

PROGRAM MODIFICATION PROPOSAL FORM

Name of Institution: Lander 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.):

The addition of new program emphasis options for the existing Bachelor of Science (B.S.) in Business Administration program which include the following:

- Emphasis in Sports Management
- Emphasis in Hospitality Management
- Emphasis in Information Technology Management

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

Bachelors of Science (B.S.) in Business Administration

- Emphasis in Management / Marketing
- Emphasis in Accounting
- Emphasis in Financial Services
- Emphasis in Healthcare Management

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

Bachelor of Science in Business Administration with concentrations in Management / Marketing, Accounting, Financial Services, Healthcare Management, Sports Management, Hospitality Management, and Information Technology Management

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: Fall 2020

CIP Code: 52.0201

Current delivery site(s) and modes: Main Campus (Greenwood): Traditional (Face-to-Face)

Proposed delivery site(s) and modes:

Main Campus (Greenwood): Traditional (Face-to-Face), 100% Online, Hybrid

University Center Greenville: Hybrid

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

Dr. Michael Brizek

Interim Dean, College of Business

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Institutional Approvals and Dates of Approval:

Sports Management and Hospitality Management Emphasis:

Institutional Approvals and Dates of Approval (include department through Provost/Chief Academic Officer, President, and Board of Trustees approval):

College of Business:	October 17, 2019
Undergraduate Programs Committee:	October 23, 2019
Curriculum Committee:	October 31, 2019
Provost:	October 23, 2019
Faculty Senate:	November 5, 2019
President:	October 23, 2019
Board of Trustees:	December 17, 2019

Information Technology (IT) Management Emphasis:

Institutional Approvals and Dates of Approval (include department through Provost/Chief Academic Officer, President, and Board of Trustees approval):

College of Business:	November 11, 2019
Undergraduate Programs Committee:	November 13, 2019
Curriculum Committee:	November 15, 2019
Provost:	November 13, 2019
Faculty Senate:	November 19, 2019
President:	November 15, 2019
Board of Trustees:	December 17, 2019

Background Information

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

Lander University College of Business seeks to offer the existing Bachelor of Science (B.S.) in Business Administration with additional emphasis programs in Sports Management, Hospitality Management, and Information Technology Management at its main campus through traditional, online and hybrid environments and through the University Center Greenville (UCG) through hybrid modalities. Lander College of Business believes that career success in these professional programs results from coursework in several key areas of core management and financial skills along with the technical skills and knowledge within each emphasis program. Courses in several disciplines and within these themes will prepare professionals for successful careers in business, specifically within the sports, hospitality, and computer systems administration industries and the service-sector in general. A bachelor's degree in these fields would also prepare students for a myriad of options in graduate education that emphasize different aspects of professional studies. Thus, this program is part of Lander's vision for students to be prepared to continue their education or launch their career upon graduation.

Centrality to Lander University Mission

The mission statement of Lander University is to "offer high-demand and market-driven programs to ambitious and talented students in South Carolina and beyond" (<http://www.lander.edu/about/vision-mission-strategic-plan>). The B.S. program In Business Administration at UCG will meet this goal within our region and provide a program that is market driven, valuable, and affordable. Offering our existing B.S. programs in Business Administration at the University Center of Greenville and through instruction online will have an impact on our seven-county region in the Upstate and eventually an impact on the state of South Carolina and beyond.

Assessment of Need

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

BS Business Administration, Sports Management Sports management is a field that focuses on the business attributes of sports, and many in this industry have obtained a sports management degree. Individuals working in this industry are concerned with the planning, organizing, managing, and budgeting aspects of a department or organization whose main purpose is related to sports or physical activities. Sports management professionals handle the behind the scenes features, such as finance, marketing, leadership, facility management, and event management. Sports management is applied in nearly all types of levels of sports, including municipal recreation, private organizations, social organizations, government athletic activities, amateur sport, college-level athletics, and professional sports. The B.S. in Business Administration with an emphasis in Sports Management curriculum was designed to provide an analytical and conceptual management background with focused coursework in the areas of sports management and administration. According to Forbes, the North American sports market is expected to greatly increase its value in the next year or so. While it was worth about \$60.5 billion in 2014, that figure is expected to jump to \$73.5 billion by 2019. Individuals involved in all aspects of major sports should benefit from this revenue increase. This puts sports management professionals in high demand.

According to the Sports Management Degree Guide (www.sports-management-degrees.com), in South Carolina and throughout the Southeastern United States, the following positions involving sports management include: athletic director, athletic administrator, athletics chairperson, entertainment administrator, sport club manager, sports

marketer, promotions specialist, athlete or entertainer representative, sports information director, stadium or arena manager, ticketing and events manager. In the Greenwood / Greenville region local employers for this field include The Lakeland Toros Soccer Club, CESA Soccer Club, Greenwood County Parks and Recreation, EXCEL Sports, and SPECTACOR.

The U.S. Bureau of Labor Statistics (BLS) reports that coaches and scouts should see an employment growth of 13 percent during the decade of 2016-2026. Agents and business managers of artists, performers and athletes are expected to see a growth of 5 percent to 9 percent during that same time. Wages for sports managers vary by sport, location and the athlete. In the case of a sporting agent, for example, the wages are affected by the athlete's wage and commissions.

Jobs across all sports-related industries are up 12.6% since 2010--more than double the growth in the national job market, according to a report released in 2018 by CareerBuilder and Economic Modeling Specialists. Average earnings across these occupations--\$78,455--also top the national average of \$57,947. Additionally, sports jobs have a strong "multiplier effect," creating job growth in other fields beyond athletics. As an example, the report states that "100 new sports-related jobs in Pittsburgh, Pennsylvania have the ability to create \$46.2 million in earnings for the city, as well as 422 jobs in "construction, health care, sales, food preparation, and maintenance." While Sports Teams and Clubs saw 8.6% growth industry-wide since 2010, specific sports-related jobs, particularly those with a business focus, have also seen strong growth. Among those sports occupations are Promoters of Performing Arts, Sports, and Similar Events, which saw upwards of 30% growth, as well as Agents and Managers for Artists, Athletes, Entertainers, and Other Public Figures, which saw a jump of nearly 17%. According to the North American Industry Classification System, sports management fields would be categorized as: Performing Arts, Spectator Sports, and Related Industries: NAICS 711.

BS Business Administration, Hospitality Management Students will take courses designed to match hospitality industry requirements and expectations. The curriculum challenges students to exercise creative thinking in operations, communication, and facility operation settings. Courses are intended to provide students with the knowledge and experience they will need to understand current trends and applications in the hospitality and tourism industries. According to the South Carolina Department of Commerce, the Leisure and Hospitality Industry, as of 2018, consists of 11.4% of total employment within the state. As reported in 2019, South Carolina's tourism impact reached over \$22.6 billion dollars in 2018. This marks six consecutive years of growth in the state. Besides double-digit economic growth in the coastal areas of Myrtle Beach, Charleston, and Hilton Head. The Greenville / Spartanburg area is also approaching double digit economic growth in the hospitality sector as well. According to the Charleston Business Journal, the hospitality industry accounted for over 225,000 jobs in the state of South Carolina as of 2018. According to the U.S. Travel Association, during 2018, domestic travelers to South Carolina spent more than \$14.4 billion on transportation, lodging, food, entertainment and recreation and incidentals, up 5.2 percent from 2017 before any inflation adjustment. The foodservice industry received the largest amount of traveler expenditure, registering \$4.3 billion in 2018, up 3.4 percent from 2017. This accounted for 30.0 percent of the state's total domestic travel spending. The lodging industry, which reached nearly \$3.6 billion in 2018 domestic traveler expenditure receipts, is in second position. These expenditures increased 4.9 percent from 2017. Smith Travel Research's data show that total rooms sold in South Carolina increased 1.4 percent and average room rate in the state was up 2.0 percent in 2018. On average, every dollar spent by domestic travelers produced 18.6 cents in wage and salary income for South Carolina residents in 2018. In 2018, the foodservice sector posted the largest payroll generated by domestic traveler spending with more than \$1.1 billion, accounting for 41.3 percent of the state total domestic travel generated payroll. The lodging sector ranked second with \$615.0 million in domestic travel-supported payroll income, representing 22.9 percent of the state total travel-generated payroll. Entertainment and recreation, the third largest contributor at \$439.9 million, accounted for 16.4 percent of the state payroll supported from domestic travel. In mid-2019, employment figures within the state of South Carolina

are trending to become flat or declining. The only employment sectors that continue to post positive increases are in the areas of health care, education and hospitality and leisure.

