

PROGRAM MODIFICATION PROPOSAL FORM

Name of Institution: **Clemson University**

Briefly state the nature of the proposed modification (e.g., adding a new concentration, extending the program to a new site, curriculum change, etc.):

Curriculum change leading to net reduction in required hours and more focused concentration requirements

Current Name of Program (include degree designation and all concentrations, options, and tracks):

B.S. Parks, Recreation, and Tourism Management; PGA Golf Management concentration

Proposed Name of Program (include degree designation and all concentrations, options, and tracks):

B.S. in Parks, Recreation, and Tourism Management; PGA Professional Golf Management concentration

Program Designation:

- | | |
|---|--|
| <input type="checkbox"/> Associate's Degree | <input type="checkbox"/> Master's Degree |
| <input checked="" type="checkbox"/> Bachelor's Degree: 4 Year | <input type="checkbox"/> Specialist |
| <input type="checkbox"/> Bachelor's Degree: 5 Year | <input type="checkbox"/> Doctoral Degree: Research/Scholarship (e.g., Ph.D. and DMA) |
| <input type="checkbox"/> Doctoral Degree: Professional Practice (e.g., Ed.D., D.N.P., J.D., Pharm.D., and M.D.) | |

Does the program currently qualify for supplemental Palmetto Fellows and LIFE Scholarship awards?

- Yes
 No

If No, should the program be considered for supplemental Palmetto Fellows and LIFE Scholarship awards?

- Yes
 No

Proposed Date of Implementation: **August 2020**

CIP Code: **31.0301 [no change]**

Current delivery site(s) and modes: **Clemson University (Main Campus)- 50104**

Proposed delivery site(s) and modes: **Clemson University (Main Campus)- 50104 [no change]**

Program Contact Information (name, title, telephone number, and email address):

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ACAP
11/21/2019
Agenda Item 5b

Institutional Approvals and Dates of Approval:

University Undergraduate Curriculum Committee: 5 November 2018

Provost: 19 March 2019

Clemson University Board of Trustees: 11 October 2019

Background Information

Provide a detailed description of the proposed modification, including target audience, centrality to institutional mission, and relation to strategic plan.

We propose modifying the existing PGA Golf Management concentration within the BBS Parks, Recreation, and Tourism Management degree (PRTM) as follows:

- 1) reducing the total required hours from 122 to 120
- 2) requiring the introductory microeconomics course ECON 2110 as a specifically required course that satisfies 3 of the 6 credits of the University's General Education social science electives
- 3) Aligning the curriculum with the new PRTM degree core curriculum requirements presented in an accompanying proposal
- 4) Increasing free electives from 6 to 7 credits
- 5) Enhancing the focus of the current concentration requirements by stipulating 22 or the 37 elective concentration requirements as hard requirements: PRTM 4950 (1 credit), ECON 2120, ACCT 2010, ACCT 2020, MGT 2010, MKT 3010, LAW 3220, FIN 3060 (3 credits)
- 6) A slight name change of the concentration to ensure we are aligned with our accreditation obligations with the PGA®

These changes are aligned with the Clemson *FORWARD* strategic plan, a critical component of which is enhancing the University's academic core. The modification supports tactical approaches to enhancing the University's academic core by prudent reduction of required credit hours, mandating more specific courses that our faculty believe add value to the concentration for students and prospective employers by automatically building in a Business Administration minor right into the concentration, ensuring that the parent degree core requirements are uniform for students in all of the PRTM concentrations, and responds to evolving accreditation requirements that necessitate and obligatory fourth semester of PRTM 4950 Professional Golf Management Seminar.

Assessment of Need

Provide an assessment of the need for the program modification for the institution, the state, the region, and beyond, if applicable.

The need for this modification is three-fold:

- 1) We are modifying the core curriculum in our parent BS PRTM program (described in an accompanying proposal), and need to ensure that these changes carry through to all its concentrations.
- 2) The future success of our graduates will not solely depend upon them being talented PGA professionals from a golf skills perspective, but also being talented management and business professionals with skills that translate beyond golf. The changes proposed here support this success and deliver extra value in the concentration by embedding a business administration minor into the concentration itself.
- 3) Ensuring that the program continues to meet PGA® accreditation requirements that add significant value to this concentration for students and their future employers by providing a direct pathway to obtaining the PGA Professional designation.

