

ACAP  
9/14/17  
Agenda Item 3h

Name of Institution

Winthrop University

Name of Program (include concentrations, options, and tracks)

Bachelor of Science in Sport Management (BS in SPMA)

Program Designation

- Associate's Degree                       Master's Degree  
 Bachelor's Degree: 4 Year               Specialist  
 Bachelor's Degree: 5 Year               Doctoral Degree: Research/Scholarship (e.g., Ph.D. and DMA)  
 Doctoral Degree: Professional Practice (e.g., Ed.D., D.N.P., J.D., Pharm.D., and M.D.)

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

- Yes  
 No

Proposed Date of Implementation

Spring 2018

CIP Code

310504

Delivery Site(s)

Winthrop University

Delivery Mode

- Traditional/face-to-face\*               Distance Education  
\*select if less than 50% online               100% online  
 Blended (more than 50% online)  
 Other distance education

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

Dr. Jennie Rakestraw, Dean  
Richard W. Riley College of Education  
(803) 323-2154  
[rakestrawj@winthrop.edu](mailto:rakestrawj@winthrop.edu)

University Contact:

Tim Drueke, Assistant VP for Curriculum and Program Support  
(803) 323-4862  
[drueket@winthrop.edu](mailto:drueket@winthrop.edu)

ACAP  
9/14/17  
Agenda Item 3h

Institutional Approvals and Dates of Approval

President Approval 7/15/2017

Provost Approval 7/1/2017

Faculty Conference Approval 4/22/2016

Academic Council Chair Approval 4/15/2016

CUC Chair Approval 4/10/2016

College of Education Dean Approval 2/26/2016

College of Education Faculty Assembly Chair Approval 2/3/2016

College of Education Curriculum Chair Approval 12/17/2015

Dept. of Physical Education, Sport and Human Performance Chair Approval 11/20/2015

Dept. of Physical Education, Sport and Human Performance Faculty Approval 11/20/2015

**Background Information**

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

ACAP

9/14/17

Agenda Item 3h

The current B.S. Sport Management (SPMA) program at Winthrop is jointly offered by the Riley College of Education and the College of Business Administration and is nationally accredited by the Commission on Sport Management Accreditation (COSMA). In 2016, COSMA adopted new “accreditation principles” and the proposed modification is designed to ensure proper alignment with the new accreditation principles. Also, the sport industry is changing; and the proposed changes are designed to emphasize new demands of the field, including sport analytics, sport security management, and sales. More sport management-specific courses in the program will allow for meaningful experiential learning opportunities. Fewer general business courses will be offered and the program will no longer be a shared program with the College of Business Administration; however, this change will now allow SPMA majors to obtain a minor in business administration. A total of 24 courses are being affected by the modification—either added, deleted, or modified. With this extensive overhaul, the program will provide students an up-to-date curriculum that will enhance their professional preparation; and we expect the revised program will be more competitive, marketable, and unique amongst others in the region. The program modification aligns with the mission of Winthrop University to “provide personalized and challenging undergraduate, graduate, and continuing professional education programs of national caliber within a context dedicated to public service to the nation and to the State of South Carolina.”

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

The mission of the B.S. Sport Management program is to prepare graduates to be leaders in sport and sport management. The primary goal of the program is to provide students the knowledge, skills, and professional ethics to become leaders in the discipline of sport management. The program accomplishes this goal by promoting intellectual inquiry, critical thinking, and effective oral and written communication skills.

The program addresses COSMA Accreditation Principle 3.2 – Common Professional Components (CPC) listed below. For national accreditation, CPC topic areas must be addressed within the content of undergraduate sport management programs.

### Common Professional Components

- A. Foundations of Sport: Historical, Sociological, and Psychological
- B. Foundations of Sport Management
  - 1. Management Concepts
  - 2. Governance & Policy
  - 3. International Sport
- C. Functions of Sport Management
  - 1. Sport Operations
  - 2. Sport Marketing
  - 3. Sport Communications
  - 4. Sport Finance and Economics
- D. Sport Management Environment
  - 1. Legal Aspects of Sport Management
  - 2. Ethical Aspects of Sport Management
  - 3. Diversity Issues in Sport Management
  - 4. Technological Advances in Sport Management
- E. Integrative Experiences & Career Planning
  - 1. Internship/Practical/Experiential Learning
  - 2. Capstone Experience

Graduates of the B.S. in Sport Management will:

- 1. Demonstrate an ability to think critically and solve problems relative to current challenges in sport management.
- 2. Understand data driven management and apply new technologies/tools in all areas of sport management contexts.
- 3. Demonstrate effective oral and written communication skills to be effective leaders in the sport industry.
- 4. Apply up-to-date knowledge and skills based on COSMA guiding principles as a professional in the area of sport management.