The U.S. Bureau of Labor Statistics (BLS, www.bls.gov) reports that employment for careers related to leisure and hospitality is expected to grow moderately between 2016 and 2026. Some low-wage entry-level positions, such as housekeeping, maintenance, and clerical jobs, may require at least a high school diploma. Job prospects are better for people with the specialized training, skills, and abilities acquired through training programs offered by accredited vocational schools, colleges, or universities. Occupations requiring bachelor's and master's degree programs in hospitality and business in the hospitality industry are expected to experience the most growth between 2016-2026. Having a bachelor's degree generally will lead to a higher salary level throughout one's career. The Bureau of Labor Statistics (BLS) reports that all hospitality related workers in the US with a bachelor's degree earned a \$56,000 median salary.

In the area of hospitality management, there are some differences based upon the level of degree earned. According to the BLS, professionals with a bachelor's degree in hospitality and tourism earned these average salaries:

- General hotel manager: \$110,000
- Hotel sales manager: \$49,000
- Event planner: \$56,250
- Director of events: \$94,000
- Marketing communications manager: \$58,600
- Operations manager: \$52,600
- Event coordinator: \$38,900
- Event manager: \$48,600
- Revenue manager: \$53,600

BLS data also shows that a higher degree level beyond a high school diploma can make a difference in one's salary. The bureau's data for the lodging manager role shows a salary range between \$28,700 and \$96,500.

A bachelor's degree is usually needed to qualify for professional level career positions that require a higher skill level. Competing for management and consulting jobs requires an advanced understanding of the fundamentals of the applicable principles and concepts as well as a high degree of analytical skills.

Some candidates must have a master's degree or a combination of a bachelor's degree and experience. There are many types of jobs and career paths available in the hospitality industry, including:

- Lodging: Hotel manager, resort manager, front desk staff / manager, and housekeeping manager
- Event and Meetings: Meeting and convention planners
- Recreation: Activity coordinators and planners
- Food Service: Management, head cooks, and chefs
- Financial: Accountants and auditors
- Casinos: Gaming managers and supervisors
- Transportation: Rental car managers, transportation administrators
- Marketing: Sales professionals
- Consulting: Real estate, resort, financial, and information technology consultants

BS Business Administration, IT Management The purpose of the B.S. in Business Administration with an emphasis in Information Technology (IT) Management is for students seeking entry-level positions in information systems management and networking security including cybersecurity. Students who earn an information technology management degree typically go on to work as IT managers. IT managers are also known as computer and information systems managers. They may be responsible for developing tech strategies, upgrading technology, and securing systems in addition to overseeing and directing other IT professionals. The exact duties of an IT manager are dependent on the size of the employer as well as the manager's job title and level of experience. Students who complete the B.S. in Business Administration with an emphasis in IT Management degree will have a broad knowledge of management principles and skills and an in-depth understanding of business practices including IT systems and cybersecurity offered in this degree. This degree program is a collaboration between the College of Business and The College of Science and Mathematics / Department of Computer Science.

According to the U.S. Department of Labor Bureau of Labor Statistics (BLS), employment of computer and information systems managers is projected to grow 11 percent from 2018 to 2028, much faster than the average for all occupations.

Demand for computer and information systems managers will grow as firms increasingly expand their operations to digital platforms. Computer and information systems managers will be responsible for implementing these goals. Employment growth will result from the need to bolster cybersecurity in computer and information systems used by businesses. Industries such as retail trade will need to implement more robust security policies as cyber threats increase. An increase in the popularity of cloud computing may result in firms outsourcing services from in-house IT departments to cloud-computing companies. This will shift IT services from IT departments in non-computer industries, such as financial firms or schools, to firms engaged in computer systems design and related services and those in data processing, hosting, and related services.

In the State of South Carolina, there are industries that are aggressively implementing different aspects of IT in their operations. One such industry is the health industry. As that progress takes place, the use of IT systems will increase hence leading to job creation for IT Managers. The BLS states the job growth will continue in the insurance sector as the employment rate for IT Managers in the State of South Carolina is expected to grow 26 percent from 2018 to 2028. Within the Greenwood / Greenville region local technology employers such as Spectraforce Technologies, Fuji Film Manufacturing U.S.A., Teijin, Lonza, United Technologies Corporation, and Amazon.

Transfer and Articulation

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

None at this time.

Description of the Program
B.S. in Business Administration - Sports Management, Hospitality Management, IT Management
Lander Campus and University Center Greenville (UCG)

Projected Enrollment						
Year	Fall Headcount		Spring Headcount		Summer Headcount	
	New	Total	New	Total	New	Total
2020-2021	30	30	15	45	0	0
2021-2022	35	80	15	95	0	0
2022-2023	40	135	20	155	0	0
2023-2024	55	210	20	230	0	0
2024-2025	65	125	20	145	0	0

Explain how the enrollment projections were calculated.

Enrollment estimates are based on the enrollments in the existing B.S. in Business Administration concentrations. The table demonstrates 30 students entering the new program emphasis for the fall of 2020-2021 and 35 for the fall of 2021-2022. We anticipate an additional fifteen students for each of the spring semesters. In each of fall 2022-2023 and fall 2023-2024, we anticipate new student enrollment increasing. These numbers assume that a student completes the program in four years with graduation adjustments and new enrollments being calculated in 2024-2025. There is also an assumption that the total enrollment numbers will vary based on the premise that an estimated number of students will transfer into the Lander University 4-year B.S. programs from other 2-year technical colleges, especially considering the student population at UCG.

Curriculum

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

Curriculum Changes

Bachelor of Science in Business Administration with and emphasis in Information Technology Management

(Note: All new courses in the BSBA IT Management program are offered through the Lander University Department of Computer Science, College of Science and Mathematics and are currently active. With the exception of MKT 440, which is currently active in the College of Business)

Courses Eliminated from Program	Courses Added to Program	Core Courses Modified
	CIS 120: Fundamentals of Info Systems and Info Technology	

	CIS 130: Problem Solving and Programming Methods	
	CIS 140: Networking Lab	
	CIS 243: Fundamentals of Cyber Security	
	CIS 250: Introduction to e-Commerce	
	CIS 260: Network and Systems Administration	
	CIS 343: Computer Forensics	
	CIS 346: Cybersecurity Planning and Management	
	CIS 443: Special Topics	
	MKT 440: Digital Marketing	

New Courses

List and provide course descriptions for new courses. (Note: All new courses in the BSBA IT Management program are offered through the Lander University Department of Computer Science, College of Science and Mathematics)

CIS 120. FUNDAMENTALS OF INFORMATION SYSTEMS AND INFORMATION TECHNOLOGY

An introduction to information systems and information technology. Topics include overview of computer hardware and software, management information systems, computer networking, organization and management of data, decision making, careers, and ethics. Prerequisite or co-requisite: CIS 130. **Three credit hours**

