

**New Program Proposal  
Bachelor of Science  
Sport Management  
The Citadel**

**Summary**

The Citadel requests approval to offer a new program leading to the Bachelor of Science degree in Sport Management, to be implemented in Fall 2012. The proposed program is to be offered through traditional instruction methods on The Citadel's campus.

In keeping with The Citadel's institutional practice, this program was signed and approved by both the President and the Provost in October 2011. The program planning summary was submitted to the Commission on November 11, 2011, and reviewed and voted upon favorably by the Advisory Committee on Academic Affairs on January 19, 2012. The final proposal was received by the Commission on February 15, 2012.

According to the proposal, the purpose of the proposed program is to create a new major to replace the existing concentration of sports management in the Physical Education program. This will allow the new major to align with peer institutions, to increase recruitment opportunities for potential students and to improve recognition of the program for students pursuing graduate degrees in other related areas. The proposal states that the proposed program will provide graduates with a strong background and prepare them for a broad range of employment in the diverse field of sport management. The proposal also states that graduates from the proposed program will be prepared to enter careers in such areas as recreation and fitness, marketing and management, and health and wellness. Furthermore, the proposal cites that in addition to the direct career paths available, graduates will be prepared to pursue advanced degrees in related disciplines.

Research of the industry need for graduates in sport management cites the Bureau of Labor Statistics *Occupational Outlook Handbook* which states that employment in the sport management field will increase 23% through 2018. A large part of the population will continue to participate in organized sports entertainment, recreation, and physical conditioning, which will boost the demand for professionals in sport management for positions such as coaches, umpires, sports instructors, and other related workers. The job growth will also be spurred by the increasing number of retirees who are expected to participate in leisure activities, the demand for private sports instruction for young athletes, and the expansion of new professional teams and leagues. In addition, the rising cost of healthcare and the upsurge of healthcare needs in the United States have increased the demand for well-trained sport management graduates in traditional and nontraditional sites such as community health and fitness facilities, collegiate sport performance centers, specialized sports training centers, and corporate fitness/wellness centers.

Similar programs are found at three public institutions in South Carolina (USC-Columbia, Coastal Carolina University, and Winthrop University) and eight private institutions (Erskine College, Coker College, Newberry College, Claflin University, Northern Greenville University, Southern Wesleyan University, Limestone College and Vorhees College). According to the proposal, the programs at USC-Columbia, Coastal Carolina University, and Winthrop University are comparable to the proposed program in terms of curricula.

Admission requirements for the proposed program will be consistent with other undergraduate programs at The Citadel. According to the proposal, the current sport

management and administration concentration has the second highest student enrollment in the Department of Health, Exercise and Sport Science. The projected new enrollment for the program will be 14 new students (14.9 FTE) in the program's first year, increasing to 15 students (16.0 FTE) in the second year, increasing to 16 students (17.1 FTE) in the third year, increasing to 17 (18.1 FTE) fourth, and 18 (19.2) fifth year of the program. According to the proposal, projections for new enrollment are based mainly on the current number of students that are enrolled in the sport management concentration. If enrollment and program completion projections are met, the proposed program will meet the Commission's productivity standards.

The curriculum for the proposed program in Sport Management will consist of 127 credit hours of coursework. The curriculum is designed so that the program can be completed with a minimum of 127 credit hours, plus 2–2 credit hours physical education courses, and 8 semesters of courses in ROTC. In response to a question from a CAAL member at the April 5, 2012 meeting, a representative from the Citadel stated that the Sport Management program begins exposing its students to the issues of risk and risk management in their very first course during their sophomore year and continues to pursue these topics in a total of three courses in their junior and senior years. Risk is approached from physical (health, injury, safety), fiscal (financial, budgeting), public relations (crisis management, damage control), and legal (sport industry and the law) perspectives. No new courses will be added to the institution's catalog.

According to the proposal, assessment of student learning will be tied to the core competencies of the sport management program described by North American Society for Sport Management (NASSM). The proposed program assessment will use direct and indirect methods which will include written examinations, case studies, research papers, use of written analysis, portfolio development, field experiences, internships, and creation of marketing plans.

The proposal states that as student enrollment increases, the institution plans to seek program credentialing from the Commission on Sport Management Accreditation (COSMA). COSMA is a newly founded specialized accrediting body for sport management education programs in colleges and universities at the baccalaureate and graduate levels.

According to the proposal, no new faculty or administrative staff will be hired to support the program. The proposal states that all faculty members and instructors currently teach in the sport management and administration concentration. The head of the Department of Health, Exercise, and Sport Science will act in an administrative capacity for the program.

The proposal notes that no physical plant or significant equipment needs are anticipated to support the proposed program. The program will be housed in Deas Hall, which has adequate classroom and office space available. The existing sport management and administration concentration is housed in Deas Hall, which has the following amenities: an all-purpose classroom, a state of the art exercise science laboratory, a cardio recreational area, 20 state of the art cardio/endurance stationary machines, a Nautilus weight training center with 15 stationary machines, two computer laboratories/classrooms with 8 and 13 workstations and 5 regular classrooms, and an all-purpose weight training room. All classrooms are equipped with the most up-to-date equipment, resources, space and technology.

The Daniel Library provides print and electronic resources, including the statewide PASCAL databases, Interlibrary Loan, Internet access, bibliographic instruction, reference books and a variety of class-specific user education programs, library catalog and on-line resources. According to the proposal, currently, the resources at the library related to the program are adequate for the first five years of the program implementation.

Costs and sources of financing identified by the institution for the proposed program are shown below.

<b>ESTIMATED COSTS BY YEAR</b>						
<b>CATEGORY</b>	<b>1<sup>st</sup></b>	<b>2<sup>nd</sup></b>	<b>3<sup>rd</sup></b>	<b>4<sup>th</sup></b>	<b>5<sup>th</sup></b>	<b>TOTALS</b>
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
<b>TOTALS</b>	280,263	290,074	300,230	310,739	321,617	1,502,923
<b>SOURCES OF FINANCING BY YEAR</b>						
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	0	0	0	0	0	0

Reallocation of Existing Funds* (Program Administration, Faculty Salaries, Administrative Assistant)	267,946	277,325	287,034	297,081	307,481	1,436,867
Federal Funding	0	0	0	0	0	0
Other Funding (Specify)	0	0	0	0	0	0
<b>TOTALS</b>	280,263	290,074	300,230	310,739	321,617	1,502,923

In response to a staff inquiry, an institutional representative approved revisions to the institution’s sources of financing chart. The revision notes that The Citadel will use a reallocation of existing funds to pay for all program administration, faculty salaries, and administrative assistance cost associated with the Sport Management program. These data demonstrate that with the proposed program, and if The Citadel can meet the projected student enrollments and contain costs as shown in the proposal, the program will be able to cover costs with revenues it generates in the first year of the program and thereafter.

In summary, The Citadel is proposing a program leading to the Bachelor of Science degree in Sport Management. Graduates of the program will be prepared to work in various capacities within the within the culturally, socially, and economically diverse field of sport management. In addition, the proposed program will provide an opportunity for graduates to work in varied sport management, health/wellness, management and marketing, and fitness, settings, as well as for advanced academic work.

**Recommendation**

The Committee on Academic Affairs and Licensing commends favorably to the Commission approval of The Citadel’s proposed program leading to a Bachelor of Science degree in Sport Management, to be implemented in Fall 2012 provided that no “unique cost” or other special state funding be required or requested and provided further that the institution terminate the existing sport management concentration within its Bachelor of Physical Education upon implementation of the proposed program.