



### **Background Information**

Provide a detailed description of the proposed modification, including its nature and purpose and centrality to institutional mission. (1500 characters)

Our undergraduate program in sport and entertainment management has grown tremendously over the past four years, from 650 students during Fall 2013 to over 850 Fall 2016. As part of this growth, students have begun requesting a specialization in one of our areas of emphasis. To meet this need, our department has created three optional 12-credit concentrations: a) sport management, b) entertainment management, and c) venue and event management. Students can still study and take classes across all of our areas of emphasis, or they now can choose to take a deeper dive into one of the three concentration (emphasis) areas. No new coursework was created. The concentrations can be completed using existing departmental electives or general electives. Also as part of this program modification, credit hours were reduced from 127 to 120 for degree completion.

This program modification aligns with the University's primary mission of educating the state's citizens. While there are programs within the state that also focus on sport management, there are very few that focus on entertainment management and venue and event management. These concentrations will better prepare students to work in all three sectors, but will benefit South Carolina especially in the areas of entertainment management and venue and event management. From the performing arts to concerts and family shows, there are a wide variety of job opportunities within and across the state. The U.S. Census Bureau reports that the number of establishments in this sector has grown by 22% within the state over its most recent 5-year reporting cycle. Further, The Bureau of Labor Statistics predicts that nationwide employment within this sector will increase by 6% over the next 8 years.

List the objectives of the modified program. (1500 characters)

The main objective of the modified program is to enable a student to focus his or her elective coursework into a concentration area. Currently, students earn their BS in Sport and Entertainment Management and have the ability to take departmental and general electives across a wide spectrum of classwork. In the past five years, students and their parents have begun to ask about the chance to specialize in one area. As our program focuses on sport, entertainment, and venue and event management, it is natural for us to restructure the elective coursework so that students can earn a concentration within one of our areas of emphasis.

Within each concentration, there are differing objectives. For those concentrating in sport management, the main objectives are to:

- Develop the student's knowledge of the sales process in sport
- Create an awareness of the importance of sales to the success of the sport industry.

The objective of the entertainment management concentration is to:

- Develop the student's knowledge of artist and tour management in both the for-profit and not-for-profit sectors.

For venue and event management, the objective is to:

- Prepare students to manage a variety of sport and entertainment venues.

### **Assessment of Need**

Provide an assessment of the need for the program modification for the institution, the state, the region, and beyond, if applicable. (1500 characters)

The sport and entertainment business has grown rapidly in the past 10 years (Brown et al, 2016). Today, the size of the business is over \$1 trillion in the US with over 1.9 million people employed (Plunkett Research, 2015; Statista, 2016). Within South Carolina, the last economic census (2012) showed that this is a \$1.8 billion industry with just over 28,000 individuals employed. As the industry is forecasted to grow by 6% through 2024 (Bureau of Labor Statistics, 2016), there is a great need to provide additional, qualified individuals to manage businesses in these industries.

This program modification will enable our department to better prepare students to work in this growing and changing industry, whether it is within the state, region, US, or abroad. Further, it will enable our institution to better attract students seeking specialization rather than a more generalized degree program. Today there are over 400 sport management programs in the US, but the number of entertainment management programs are approximately 50 (NASSM, 2016; MEIEA, 2016). Those focusing on venue and event management are even fewer. While we have over 850 students enrolled in the undergraduate program, a vast majority are focusing on careers sport management. The added concentrations will enable our department to better market the entertainment and venue and event programs as viable fields of study. This should lead to more applicants and ultimately students wishing to pursue careers in these fields.

Will the proposed modification impact any existing programs and services at the institution?

Yes

No

If yes, explain. (1000 characters)

**List of Similar Programs in South Carolina**

<b>Program Name</b>	<b>Institution</b>	<b>Similarities</b>	<b>Differences</b>
Music Industry	Francis Marion University	Provides some foundational courses in music business.	Restricted to music business rather than wider entertainment industry. Business courses are limited. Francis Marion focuses more on music theory and recording. No sport.
Sport Management	Winthrop University	Provides some business courses with several foundational courses in sport management.	Only a broad overview of sport management is provided. Students at Winthrop cannot study an area within sport in depth due to program structure. No entertainment.
Recreation and Sport Management	Coastal Carolina University	Required foundational courses in business are similar. Required credit hours for internship are the same.	The focus at CCU is on participation sport rather than spectator sport. CCU offers not classes in sport sales. No entertainment.
Parks, Recreation and Tourism Management - Community Recreation, Sport and Camp Management Concentration	Clemson University	Both require students to complete practicum experiences and internships.	The focus at Clemson is almost exclusively on youth sport, intramurals, and recreation programs with no focus on spectator sport. No business core at Clemson. No entertainment.
Sport Management	The Citadel	Both require foundation courses in business and sport management. Same internship requirements.	No entertainment courses and few venue management courses.
Arts Management - Music Industry Concentration	College of Charleston	Provides a foundation in management, finance, and marketing and emphasizes practical experiences through internship requirements.	Focus solely on the music industry and management of performing arts. Does not cover the business side as deep. Ignores other sectors of entertainment. No sport.
Sport Management	North Greenville University	Business foundation similar, required sport management classes the same as is internship requirement.	NGU focuses on participation sport as well as spectator sport. There is no entertainment emphasis and little venue emphasis.