CIS 130. PROBLEM SOLVING AND PROGRAMMING METHODS

An introduction to problem-solving and analytical methods. Topics include basic syntax and programming experience, stepwise refinement, and structured and modular design methods. Course environment will be both lecture and practicum. Prerequisite or co-requisite: One of the following: MATH 114, MATH 121, MATH 141, or MATH 211. (General Education – General Education Electives) **Four credit hours.**

CIS 140. NETWORKING LAB

Designed to provide students with an understanding of the principles of computer networks and protocols through hands-on activities and experimentation. Topics include: static and dynamic addressing, building LANS and VLANS using switches, building internetworks using routers, configuring network components to allow or deny access, deploying and evaluating communication protocols using network utilities and server software that are used in present day network infrastructures, and other emerging topics. **One credit hour.**

CIS 243. FUNDAMENTALS OF CYBERSECURITY

Designed to provide a holistic overview of the field of Cybersecurity. Topics include: security principles and policies, laws and regulations, security assessment and testing, asset protection, basic cryptography, authentication, ethics, malware, computer and network forensics, threat and vulnerability detection and protection, and other emerging topics. Prerequisite: “C” or better in CIS 130. **Three credit hours.**

CIS 250. INTRODUCTION TO E-COMMERCE

An introduction to organizational strategies and network informational technologies necessary to implement a variety of business models for connecting clients, businesses, government agencies, etc. for transfer of information

using various kinds of computer networks. The course will also cover an introduction to business strategies, design of e-business solutions, and the technological architecture required to implement various e-business relationships (B2B, B2C, B2G, etc.). Prerequisite: CIS 120 with “C” or better. **Three credit hours.**

CIS 260. NETWORK AND SYSTEM ADMINISTRATION

Designed to introduce concepts essential to the administration of operating systems and networks. Topics include: application installation and configuration, user account management, understanding and management of file systems, file backup and restoration, basic operating system commands (including network related commands) 325 and utilities, task automation using scripting, serial and parallel communication, and other emerging topics. Prerequisite: “C” or better in CIS 130. **One credit hour.**

CIS 343. COMPUTER FORENSICS

Computer devices retain far more information than most people realize. Retrieving this information can provide considerable electronic evidence. Computer forensics is the forensic science discipline of acquiring, preserving, retrieving, and presenting electronic data. This course is designed to provide comprehensive understanding of computer forensics principles. Topics include: admissibility and preparation of electronic evidence, e-evidence preservation, chain of custody, examination of computers and digital media including operating systems, graphics files, and email, detecting intrusions, malware and fraud, legal and ethical issues and responsibilities, and other emerging topics. Prerequisite: “C” or better in CIS 243. **Three credit hours.**

CIS 346. CYBERSECURITY PLANNING AND MANAGEMENT

This course provides a holistic view of procedures and processes for planning and management of cybersecurity operations in an organization. Topics include laws and ethics pertaining to information systems security, risk assessment and management, identifying needs for security functions, understanding strengths and weaknesses of available security solutions, developing information security policies, developing plans for the protection and access control of intellectual assets, outlining roles of personnel in planning, managing, and maintaining information security, and developing contingency plans for business continuity, disaster recovery, and incident response after a security violation has occurred. Prerequisite: “C” or better in CIS 243. **Three credit hours.**

CIS 443. SPECIAL TOPICS IN CYBERSECURITY

Designed to provide an in-depth study of topics related to Cybersecurity. Prerequisites: “C” or better in CIS 240, CIS 243, and CIS 260, or permission of the instructor. **One to three credit hours.**

MKT 440. DIGITAL MARKETING

This selective course prepares students with a fundamental understanding of digital marketing channels and how successful marketing campaigns in today’s technologically-driven environment use numerous online and mobile platforms. This course covers the principles of digital marketing including internet marketing strategies, user-generated content, search engine optimization, email marketing, viral marketing, social media and mobile marketing campaigns (including SMS text), content strategy, paid and organic search advertising and new and emerging advertising media. Prerequisites: “C” or better in MKT 301, institutional GPA of 2.0 or better and junior/senior standing. **Three credit hours.**

Note: No co-requisite or prerequisite courses are required for the Hospitality Management emphasis.

Bachelor of Science in Business Administration with an emphasis in Hospitality Management

Courses Eliminated from Program	Courses Added to Program	Core Courses Modified
	HOSP 101: Principals of Hospitality Management	
	HOSP 310: Purchasing and Cost Control	
	HOSP 315: Foodservice Operations Management	
	HOSP 320: Lodging Operations Management	
	HOSP 330: Hospitality Facilities Planning	
	HOSP 340: Managing Conventions and Meeting Planning	
	HOSP 350: Hospitality Operations Management	

New Courses

HOSP 101. PRINCIPALS OF HOSPITALITY MANAGEMENT

This introductory course provides students with an overview of the hospitality industry which includes various operational segments, career opportunities, historical perspectives on tourism and hospitality, and a comprehensive look at each department within the foodservice and lodging industry. **Three semester hours**

HOSP 310. PURCHASING AND COST CONTROL

This course is designed to introduce students to the principals of effective product identification and the cost controls necessary to support a hospitality operation, namely within the foodservice segment. Topics may include the process of procurement of goods, understanding various forms of product distribution, product identification, costing procedures, inventory management, value analysis, and proper record keeping. **Three semester hours**

HOSP 315. FOODSERVICE OPERATIONS MANAGEMENT

This course focuses on the management of a variety of foodservice concepts which will include the understanding and the management of foodservice segments based on level of service, menu, theme, and price points. Topics may include how to manage each type of operating segment and how to maximize profitability based on specific management techniques within each foodservice segment. **Three semester hours**

HOSP 320. LODGING OPERATIONS MANAGEMENT

This course is designed to introduce students to the scope of the hotel industry and the organizational structure and operational mechanics of how the departments within the rooms division of an individual hotel operate. Students gain an understanding of how work is performed and how activities are coordinated within the rooms division and among other hotel departments. **Three semester hours**

HOSP 330. HOSPITALITY FACILITIES PLANNING

This course provides an overview of the operation of hospitality facilities, including operating costs for various types of facilities, types and characteristics of major building systems, sustainable aspects of building equipment and

management, and the responsibilities of the engineering maintenance department. The renovation needs and key managerial aspects of hospitality facility renovation projects are examined. **Three semester hours**

HOSP 340. MANAGING CONVENTIONS AND MEETING PLANNING

This course covers the meeting and convention planners’ points of view to help students identify various market segments and their marketing requirements. Topics may include the organization and planning of a convention, understanding the various forms of meetings, and integrating technology and service into the meeting and/or convention functions. Students will also learn about emerging trends and current events within the meetings and conventions sector. **Three semester hours**

HOSP 350. HOSPITALITY OPERATIONS MANAGEMENT

This course provides the tools and techniques to manage hospitality based operations across multiple industry segments. The student will understand the similarities and differences in managing across various hospitality-based operations, with an emphasis on the basic management functions within various hospitality-based operations. Topics may include strategies and tactics for managing various multiple units within the hospitality industry. **Three semester hours**

Bachelor of Science in Business Administration with and Emphasis in Sports Management

Courses Eliminated from Program	Courses Added to Program	Core Courses Modified
	BA 360: Organizational Fundraising	
	SPTM 303: Sport Law	
	SPTM 305: Sports Facility Management	
	SPTM: 320: Independent Study	
	SPTM 405: Sports Finance and Business	
	SPTM 415: Economics of Sports	
	SPTM 425: Special Topics in Sports	

New Courses

List and provide course descriptions for new courses.