Transfer and Articulation

Identify any special articulation agreements for the modified proposed program. Provide the articulation agreement or Memorandum of Agreement/Understanding.

There are no articulation agreements associated with the program or this concentration.

Description of the Program

| <i>Projected Enrollment- Detailed Model</i> | | | | | | | | | | | | |
|---|-----------------------|-------------------|-------------|-----------------|-------------------------|-------------------|-------------|-----------------|-------------------------|-------------------|-------------|-----------------|
| <i>Year</i> | <i>Fall Headcount</i> | | | | <i>Spring Headcount</i> | | | | <i>Summer Headcount</i> | | | |
| | <i>New</i> | <i>Continuing</i> | <i>Lost</i> | <i>Graduate</i> | <i>New</i> | <i>Continuing</i> | <i>Lost</i> | <i>Graduate</i> | <i>New</i> | <i>Continuing</i> | <i>Lost</i> | <i>Graduate</i> |
| 2019-20 | 11 | 33 | 1 | 3 | 0 | 39 | 1 | 2 | 1 | 37 | 1 | 4 |
| 2020-21 | 11 | 34 | 1 | 3 | 0 | 40 | 1 | 2 | 1 | 38 | 1 | 4 |
| 2021-22 | 11 | 35 | 1 | 3 | 0 | 41 | 1 | 2 | 1 | 39 | 1 | 4 |
| 2022-23 | 11 | 36 | 1 | 3 | 0 | 42 | 1 | 2 | 1 | 40 | 1 | 4 |
| 2023-24 | 11 | 37 | 1 | 3 | 0 | 43 | 1 | 2 | 1 | 41 | 1 | 4 |

| Projected Enrollment- CHE | | | | | | |
|----------------------------------|-----------------------|--------------|-------------------------|--------------|-------------------------|--------------|
| Year | Fall Headcount | | Spring Headcount | | Summer Headcount | |
| | New | Total | New | Total | New | Total |
| 2019-2020 | 11 | 44 | 0 | 40 | 1 | 38 |
| 2020-2021 | 11 | 45 | 0 | 41 | 1 | 39 |
| 2021-2022 | 11 | 46 | 0 | 42 | 1 | 40 |
| 2022-2023 | 11 | 47 | 0 | 43 | 1 | 41 |
| 2023-2024 | 11 | 48 | 0 | 44 | 1 | 42 |

Explain how the enrollment projections were calculated.

The enrollment projection begins with our enrollment (still unofficial for CHE reporting purposes as of the date of submission of this proposal) in Fall 2019. Because enrollment growth is neither a driver nor aspirational goal of the modification, we assume new student enrollment each fall will be as seen in Fall 2019. Attrition and graduation numbers are based on historical norms for each semester. The semester-by-semester sources and sinks of student enrollment are laid out in the first Detailed Model enrollment table above. These sources and sinks are then combined to yield the values in the standard CHE Projected Enrollment table above.

Notes: “New” headcount refers to newly enrolled students each semester, and not an expected incremental gain over current new incoming enrollment each semester. While program growth is not an expected outcome of the modifications, the built-in business administration minor may attract some additional prospective students. The concentration can, at this time, absorb modest growth in line with recent University undergraduate enrollment growth levels (2-3% per annum). Summer Headcount carries through those students continuing after the previous spring semester to the subsequent fall semester even if they are not “actively” enrolled in summer coursework.

Curriculum

Attach a curriculum sheet identifying the courses required for the program.

See curriculum sheet on pages 7-8

Curriculum Changes

| Courses Eliminated from Program | Courses Added to Program | Core Courses Modified |
|---|--|---|
| PRTM 1980 – Creative Inquiry in PRTM (1 credit) | PRTM 2000 – The Profession and Practice in PRTM | PRTM 2000 is existing course that was modified from 1 credit to 3 credits |
| PRTM 2270/2271 – Provision of Leisure Service Experiences (5 credits) | PRTM 4950 – Professional Golf Management Seminar IV (1 credit) | |
| PRTM 4040 – Field Training I (1 credit) | ECON 2110 - Principles of Microeconomics (Gen Ed – Social Science) | |
| | ECON 2120 – Principles of Macroeconomics | |
| | ACCT 2010 – Financial Accounting Concepts | |
| | ACCT 2020 – Managerial Accounting Concepts | |
| | MGT 2010 – Principles of Management | |
| | MKT 3010 – Principles of Marketing | |
| | LAW 3220 – Legal Environment of Business | |
| | FIN 3060 – Corporate Finance | |

New Courses

List and provide course descriptions for new courses.