**Description of the Program**

<b>Projected New Enrollment</b>						
<b>Year</b>	<b>Fall</b>		<b>Spring</b>		<b>Summer</b>	
	Headcount	Credit Hours	Headcount	Credit Hours	Headcount	Credit Hours
2017	863	5841	754	6115	388	2185
2018	880	5958	769	6237	396	2229
2019	898	6077	784	6362	404	2273
2020	916	6199	800	6489	412	2319
2021	934	6322	816	6619	420	2365

The anticipated breakdown of students by concentration is sport management 60%, entertainment management 30%, and venue management 10%.

**Curriculum**

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

**Curriculum Changes**

**Note: Complete this table only if there are changes to the curriculum.**

<b>Courses Eliminated from Program</b>	<b>Courses Added to Program</b>
None	None

**Faculty**

Provide a brief explanation of any additional institutional changes in faculty and/or administrative assignment that may result from implementing the proposed program modification. (1000 characters)

As no new coursework is being created and the courses are already being taught, there will be no immediate changes in faculty or administrative assignment due the program modification.

**Resources**

Identify any new library/learning resources, new instructional equipment, and new facilities or modifications to existing facilities needed to support the modified program. (2000 characters)

As no new coursework is being created and the courses are already being taught, there will be no changes in library resources, instructional equipment, or facilities due to the program modification.

### Financial Support

Estimated New Costs by Year						
Category	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>	5 <sup>th</sup>	Total
Program Administration						
Faculty and Staff Salaries						
Graduate Assistants						
Equipment						
Facilities						
Supplies and Materials						
Library Resources						
Other*						
<b>Total</b>						
Sources of Financing						
Category	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>	5 <sup>th</sup>	Total
Tuition Funding						
Program-Specific Fees						
State Funding (i.e., Special State Appropriation)*						
Reallocation of Existing Funds*						
Federal Funding*						
Other Funding*						
<b>Total</b>						
<b>Net Total</b> (i.e., Sources of Financing Minus Estimated New Costs)						

\*Provide an explanation for these costs and sources of financing in the budget justification.

### **Budget Justification**

Provide a brief explanation for the other new costs and any special sources of financing (state funding, reallocation of existing funds, federal funding, or other funding) identified in the Financial Support table. (1000 characters)

As no new coursework is being created and the courses are already being taught, there will be no new costs. Revenues will increase as a result of the projected 2 percent program growth rate. As approximately 71 percent of sport and entertainment management students are out-of-state students, this program modification will lead to additional income for the University.

### **Evaluation and Assessment**

Will any the proposed modification impact the way the program is evaluated and assessed?

- Yes  
 No

If yes, explain. (1000 characters)

Will the proposed modification affect or result in program-specific accreditation?

- Yes  
 No

If yes, explain; if the modification will result in the program seeking program-specific accreditation, provide the institution's plans to seek accreditation, including the expected timeline for accreditation. (500 characters)

Will the proposed modification affect or lead to licensure or certification?

- Yes  
 No

If yes, explain how the program will prepare students for licensure or certification. (500 characters)

### **Teacher or School Professional Preparation Programs**

Is the proposed modified program a teacher or school professional preparation program?

- Yes  
 No

If yes, complete the following components.

Area of Certification

Attach a document addressing the South Carolina Department of Education Requirements and SPA or Other National Specialized and/or Professional Association Standards.

## **Curriculum Sheet**

Courses required for the program:

Concentration in sport management:

- SPTE 310 - Collegiate Athletics
- SPTE 320 - Sport and the Law
- SPTE 450 - Sales in Sport and Entertainment Business
- SPTE 580 - Business Principles in Sport Management

Concentration in entertainment management:

- SPTE 302 - Artist Representation and Management
- SPTE 303 - Live Entertainment Tour Management
- SPTE 402 - Entertainment and the Law
- SPTE 590 - Special Topics in Live Entertainment and Sport

Concentration in venue and event management:

- SPTE 325 - Resort and Club Recreation Programming
- SPTE 342 - Sport and Entertainment Contracts and Negotiations
- SPTE 435 - Spectator Facilities Management
- SPTE 545 - Managing Part-Time Employees and Volunteers

### References

- Brown, M.T., Rascher, D.A., Nagel, M.S., & McEvoy, C.D. (2016). *Financial management in the sport industry* (2<sup>nd</sup> Ed). Scottsdale, AZ: Holcomb Hathaway.
- Bureau of Labor Statistics. (2016). *Occupational Outlook Handbook*. Retrieved from <http://www.bls.gov/ooh/>
- Music and Entertainment Industry Educators Association (MEIEA). (2016). *Member institutions*. Retrieved from <http://www.meiea.org/member.schools.html>
- North American Society for Sport Management (NASSM). (2016). *Sport management programs: United States*. Retrieved from
- Plunkett Research. (2015). *Sports & recreation business statistics analysis*. Retrieved from <https://www.plunkettresearch.com/statistics/sports-industry/>
- Statista. (2016). *Value of the entertainment and media market in the United States from 2011 to 2020*. Retrieved from <https://www.statista.com/statistics/237769/value-of-the-us-entertainment-and-media-market/>
- U.S. Census Bureau. (2012). *Economic census*. Retrieved from <https://www.census.gov/econ/census/data/>