BA 360. ORGANIZATIONAL FUNDRAISING

This course examines the key elements within developing and leading a portfolio of actions in order to raise revenue for an existing or new organizational initiatives. Areas of organizational fundraising topics will include: capital campaigns, annual giving, establishment of organization foundations, major gifts-in –kind, technology-enabled fundraising, prospect research, fundraising management, and strategic planning. **Three semester hours**

SPTM 303. SPORT LAW

A presentation of the basic legal system, its terminology, and principles as applied to professional and amateur sports. Emphasis on identifying and analyzing legal issues, the ramifications of those issues, and the means of limiting the liability of sport organizations. **Three semester hours**

SPTM 305. SPORTS FACILITY MANAGEMENT

An investigation of the functions of management in terms of operating and financing public assembly facilities. Includes public and private arenas, coliseums, and stadiums. Prerequisites: "C" or better in SPTM 101. **Three semester hours**

SPTM 320. INDEPENDENT STUDY

Projects, papers, or research. Must be approved and sponsored by a faculty member and approved by the chair or dean. **Three semester hours**

SPTM 405. SPORTS FINANCE AND BUSINESS

Basic theory in finance and accounting applied to managerial control of sport organizations. Includes forms of ownership, taxation, financial analysis, feasibility studies, and economic impact studies. Prerequisites: "C" or better in SPTM 101, 301. **Three semester hours**

SPTM 415. ECONOMICS OF SPORTS

The use of economic analysis to analyze issues related to the sport industry. Topics include ticket pricing strategies, monopolization, players' labor markets, revenue-sharing, salary caps, competitive balance, and the subsidization of stadiums. Prerequisites: "C" or better in SPTM 101, SPT 301. **Three semester hours**

SPTM 425. SPECIAL TOPICS IN SPORTS

This elective course allows for the study of various sport management topics which are not a part of the regular course offerings. Special topics will be announced in advance and this course may be repeated for additional credit as the topic changes. To repeat the course in order to improve a grade, the topic, the course number, and the credit hours must be the same. Prerequisite: Permission of the instructor. For business majors using this course as an elective, additional prerequisite include completion of 45 credit hours. **Three semester hours**

2020-2021 PROGRAM REQUIREMENTS

DEGREE: BACHELOR OF SCIENCE
MAJOR: BUSINESS ADMINISTRATION
EMPHASIS: SPORTS MANAGEMENT

	Credit Hours
UNIVERSITY REQUIREMENT	
FALS	0
GENERAL EDUCATION REQUIREMENTS	
(For approved courses see the General Education: www.lander.edu/gen-ed .)	
A. Core Skills	
ENGL 101: Writing and Inquiry I	3
ENGL 102: Writing and Inquiry II	3
MATH 121: Mathematics for Business, Life Science, and the Social Sciences	3
B. Humanities and Fine Arts	
(6 hours selected from 2 different disciplines)	6
C. Behavioral and Social Perspectives	
(6 hours selected from 2 different disciplines)	
ECON 101: Economics in Society	3
Behavioral and Social Perspectives elective	3
D. Scientific and Mathematical Reasoning	
(7 hours selected from 2 different disciplines, 1 lab science required)	
MATH 211: Introduction to Statistical Methods I	3
1 lab science	4
E. Founding Documents of the United States	3
HIST 111: United States History to 1877	
or	
POLS 101: American National Government	
F. World Cultures	3
G. LINK 101: Leadership, Involvement, Networking and Knowledge	1
TOTAL GENERAL EDUCATION REQUIREMENTS	35
MAJOR PROGRAM CORE REQUIREMENTS	
ACCT 201: Financial Accounting Principles	3
ACCT 202: Managerial Accounting Principles	3
BA 101: Introduction to Business	3
BA 226: Introduction to Analytical Methods	3
BA 250: Business Analysis Using Spreadsheets	3
BA 251: Legal Environment of Business	3
BA 299: Professional Development I	1

In order to enroll in the upper-level Business courses (300-level and above), Business majors must meet the following requirements:

- Complete at least 45 credit hours of college credit (including transfer courses);
- Earn a grade of “C” or better in all prerequisite and co-requisite courses.

MGMT 301: Principles of Management	3
MKT 301: Principles of Marketing	3
FINA 301: Business Finance	3
BA 304: Management Information Systems	3
BA 325: Advanced Analytical Methods	3
MGMT 330: Operations Management	3
BA 399: Professional Development II	1
BA 414: Business Strategy	3
BA 499: Professional Development III	1

MAJOR PROGRAM ADDITIONAL REQUIREMENTS

ENGL 275: Business Communications	3
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MAJOR PROGRAM EMPHASIS REQUIREMENTS

BA 360: Organizational Fundraising	3
MGMT 315: Human Resource Management	3
SPTM 101: Intro to Sports Management	3
SPTM 301: Principals of Sports Management	3
SPTM 302: Principals of Sports Marketing	3
SPTM 303: Sport Law	3
SPTM 305: Sport Facility Management	3
SPTM 405: Sports Finance and Business	3
SPTM 490: Internship in Sports Management	3
One business elective 300-level or above) (ACCT, BA, ECON, HCMT, MGMT, MKT or SPTM	3

TOTAL MAJOR PROGRAM REQUIREMENTS	75
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ADDITIONAL ELECTIVES	10
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TOTAL FOR BS DEGREE	120
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Coursework must include at least 30 hours earned in 300 or above level courses, of which 12 hours must be in the major.
See 4-year major guides for recommended order in which

2020-2021 PROGRAM REQUIREMENTS

DEGREE: BACHELOR OF SCIENCE
MAJOR: BUSINESS ADMINISTRATION
EMPHASIS: HOSPITALITY MANAGEMENT

	Credit Hours
UNIVERSITY REQUIREMENT	
FALS	0
GENERAL EDUCATION REQUIREMENTS	
(For approved courses see the General Education: www.lander.edu/gen-ed .)	
A. Core Skills	
ENGL 101: Writing and Inquiry I	3
ENGL 102: Writing and Inquiry II	3
MATH 121: Mathematics for Business, Life Science, and the Social Sciences	3
B. Humanities and Fine Arts	
(6 hours selected from 2 different disciplines)	6
C. Behavioral and Social Perspectives	
(6 hours selected from 2 different disciplines)	
ECON 101: Economics in Society	3
Behavioral and Social Perspectives elective	3
D. Scientific and Mathematical Reasoning	
(7 hours selected from 2 different disciplines, 1 lab science required)	
MATH 211: Introduction to Statistical Methods I	3
1 lab science	4
E. Founding Documents of the United States	3
HIST 111: United States History to 1877	
or	
POLS 101: American National Government	
F. World Cultures	3
G. LINK 101: Leadership, Involvement, Networking and Knowledge	1
TOTAL GENERAL EDUCATION REQUIREMENTS	35
MAJOR PROGRAM CORE REQUIREMENTS	
ACCT 201: Financial Accounting Principles	3
ACCT 202: Managerial Accounting Principles	3
BA 101: Introduction to Business	3
BA 226: Introduction to Analytical Methods	3
BA 250: Business Analysis Using Spreadsheets	3
BA 251: Legal Environment of Business	3
BA 299: Professional Development I	1

In order to enroll in the upper-level Business courses (300-level and above), Business majors must meet the following requirements:

- Complete at least 45 credit hours of college credit (including transfer courses);
- Earn a grade of “C” or better in all prerequisite and co-requisite courses.