PRTM 2000 The Profession and Practice in PRTM: Introduces students to the Parks, Recreation and Tourism Management field. Covers the history and development of the PRTM profession, including professional organizations, current issues and trends, ethical principles and professionalism, and professional competencies and development.

PRTM 4950 Professional Golf Management Seminar IV (1 credit): Covers golf shop merchandising and inventory management and supervising and delegating. Emphasizes topics covered in the PGA/PGM Training Program Level III checkpoint.

ECON 2110 Principles of Microeconomics: Introduction to economic reasoning and its application to the study of the behavior of consumers and business firms. Particular topics include competition, monopoly, international trade, and the impact of selected public policies.

ECON 2120 Principles of Macroeconomics: Continuation of ECON 2110 in which fundamental economic principles are applied to the study of aggregate economic performance. Topics include the forces determining the rates of inflation, unemployment, and economic growth, with particular emphasis on the influence of fiscal and monetary policies through financial markets.

ACCT 2010 Financial Accounting Concepts: Introduction to accounting principles with emphasis on the use of financial data and analysis of financial statements.

ACCT 2020 Managerial Accounting Concepts: Introduction to managerial accounting with emphasis on using accounting information to make decisions.

MGT 2010 Principles of Management: Management's role as a factor of economic production. Functions of management, principles of organization, and behavior in organizations.

MKT 3010 Principles of Marketing: Principles and concepts involved in planning, pricing, promoting, and distributing of goods and services.

LAW 3220 Legal Environment of Business: Examination of both state and national regulation of business. Attention is given to the constitution and limitations of power, specific areas in which governments have acted, and the regulations that have been imposed in these areas.

FIN 3060 Corporation Finance: Introduction to financial management of nonfinancial firms. Includes such topics as analysis of financial statements, financial forecasting, capital budgeting, working capital management, and long-term financing decisions.

| Freshman Year | | | |
|-----------------------|--|-----------|--|
| Fall | | Spring | |
| 1 | PRTM 1950 – Professional Golf Management Seminar I | 3 | PRTM 2810 Introduction to Golf Management |
| 3 | Mathematics Req. ¹ | 3 | PRTM 282 Principles of Golfer Development |
| 3 | ECON 2110 – Principles of Microeconomics (Gen Ed Social Sci) | 3 | ECON 2120 Principles of Macroeconomics |
| 3 | Social Science Req. ¹ | 3 | Mathematics or Natural Science Req. ¹ |
| 4 | Natural Science w/ Lab Req. ¹ | 3 | English Composition Req. ¹ |
| 1 | Electives | | |
| 15 | | 15 | |
| Summer | | | |
| 0 | COOP 2010 Co-Op Education | | |
| 1 | PRTM 2060 Practicum I | | |
| 1 | | | |
| Sophomore Year | | | |
| Fall | | Spring | |
| 3 | PRTM 2000 - The Profession and Practice in PRTM | 3 | PRTM 2830 – Advanced Methods of Teaching Golf |
| 3 | PRTM 2200 - Conceptual Foundations of PRTM | 3 | ACCT 2010 – Financial Accounting Concepts |
| 6 | PRTM 2260 – Foundations of Management and Administration in PRTM | 3 | MGT 2010 – Principles of Management |
| 3 | PRTM 2290 – Distributed Competency Integration in PRTM | 3 | Oral Communication Req. ¹ |
| 1 | PRTM 2950 – Professional Golf Management Seminar II | 3 | Arts & Humanities (Non-Lit) Req. ¹ |
| | | 3 | Arts and Humanities (Literature) Req. ¹ |
| 16 | | 18 | |
| Summer | | | |
| 0 | COOP 2020 Co-Op Education | | |
| Junior Year | | | |
| Fall | | Spring | |
| 0 | COOP 2030 Co-Op Education | 3 | PRTM 3830 – Golf Shop Operations |
| 1 | PRTM 2070 - Practicum II | 2 | PRTM 3950 – Professional Golf Management Seminar III |
| | | 3 | ACCT 2020 – Managerial Accounting Concepts |
| | | 3 | MKT 3010 – Principles of Marketing |
| | | 3 | LAW 3220 – Legal Environment of Business |
| | | 3 | CCA/STS/Other Gen. Ed Req. ¹ |
| 1 | | 17 | |
| Senior Year | | | |
| Fall | | Spring | |
| 3 | PRTM 4830 – Club Management and Operations | 0 | COOP 2040 Co-Op Education |
| 1 | PRTM 4950 – Professional Golf Management | | |

