All library expenditures are centralized through Daniel Library. Estimated costs are based on the 2011-12 budget of the Department of Health, Exercise, and Sport Science with an estimated 3.5% increase per year. Program Administration and Clerical/Support Personnel cost have been estimated based number of students being served.

Costs to the Institution and Sources of Financing

CATEGORY	1st	2nd	3rd	4th	5th	TOTALS
Program Administration	12,843	13,293	13,759	14,241	14,740	68,876
Faculty Salaries	242,680	251,174	259,966	269,065	278,483	1,301,368
Graduate Assistants	0	0	0	0	0	0
Clerical/Support Personnel	12,423	12,858	13,309	13,775	14,258	66,623
Supplies and Materials	12,317	12,749	13,196	13,658	14,136	66,056
Library Resources	0	0	0	0	0	0
Equipment	0	0	0	0	0	0
Facilities	0	0	0	0	0	0
Other (Identify)	0	0	0	0	0	0
TOTALS	280,263	290,074	300,230	310,739	321,617	1,502,923

Tuition Funding	12,317	12,749	13,196	13,685	14,136	66,056
Program-Specific Fees	0	0	0	0	0	0
State Funding*	267,946	277,325	287,034	297,081	307,481	1,436,867
Reallocation of Existing Funds**	0	0	0	0	0	0
Federal Funding	0	0	0	0	0	0
Other Funding (Specify)	0	0	0	0	0	0
TOTALS	280,263	290,074	300,230	310,739	321,617	1,502,923

Institutional Approval

Since this program already exists with CHE approval at The Citadel as the B.S. in Physical Education with Sport Management and Administration Concentration and the request to CHE involves only a change in the degree title, the institutional approval for this change required only the approval of the president and the provost which was reflected in their signatures on the Program Planning Summary submitted to CHE on 15 November 2011.