MGMT 301: Principles of Management	3
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MKT 301: Principles of Marketing	3
FINA 301: Business Finance	3
BA 304: Management Information Systems	3
BA 325: Advanced Analytical Methods	3
MGMT 330: Operations Management	3
BA 399: Professional Development II	1
BA 414: Business Strategy	3
BA 499: Professional Development III	1

MAJOR PROGRAM ADDITIONAL REQUIREMENTS

ENGL 275: Business Communications	3
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MAJOR PROGRAM EMPHASIS REQUIREMENTS

MGMT 315 Human Resource Management	3
HOSP 101 Principals of Hospitality Management	3
HOSP 310 Purchasing and Cost Control	3
HOSP 315 Foodservice Operations Management	3
HOSP 320 Lodging Operations Management	3
HOSP 330 Hospitality Facilities Planning	3
HOSP 340 Managing Conventions and Meeting Planning	3
HOSP 350 Hospitality Operations Management	3
One business elective 300-level or above) (ACCT, BA, ECON, HCMT, HOSP, MGMT, MKT, or SPTM)	3

TOTAL MAJOR PROGRAM REQUIREMENTS	72
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ADDITIONAL ELECTIVES	13
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TOTAL FOR BS DEGREE	120
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Coursework must include at least 30 hours earned in 300 or above level courses, of which 12 hours must be in the major.

See 4-year major guides for recommended order in which to take courses <https://www.lander.edu/academics/registrar-office/resources/major-guides>

2020-2021 PROGRAM REQUIREMENTS

DEGREE: BACHELOR OF SCIENCE
MAJOR: BUSINESS ADMINISTRATION
EMPHASIS: INFORMATION TECHNOLOGY MANAGEMENT

	Credit Hours
UNIVERSITY REQUIREMENT	
FALS	0
GENERAL EDUCATION REQUIREMENTS	
(For approved courses see the General Education: www.lander.edu/gen-ed .)	
A. Core Skills	
ENGL 101: Writing and Inquiry I	3
ENGL 102: Writing and Inquiry II	3
MATH 121: Mathematics for Business, Life Science, and the Social Sciences	3
B. Humanities and Fine Arts	
(6 hours selected from 2 different disciplines)	6
C. Behavioral and Social Perspectives	
(6 hours selected from 2 different disciplines)	
ECON 101: Economics in Society	3
Behavioral and Social Perspectives elective	3
D. Scientific and Mathematical Reasoning	
(7 hours selected from 2 different disciplines, 1 lab science required)	
MATH 211: Introduction to Statistical Methods I	3
1 lab science	4
E. Founding Documents of the United States	3
HIST 111: United States History to 1877	
or	
POLS 101: American National Government	
F. World Cultures	3
G. LINK 101: Leadership, Involvement, Networking and Knowledge	1
TOTAL GENERAL EDUCATION REQUIREMENTS	35
MAJOR PROGRAM CORE REQUIREMENTS	
ACCT 201: Financial Accounting Principles	3
ACCT 202: Managerial Accounting Principles	3
BA 101: Introduction to Business	3
BA 226: Introduction to Analytical Methods	3
BA 250: Business Analysis Using Spreadsheets	3
BA 251: Legal Environment of Business	3
BA 299: Professional Development I	1

In order to enroll in the upper-level Business courses (300-level and above), Business majors must meet the following requirements:

- Complete at least 45 credit hours of college credit (including transfer courses);
- Earn a grade of “C” or better in all prerequisite and co-requisite courses.

MGMT 301: Principles of Management	3
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MKT 301: Principles of Marketing	3
FINA 301: Business Finance	3
BA 304: Management Information Systems	3
BA 325: Advanced Analytical Methods	3
MGMT 330: Operations Management	3
BA 399: Professional Development II	1
BA 414: Business Strategy	3
BA 499: Professional Development III	1

MAJOR PROGRAM ADDITIONAL REQUIREMENTS

ENGL 275: Business Communications	3
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MAJOR PROGRAM EMPHASIS REQUIREMENTS

CIS 120 Fundamentals of Info Systems and Info Technology	3
CIS 130 Problem Solving and Programming Methods	4
CIS 140 Networking Lab	1
CIS 243 Fundamentals of Cyber Security	3
CIS 250 Introduction to e-Commerce	3
CIS 260 Network and Systems Administration	3
CIS 343 Computer Forensics	3
CIS 443 Special Topics	3
MKT 440 Digital Marketing	3
CIS 346 Cybersecurity Planning and Management	3

TOTAL MAJOR PROGRAM REQUIREMENTS 74

ADDITIONAL ELECTIVES 11

TOTAL FOR BS DEGREE 120

Coursework must include at least 30 hours earned in 300 or above level courses, of which 12 hours must be in the major.

See 4-year major guides for recommended order in which to take courses <https://www.lander.edu/academics/registrar-office/resources/major-guides>

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.

Sports Management

Program Name and Designation	Total Credit Hours	Institution	Similarities	Differences
B.S. in Sport and Entertainment Management	120	University of South Carolina-Columbia	Sports Management focus	USC offers a full undergrad degree program in Sport and Entertainment Management offered through the College of HRSM
B.S. in Recreation and Sport Management	120	Coastal Carolina	Sports Management focus	Coastal offers a full degree program with a main focus in the recreation management arena
B.B.A. with Sports Management Major track	120-126	Francis Marion University	Sports Management focus	FMU's B.B.A. Sports Management track offers 6 credit hours of unique sports management courses versus the proposed 18 hours of unique sports management courses by Lander University
B.S. Sports Management	120	Bob Jones University	Sports Management focus	Full undergrad sports management program (independent / private institution)
B.S. Sports Management	120	North Greenville University	Sports Management focus	Full undergrad sports management program (independent / private institution)
B.S. Sport Management	120	Limestone College	Sports Management focus	Full undergrad sports management program (independent / private institution)
B.S. in Recreation and Sports Management	120	Southern Wesleyan University	Sports Management focus	Greater emphasis in outdoor recreation and parks management (independent. private institution)
B.S. Sports Management	120	The Citadel	Sports Management focus	Full undergrad sports management program within the School of Science and Mathematics

B.S. Sports Management	120	Newberry College	Sports Management focus	Full undergrad sports management program (independent / private institution)
B.S. Sports Management	120	Columbia International University	Sports Management focus	Full undergrad program in sports management with a Christian leadership focus (independent / private institution)
B.S. Sports Management	120	Claflin University	Sports Management focus	Full undergrad sports management program in the College of Education (independent / private institution)
B.S. Sports Management	120	Winthrop University	Sports Management focus	Full undergrad sports management program in the College of Education in partnership with the College of Business
B.S. Sports Management	120	Erskine University	Sports Management focus	Full undergrad sports management program (independent / private institution)

NOTE: Lander University is proposing a modification to add an emphasis program of Sports Management to the existing B.S. in Business Administration degree

Hospitality Management

Program Name and Designation	Total Credit Hours	Institution	Similarities	Differences
B.S. in Hospitality Management	120	University of South Carolina-Columbia	Hospitality Management focus	U of SC offers a full undergrad degree program in Hospitality Management offered through the College of HRSM
B.S.B.A. in Hospitality, Resort, and Tourism Management	120	Coastal Carolina	Hospitality Management focus	Coastal offers a full undergrad degree program in Hospitality Management Resort and Tourism Management

B.S. in Hospitality and Tourism Management	120	College of Charleston	Hospitality Management focus	C of C offers a full undergrad degree program in Hospitality and Tourism Management
B.S. in Hospitality Management	120	U of SC-Beaufort	Hospitality Management focus	USCB offers a full undergrad degree program in Hospitality Management within its own department
B.S.B.A. in Management with Hospitality Track	120	Winthrop University	B.S.B.A. business degree program within the business college	Hospitality management offered as an elective track of management and not as a major emphasis
B.S. in Hospitality Management	120	U of SC-Sumter	Hospitality Management focus	First two years offered at U of SC Sumter campus with remaining two offered online with U of SC-Beaufort
B.S. in Hospitality and Tourism Management	120	Charleston Southern University	Hospitality and Tourism focus	Online / hybrid program offered through the Division of Continuing and Adult Studies. (Independent / Private institution)

NOTE: There are currently NO hospitality management programs at the baccalaureate-level to serve the population of the SC Piedmont area or the SC Upstate area with the exception of Clemson’s PRTM program focusing on tourism, parks, and recreation.