| | | | |
|-------------------|---|----------|--|
| | Seminar IV | | |
| 6 | Concentration Area – Supporting Coursework ² | | |
| 6 | Electives | | |
| 16 | | 0 | |
| Summer | | | |
| 0 | COOP 2050 Co-Op Education | | |
| 6 | PRTM 4050 – Field Training II | | |
| 6 | | | |
| Fifth Year | | | |
| Fall | | | |
| 3 | FIN 3060 – Corporation Finance | | |
| 9 | Concentration Area – Supporting Coursework ² | | |
| 3 | Electives | | |
| 15 | | | |

Similar Programs in South Carolina offered by Public and Independent Institutions

Identify the similar programs offered and describe the similarities and differences for each program.

| Program Name and Designation | Total Credit Hours | Institution | Similarities | Differences |
|-------------------------------------|---------------------------|--------------------|---|--|
| PGA Golf Management | 124-127 | Coastal Carolina | All PGA Golf Management Programs are relatively similar due to PGA accreditation requirements | Total hours required; Clemson students complete 8 credits of practicum/internship credit as opposed to 6; PGA Golf Management specific courses at Coastal = 18 credits, Clemson = 20 credits |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |

Faculty

State whether new faculty, staff or administrative personnel are needed to implement the program modification; if so, discuss the plan and timeline for hiring the personnel. Provide a brief explanation of any personnel reassignment as a result of the proposed program modification.

No new faculty are necessary to implement these changes at current and projected enrollment levels.

Resources

Identify new library, instructional equipment and facilities needed to support the modified program.

Library Resources: None

Equipment: None

Facilities: None

Impact on Existing Programs

Will the proposed program impact existing degree programs or services at the institution (e.g., course offerings or enrollment)? If yes, explain

Yes

No

Financial Support

| Estimated Sources of Financing for the New Costs | | | | | | |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|--------------|
| Category | 1st | 2nd | 3rd | 4th | 5th | Total |
| Tuition Funding | | | | | | |
| Program-Specific Fees | | | | | | |
| Special State Appropriation | | | | | | |
| Reallocation of Existing Funds | \$ 25,430 | \$ 25,938 | \$ 26,457 | \$ 27,133 | \$ 27,828 | \$ 132,786 |
| Federal, Grant, or Other Funding | | | | | | |
| Total | \$ 25,430 | \$ 25,938 | \$ 26,457 | \$ 27,133 | \$ 27,828 | \$ 132,786 |
| Estimated New Costs by Year | | | | | | |
| Category | 1st | 2nd | 3rd | 4th | 5th | Total |
| Program Administration and Faculty and Staff Salaries | \$ 17,605 | \$ 17,959 | \$ 18,319 | \$ 18,788 | \$ 19,271 | \$ 91,943 |
| Facilities, Equipment, Supplies, and Materials | | | | | | |
| Library Resources | | | | | | |
| Other (specify) | | | | | | |
| Total | \$ 17,605 | \$ 17,959 | \$ 18,319 | \$ 18,788 | \$ 19,271 | \$ 91,943 |
| Net Total (i.e., Sources of Financing Minus Estimated New Costs) | \$ 7,825 | \$ 7,980 | \$ 8,138 | \$ 8,344 | \$ 8,557 | \$ 40,843 |

Provide a brief explanation for all new costs and sources of financing identified in the Financial Support table.