IT Management

Program Name and Designation	Total Credit Hours	Institution	Similarities	Differences
B.B.A with Management Information Systems Track	120	Francis Marion University	Focus on computer systems management (18 cr. hr)	Lander University’s proposed program focuses more on network systems management and cybersecurity (21 cr. hr.)

B.A. in Information Management and Systems	120-128	U of SC Upstate	Focus on computer systems management	U of SC Upstate's focus is more on computer systems engineering with less management (6 credits)
B.S.B.A. with a Concentration in IT Management	124	ECPI University	Focus on IT Management within a business program	Independent / private institution

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 will be required within the first year of the implementation of each emphasis program. Existing faculty will be supporting the B.S. in Business Administration core courses for these programs. This also includes offerings at the UCG campus as well. In years 2, 3, and 4 we expect to hire one new full-time faculty member each year to manage the growth in each emphasis. Adjunct faculty will be hired to begin instructing in select new emphasis courses.

Resources

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

Library and Learning Resources

Explain how current library/learning collections, databases, resources, and services specific to the discipline, including those provided by PASCAL, can support the proposed program. Identify additional library resources needed.

Lander University library services currently subscribes to a variety of online and print resources that support the College of Business B.S. in Business administration program. In addition to the full-text multidisciplinary database Academic Search Complete library database holdings include:

- *Gale Business Insights: Global* delivers comprehensive international business intelligence, compiled into a logical, useable context.
- *Business Source Complete* offers premium full-text content and peer-reviewed business journals.
- *Cabell's Directories* is a resource that specializes in connecting researchers, publishers, librarians, and academics to the journal titles they need.

Book and Film Collections: Our print book resources include 2,543 books dealing with Economics, 1,129 books on Management, 1,812 on General Business, and 1,202 on Finance. Library services subscribes to two major eBook databases, EBSCO eBook Collection and ProQuest Ebrary Collection.

Our current holdings are sufficient to support the proposed programs, but we have allocated some funds to pay for additional licensing and materials to assist these programs which is noted in the budget line items mentioned below.

No additional resources are needed to serve the University Center of Greenville Site because students taking courses at UCG would have full access to the online and print collections of Lander's Jackson Library. Students at all University Center of Greenville Member Universities share access to a 7000 sq. ft. library with Dell mid-range computers, large seating areas, numerous private student/group study rooms, and no-cost printing services that are available to all students enrolled in member institution courses. Member institutions also participate in an interlibrary loan program, where any enrolled student has access to any resource at any institution's library. They may order items that are delivered to UCG or may go to the main campus library of any consortium member and use the resources there. University Center of Greenville is open Monday – Thursday 8:00 am to 9:00 pm, Friday – Saturday 8:00 am to 5:00 pm, and Sunday (Library only) 1:00 pm to 5:00 pm. UCG provides a Director of Library

Services who holds a Master of Library and Information Science degree and Library and Operations Specialists to assist students, faculty, staff, and visitors.

Student Support Services

Lander University provides a comprehensive array of coordinated student programs and services designed to maximize student success and enhance students' educational and co-curricular experiences outside of the classroom. A supportive learning environment is provided through the collaboration of numerous departments within the divisions of Academic Affairs, Student Affairs, and Business and Administration. Lander University has approximately 3,000 students enrolled with approximately 50 percent of those students living off-campus and commuting to classes each day. In addition, some students are enrolled exclusively in online classes. Therefore, Lander already provides access to a variety of student support services through online mechanisms. For online students and commuting students, Student Affairs has a designated Off-Campus Student Services website (<http://www.lander.edu/Student-Affairs/off-campus-student-services/overview>) offering health, safety, and community resources and information. The site also provides students with a link to a printable Campus Map. Lander students at the University Center of Greenville will be welcome to use any of the student support services and facilities located on the main campus in Greenwood, SC (50 miles away). Initially, Lander's offices at University Center of Greenville will be staffed by a full-time Director of Strategic Enrollment Programs. Additional support staff from the Offices of Admissions, Financial Aid, Military and Veterans Services, as well as Advising representatives will schedule office hours onsite on an as needed basis, approximately one day per week. Lander University will continuously monitor growth of the academic programs and will provide additional student support services as needed.

Equipment

No new instructional equipment is needed for this program. Cost recorded in the budget line item references below is the cost incurred for lease agreements with UCG and also for costs related to online course development.

Physical Resources/Facilities

Identify the physical facilities needed to support the program and the institution's plan for meeting the requirements.

The program will be delivered on the existing Lander University campus and the University Center Greenville (UCG) where Lander developed instructional space in 2019; therefore, no additional physical facilities are required.

Lander University is leasing space from the University Center of Greenville (UCG) and these costs (per student charge and percentage of rental fees attached to this program) are reflected in the Financial Support table. Lander would have two dedicated classrooms four offices, one office/workroom, one conference room, and one break room in its suite and the lease agreement includes access to all shared spaces such as 65 classrooms, including 5 computer classrooms. Students at all University Center of Greenville Member Universities share access to a 7000 sq. ft. library with Dell mid-range computers, large seating areas, numerous private student/group study rooms, and no-cost printing services that are available to all students enrolled in member institution courses.

University Center of Greenville provides facility security through Greenville Technical College Safety Officer and Police and Greenville City Police. Administrative staff for the facility includes Operations

Director, Director of Community Relations, and various support staff. UCG is conveniently located near a variety of restaurants, banks, and other businesses.

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

The addition of B.S.B.A. program emphasis will impact the program due to increases in student enrollments and the need to increase course section within the B.S.B.A core program itself. It is also anticipated that some enrollments may shift from one emphasis to another based on the attractiveness and applicability of some new program emphasis to a student's plan of study.

Financial Support

Sources of Financing for the Program by Year												
Category	1 st		2 nd		3 rd		4 th		5 th		Grand Total	
	New	Total	New	Total	New	Total	New	Total	New	Total	New	Total
Tuition Funding ¹	\$401,250	\$401,250	\$936,250	\$1,337,500	\$1,551,500	\$2,889,000	\$2,354,000	\$5,243,000	\$1,444,500	\$6,687,500	\$6,687,500	\$6,687,500
Program-Specific Fees	0	0	0	0	0	0	0	0	0	0	0	0
Special State Appropriation	0	0	0	0	0	0	0	0	0	0	0	0
Reallocation of Existing Funds	0	0	0	0	0	0	0	0	0	0	0	0
Federal, Grant, or Other Funding	0	0	0	0	0	0	0	0	0	0	0	0
Total	\$401,250	\$401,250	\$936,250	\$1,337,500	\$1,551,500	\$2,889,000	\$2,354,000	\$5,243,000	\$1,444,500	\$6,687,500	\$6,687,500	\$6,687,500
Estimated Costs Associated with Implementing the Program by Academic Year												
Category	1 st		2 nd		3 rd		4 th		5 th		Grand Total	
	New	Total	New	Total	New	Total	New	Total	New	Total	New	Total
Program Administration ² & Faculty and Staff Salaries ³	\$291,160	\$291,260	\$392,410	\$683,670	\$492,400	1,176,070	\$530,810	1,706,880	\$530,810	2,237,690	\$2,237,590	2,237,590
Facilities ⁴ , Equipment, Supplies ⁵ , and Materials	\$48,670	\$48,670	\$50,810	99,480	\$52,950	\$152,430	\$54,234	\$206,664	\$60,090	\$266,754	\$266,754	\$266,754
Library Resources	\$2,400	\$2,400	\$2,400	\$4,800	\$2,600	\$7,400	\$2,600	\$10,000	\$2,600	\$12,600	\$12,600	\$12,600
Other (<i>specify</i>)	\$5,000	\$5,000	\$5,000	\$10,000	\$6,500	\$16,500	\$6,500	\$23,000	\$7,000	\$30,000	\$30,000	\$30,000
Total Cost	\$347,230	\$347,230	\$450,620	\$797,850	\$554,450	1,352,300	\$594,144	\$1,946,444	\$600,500	\$2,546,944	\$2,546,944	\$2,546,944
Net Total (i.e. Sources of Financing – Esti New Costs)	\$54,020	\$54,020	\$485,630	\$539,650	\$997,050	\$1,536,700	\$1,759,856	3,296,556	\$844,000	\$4,140,556	\$4,140,556	\$4,140,556

¹ Estimated using headcount as full-time students

² Estimated at one-sixth of the compensation for administrative support services (classified and dean)

³ Includes all faculty in the Faculty table on page 13-14 which includes pro-rated FT and adjunct salaries. FT Lecturer/Coordinator added in year 2.

⁴ Estimated at 35% of Faculty and Staff Salaries.

⁵ Fees per student taking courses through the University Center of Greenville

Budget Justification

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

Tuition Funding: Estimated using projected enrollment of full-time students using the tuition rate of \$5350/semester.

Program Administration and Faculty and Staff Salaries: Administrative costs estimated at one-sixth of the compensation of college (staff and dean). Faculty is associated with any full-time faculty or staff member assumes 37 percent of the total cost is devoted to benefits and insurance with additional FTE faculty line item added in year 2 to support the new programs.

Facilities, Equipment, Supplies, and Materials: Fees per student taking courses through the University Center of Greenville as well as this program’s share of facilities rent by Lander University have been included in this category. Additional monies for office and equipment needs of teaching faculty and technology training for hybrid course delivery are also a part of this category. Partial overhead on Lander University’s main campus in Greenwood is estimated based on facility use of implementation and instruction of new programs.

Library Resources: All expenses are included on the costs of the program tied to Lander’s main campus. Students taking courses at the University Center of Greenville would have full access to all resources (print and online) of Lander’s Jackson Library. Additional library expenses are tied to acquiring new licenses and materials related to new academic programs in the college.

Other Costs: Include expenses for per diem and travel to the University Center of Greenville by teaching faculty members or administrators based on Lander University’s main campus in Greenwood.

Evaluation and Assessment

Goal 1	Objective	Criteria/Competency/Traits	Where Introduced	Where Reinforced	Where Assessed	Assessment Method
1. Lander business graduates will be effective communicators in both oral and written communications	A. Students will be able to speak effectively	1. Students will be able to make oral presentations on a business topic in front of an audience	MKT 301	MKT 301 MGMT 330 BA 414	BA 414	Class Speech measured against rubric
		2. Students will be able to effectively communicate in one-on-one situations	MGMT 301	MGMT 301	BA 414	Assessed in the future with Mock Interviews
	B. Students will be able to write effectively	1. Students will use proper professional grammar and style	ENGL 101 ENGL 102	MGMT 301 MGMT 330 FINA 301	BA 414	Individual class case paper Rubric
		2. Students will be able to express their thoughts in a clear and concise manner.				

Goal 2	Objective	Criteria/Competency/Traits	Where Introduced	Where Reinforced	Where Assessed	Assessment Method
2. Lander business graduates will understand the fundamental concepts of teamwork and demonstrate the ability to work in teams.	A. Understand the fundamental concepts of teamwork	Students will be able to demonstrate knowledge of teamwork.	MGMT 301	BA 304 MGMT 301	MGMT 301	Tests
	B. Demonstrate the ability to work in teams.	Students will demonstrate the ability to work in teams to produce deliverables.	MGMT 301	BA 304 BA 325 MKT 301 MGMT 330		Measured against Rubric

Goal 3	Objective	Criteria/Competency/Traits	Where Introduced	Where Reinforced	Where Assessed	Assessment Method	
Lander business graduates will have a clear perception of business ethics	A. Students will be able to identify and analyze ethical issues.	Students will be able to recognize forces that impact business ethics practices and to be cognizant of ethical dilemmas.	BA 304	MGMT 301 BA 325 FINA 301 MGMT 330 MKT 301 BA 414	BA 414 FINA 301	Case assessed against rubric **Used Multiple Choice Ethics Questions for 2 years and returned to case	
		Students will be able to develop choices in ethical decision making in an organization					
	B. Students will be able to identify and analyze corporate social responsibility issues.	Students will be able to recognize significant social forces in the business environment.	BA 304	MKT 301 MGMT 301 FINA 301 BA 414	BA 414 FINA 301		Case assessed against rubric **Used Multiple Choice Ethics Questions for 2 years and returned to case
		Student will be able to develop corporate social responsibility strategies.					

Goal 4	Objective	Criteria/Competency/Traits	Where Introduced	Where Reinforced	Where Assessed	Assessment Method
Lander business possess basic business knowledge graduates will	A. Students will have basic accounting knowledge	Students will be able to identify fundamental accounting terms, concepts, financial statements, and financial ratios	FINC 301		FINC 301	Course-embedded standardized questions
	B. Students will have basic finance knowledge	Students will know and be able to apply concepts in financial analysis, capital budgeting, cost of capital, capital structure, dividend policy and working capital management.	FINA 301		FINA 301	Course-embedded standardized questions
	C. Students will have a fundamental understanding of management information systems	1. Describe and function with information systems that are used in the strategic management and operations of businesses 2. Demonstrate the use of tools and application programs in the management of a business and the methods to change and develop systems. 3. Understand the use and creation of business intelligence and knowledge through enabling technologies to make decisions at all levels of the organization in all functional areas.	BA 304		BA 304	Course-embedded standardized questions
	D. Students will have basic marketing knowledge	Students will be able to identify the marketing concept, the marketing mix and its elements, the marketing environment and the importance of the product life cycle.	MKT 301		MKT 301	Course-embedded standardized questions
	E. Students will understand the fundamentals of management	Students will demonstrate an understanding of the key management functions, teamwork, organizational structures, and the strategic planning process.	MGT 301		MGMT 301 MGMT 330 BA 414 BA 325	Course-embedded standardized questions
	F. Students will have basic economics knowledge	Students will be able to identify the fundamentals of a market economy, economic terms and measurement, the decision making processes of consumers and firms, and the role of government in the economy.	ECON 101 or ECON 201 or 202		ECON 101 or ECON 201 or ECON 202	Course-embedded standardized questions

	G. Students will have a basic understanding of the business legal environment	Students will have basic knowledge of the legal environment including constitutional and administrative law, business organization and forms, contracts, securities laws, employment relations, intellectual property rights, torts and liability, and the court system.	BA 304		BA 304	Course-embedded standardized questions
	H. Students will have skills needed to use word processing, spreadsheet, and presentation software.	Students will be able to effectively use Microsoft office products including, Word, Excel, and PowerPoint	BA 250		BA 250	Course requires mastery of Excel skills and obtaining MS Excel certification
	I. Students will have knowledge of quantitative methods for business decision-making	Students will be able to organize and present business data and interpret data to make informed decisions	BA 325 MGT 330		BA 325 MGT 330	Course-embedded standardized questions

Goal 5	Objective	Criteria/Competency/Traits	Where Introduced	Where Reinforced	Where Assessed	Assessment Method
Lander business graduates will be capable problem solvers	Students will be able to identify business problems, formulate alternatives, and select most appropriate solution	Students will demonstrate application of the decision-making process through completion of a comprehensive case analysis	BA 304	BA 304 BA 325 FINA 301 MGMT 301 MGMT 330 BA 414	MGMT 330	Case Analysis with Standard Rubric

Explain how the proposed program, including all program objectives, will be evaluated, along with plans to track employment. Describe how assessment data will be used.