Revenue Highlights:

This program modification will eliminate 7 credit hours of coursework requirements, then create an additional requirement of 10 existing courses within the current 120 credit hour requirement. Two of the 10 existing courses belong to the department of Parks, Recreation, and Tourism Management, while the remaining eight specified business courses have been an informal elective requirement for the program that this modification formalizes. No additional, new courses are being added.

- **Reallocation of Existing Funds:** No new faculty resources are needed. The Reallocation of resources will be from the elimination of PRTM 1980, 2270/2271 and PRTM 4040. Two of the three eliminated courses represent approximately 10 courses each and 150 students for fall semester, 1 course and 15 students each for spring and summer across all PRTM concentrations. Approximately 10% of the total students or 40 students belong to the PGA Golf Management concentration. The capacity created by the 3-course elimination will be used to accommodate additional enrollment in PRTM 2000 (1 to 3 credit hours) and PRTM 4950 (3 credit hours). The new required business courses have been electives students needed to complete the program. Formalizing the course requirements will not impact current course enrollments because current PGA concentration students are taking the following courses as prescribed concentration requirements: ECON 2110 & 2120, ACCT 2010 & 2020, MGT 2010, MKT 3010, Law 3220, and FIN 3060.

Expense Highlights:

- **Program Administration, Faculty and Staff Salaries:**
 - All courses listed as an additional requirement are already taught within the existing program, the only additional cost will be due to increasing the number of course offerings in PRTM 2000 and PRTM 4950. The teaching cost is shown as a reallocated expense since the faculty are already in place (i.e., the instructional faculty neither represent new incremental revenues nor costs). The calculation of these costs is the same as the 'reallocation of existing funds.
- **Facilities, Equipment, Supplies, and Materials:**
 - No new facilities, supplies or materials are needed to eliminate current courses requirements or add additional capacity to currently taught courses that will be a part of the new requirement.
- **Other Costs:**
 - This is an undergraduate program where tuition broadly supports administration across the university. No additional other direct costs are needed to support this program.

Evaluation and Assessment

| Program Objectives | Student Learning Outcomes Aligned to Program Objectives | Methods of Assessment |
|--|--|--|
| Entry-level knowledge: a) the nature and scope of the relevant park, recreation, tourism or related professions and their associated industries; b) techniques and processes used by professionals and workers in these industries; and c) the foundation of the profession in history, science and philosophy. | Same as objective | Multiple assignments, a project, an oral mid-term exam, and an essay final exam. |
| Ability to design, implement, and evaluate services that facilitate targeted human experiences and that embrace personal and cultural dimensions of diversity. | Same as objective | A comprehensive program plan project that includes a written plan, an implementation plan and exercise, and a program evaluation plan and report. |
| Knowledge about operations and strategic management/administration in parks, recreation, tourism and/or related professions. | Same as objective | An administrative case study assignment based on a problem or issue presented by a local agency and complete essay and objective portions of a final examination. In addition, the written portion of the program plan includes sections covering personnel, finance/budget, risk management, and marketing. |
| Demonstrate, through a comprehensive internship of not less than 400 clock hours and no fewer than 10 weeks, the potential to succeed as professionals at supervisory or higher levels in park, recreation, tourism, or related organizations. | Same as objective | 1) Completion field training requirements including 400+ clock hours over a minimum of 10 weeks, weekly reports, mid-term and final evaluations of the internship by the student, and a final portfolio. 2) Evaluation of interns by the agency |

The BS Parks, Recreation, and Tourism Management Program at Clemson is accredited by the Council on Accreditation for Parks, Recreation, Tourism and Related Professions. These outcomes/objectives are the outcomes/objectives required for accreditation.

Will any the proposed modification impact the way the program is evaluated and assessed? If yes, explain.

- Yes
 No

ACAP

11/21/2019

Agenda Item 5b

Will the proposed modification affect or result in program-specific accreditation? If yes, explain; and, if the modification will result in the program seeking program-specific accreditation, provide the institution's plans to seek accreditation, including the expected timeline.

Yes

No

Will the proposed modification affect or lead to licensure or certification? If yes, identify the licensure or certification.

Yes

No

Explain how the program will prepare students for this licensure or certification.

If the program is an Educator Preparation Program, does the proposed certification area require national recognition from a Specialized Professional Association (SPA)? If yes, describe the institution's plans to seek national recognition, including the expected timeline.

Yes

No