Assessment

Student learning outcomes will be assessed in accordance with the requirements of SACSCOC and AACSB. As an AACSB-accredited school, the College of Business has an established culture of assessment for the undergraduate program and maintains an annual assurance of learning (assessment) program. The student learning outcomes will be assessed annually at the appropriate points in the curriculum at which students should have met each learning goal. Assessment methods will include using rubrics as a direct measures of student learning on program-level case studies and projects and indirect measures of student learning through student, alumni, and employer surveys.

At the end of each academic year, the faculty share the results of assessment and identify ways to improve student performance of the learning outcomes, which could take the form of additional assignments, more emphasis on specific topics, or changes to feedback to students. Periodically the faculty will review the learning outcomes for appropriateness of the outcomes for the program and the methods of assessment.

Employment

Exit surveys of the graduates will include employment and contact information. Alumni will be contacted every three years following graduation to assess the effectiveness of the program in preparing them for their careers. Employers will be surveyed periodically to assess the preparedness of graduates and the relevance of the content of the program for quality management positions. Focus groups of alumni and employers will also occur for more in-depth information. Through these processes, employment will be tracked.

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

Yes

No

New program emphasis courses will be mapped and assessed to current program learning outcomes for the B.S. in Business Administration program in order to measure overall assurance of learning for the B.S. in Business Administration program.

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

All academic programs in the College of Business fall under the accreditation by the Association to Advance the Collegiate Schools of Business International (AACSB). Beginning in Fall 2020 when the B.S. in Business Administration new emphasis programs commences, the qualifications of the faculty who teach in the program and the assessment of student learning outcomes will be reviewed annually. The next AACSB review will occur in academic year 2023-24.

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

Sports Management References:

Sports Management Degree Guide, <https://www.sports-management-degrees.com/faq/is-sports-management-in-demand/>

Dill, Kathryn, The Sports-Related Jobs With The Strongest Growth, Forbes, August 28, 2014, <https://www.forbes.com/sites/kathryndill/2014/08/28/the-sports-related-jobs-with-the-strongest-growth/#400917cf2955>

Dill, Kathryn, The Sports-Related Jobs With The Strongest Growth, Forbes, August 28, 2014, <https://www.forbes.com/sites/kathryndill/2014/08/28/the-sports-related-jobs-with-the-strongest-growth/#400917cf2955>

¹¹ United States Department of Labor, Bureau of Labor Statistics Industries at a Glance, <https://www.bls.gov/iag/tgs/iag711.htm>

Hospitality Management References:

Department of Labor, Bureau of Labor Statistics, Occupational Outlook Handbook, <https://www.bls.gov/ooh/management/lodging-managers.htm>

South Carolina Department of Commerce, Research and Data, <https://www.sccommerce.com/research-data>

Emily Williams, Economic impact of tourism in SC grew again, reaching \$22.6 billion last year, Post and Courier, February 18, 2019.

Hospitality's Impact on GDP, Charleston Business Journal, November 2, 2018.

The Economic Impact of Travel on South Carolina Counties, 2018, A Study Prepared for the

South Carolina Department of Parks, Recreation, and Tourism, U.S. Travel Association, 2018.

IT Management References

United States Department of Labor Bureau of Labor Statistics, Job Outlook (2018). <https://www.bls.gov/ooh/management/computer-and-information-systems-managers.htm#tab-6>



January 21, 2020

South Carolina Commission on Higher Education
Attention: Dr. John Lane, Director of Academic Affairs
1122 Lady Street, Suite #300
Columbia, SC
(803) 737-2260

Lander University Bachelor of Science in Business Administration – New Concentrations

Dear Dr. Lane,

After reviewing the proposal to be submitted to the South Carolina Commission On Higher Education regarding the Lander University Bachelor of Science in Business Administration degree with proposed new emphasis in Sports Management, Hospitality Management, and IT Management to be offered in conjunction with the University Center of Greenville (UCG), please accept this letter as my enthusiastic endorsement of these proposed new program offerings.

The proposed new bachelor degree emphasis programs proposed by Lander University's College of Business addresses the Citizens and Economic Community of Greater Greenville in critical high growth sectors in service and technology by providing education and training to meet the area's workforce needs. These proposed programs will also help support the surrounding technical and community college degree programs in the Upstate of South Carolina in offering a bachelor's degree program to complement their two-year degrees.

The UCG Board of Trustees has adapted a Strategic Initiative to increase the number of Bachelor Completion Degrees in Business offered by UCG Member Universities/Colleges in service to the Citizens and Economic Community of Greater Greenville. Lander University's strategy of career-focused degree programs aligns strongly to UCG's Strategic Initiatives which benefits the all citizens and commerce in the state.

Sincerely,

A handwritten signature in green ink that reads "David A. Taylor".

David A. Taylor
CEO and President
University Center of Greenville
864-270-3264
DavidATaylor@greenville.org

The University Center Greenville, Inc. 225 South Pleasantburg Drive, Suite A-7, Greenville, SC 29607
www.greenville.org

John R. McCraw III
District No. 13 - Greenwood County
P.O. Box 51002
Greenwood, S.C. 29649

Committee:
Judiciary



420A Blair Building
Columbia, SC 29204

Greenwood (864) 942-8501
Columbia (803) 213-6930
John.R.McCraw@schouse.gov

South Carolina
House of Representatives
State of South Carolina
January 14, 2020

Dr. John Lane
Director of Academic Affairs
South Carolina Commission on Higher Education
1123 Lady Street, Suite 300
Columbia, S.C. 29201-3245

Dear Dr. Lane:

I am writing this letter of support for the proposed degree programs within the Bachelor of Science in Business Administration in the emphasis areas of Sports Management, Hospitality Management, and IT Management offered by Lander University College of Business.

Workforce development and education in the State of South Carolina is of paramount importance for continued economic growth within our state. Lander University continues to demonstrate the ability to develop career-minded curriculum and programs for recent high school graduates entering collegiate programs. Also, as enrollment and graduates of our fine students in S.C. technical colleges grows, degree programs that create a path towards advanced credentialing for career and wage enhancement for our citizens is critical. The College of Business at Lander University, under the leadership of Dr. Brizek and the faculty, has articulated such additional programs to achieve these goals and continue to foster additional partnerships and pathways between our technical colleges and state 4-year institutions. These proposed degree programs address continued growth in these select industry sectors within our state and allow for further career paths and placement of our citizens in the greater Piedmont Region and the State of South Carolina.

After reviewing this proposal by Lander University College of Business, I enthusiastically endorse this new degree proposal to be implemented in our state.

Sincerely,

A handwritten signature in black ink that reads "John R. McCraw III".

John R. McCraw III
SC House District 13



Partnership Alliance
GREENWOOD
SOUTH CAROLINA • USA

PO Box 166
Greenwood, SC 29648
Voice 864.388.1250
Fax 864.388.1251

January 14, 2020

South Carolina Commission on Higher Education
Attention Dr. John Lane, Director of Academic Affairs
1122 Lady Street, Suite #300
Columbia, SC 29201

Dr. Lane,

It is with complete commitment that I write this letter of support of the new concentrations in Lander University's Bachelor of Science in Business Administration: Sports Management, Hospitality Management, and Information Technology Management.

These new programs will provide critical benefits to the greater Greenwood community and the State of South Carolina as we continue to push for continued economic growth and increased workforce development. These programs, as identified by Lander, are chief economic generators for our state. It is important that institutions of higher education in the state continue to develop and deliver career-centered degree programs. Lander University and the College of Business have consistently progressed in these areas to meet the region's economic workforce needs in developing highly educated, quality graduates for our industry partners in the Lakelands Region.

We fully support and endorse the aforementioned degree programs presented by Lander University and the College of Business.

Thank you for giving serious consideration to this request. Please feel free to contact me at 864-388-1250 if I can answer any questions.

Kindest regards,

Heather Simmons Jones
CEO

www.partnershipalliance.com