### **Assessment of Need**

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

The need for the program modification was determined by 1) analyzing alignment of the current curriculum with the new 2016 COSMA Accreditation Principles; b) soliciting feedback from sport industry practitioners and program advisory board members; and c) a desire to provide majors the opportunity to acquire a minor.

The program is already COSMA accredited and modifications are needed to continue alignment with the national standards. Revisions in the curriculum include enhancing content related to international sport, diversity issues, and technology advancements.

With input from practitioners and employers in the field, changes were made to align with industry trends and enhance our students' preparedness to succeed in the field after graduation. The curriculum will provide greater focus on data-driven management. Forbes (2015) reported that the sport industry in North America was estimated to be worth \$60.5 billion and is expected to reach \$73.5 billion by 2019. While growing at a rapid pace, data-driven analytical techniques are becoming the core of sport business entities, and sport franchises are using data analytics in a variety of operations.

With the program changes and a move away from shared ownership, students will now be able to obtain a minor, including a minor in business administration. It will provide more opportunities for experiential learning in regional settings. Winthrop's program benefits from being in a region filled with professional, amateur, and recreational sport organizations where students can intern. Rock Hill hosts many state, national, and international sport competitions (including the 2017 International BMX Championship). Students are afforded ample opportunity to assist in the planning and implementation of numerous sport events in multiple capacities. (1552)

Forbes (2015). Sports industry to reach \$73.5 billion by 2019. Retrieved from:  
<http://www.forbes.com/sites/darrenheitner/2015/10/19/sports-industry-to-reach-73-5-billion-by-2019/#435642781585>

ACAP  
9/14/17  
Agenda Item 3h

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

Yes

No

If yes, explain. (1000 characters)

With the modification, the program will be housed in the Riley College of Education and will no longer be a shared program with the College of Business Administration. However, with that alteration, Sport Management majors will now be able to acquire a minor, including the option for a minor in Business Administration (currently impossible due to AACSB standards). Enrollments may increase in the business minor and in other minors such as Legal Studies.

**List of Similar Programs in South Carolina**

<b>Program Name</b>	<b>Institution</b>	<b>Similarities</b>	<b>Differences</b>
B.S. Sport and Entertainment Management	University of South Carolina – Columbia	Offers general sport management courses.	Emphasis on sport and entertainment management; offers a 12 hour concentration in sport management. No focus on sport analytics, sport sales, sport security. *Not COSMA accredited
B.S. Parks, Recreation and Tourism Management	Clemson University	Offer general sport management courses.	Offers a concentration in community recreation, sport and camp management that prepares students for careers in community and camp-based sport and athletic management. No focus on sport business operations. *Not COSMA accredited
Required Physical Education Activity Program with Sports Management/ Administration Option	Citadel Military College of South Carolina	Offers a few fundamental sport management courses.	Emphasis in a required physical education activity program (RPED). No focus on sport business operations. *Not COSMA accredited
B.S. Recreation and Sport Management	Coastal Carolina University	Offers general sport management courses.	Emphasis on recreation/sport management with courses in outdoor and commercial recreation, recreation administration, economics of leisure and tourism. No focus on sport business operations. *Not COSMA accredited
B.S. Sport Management	Bob Jones University	Offer general sport management courses.	No focus on sport analytics, sport sales, sport security, and sport finance. *Not COSMA accredited
B.S. Sport Management	North Greenville University	Offer general sport management courses.	Has emphasis areas in business, coaching, and ministry. No focus on sport analytics or sport security. *Initial COSMA accreditation – Feb 2017

ACAP

9/14/17

Agenda Item 3h

B.S. Recreation and Sport Management	Southern Wesleyan University	Offers a few general sport management courses.	Students choose between Outdoor Leadership or Sport Management concentrations. Heavy emphasis on recreation management. No sport analytics, sport security focus options. *Not COSMA accredited
--------------------------------------	------------------------------	------------------------------------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------



### Description of the Program

Projected Enrollment						
Year	Fall		Spring		Summer	
	Headcount	Credit Hours	Headcount	Credit Hours	Headcount	Credit Hours
2017-2018	105	1575	105	1575	30	240
2018-2019	110	1650	110	1650	34	272
2019-2020	115	1725	115	1725	38	304
2020-2021	120	1800	120	1800	42	336
2021-2022	125	1875	125	1875	46	368

### Curriculum

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

FRESHMAN		
Fall Semester		
Course	Description	Credit Hours
ACAD 101	Principles of the Learning Academy	1
SPMA 101	Introduction to Sport Management	3
WRIT 101	Composition I	3
Ged Ed	Humanities and Arts	3
Gen Ed	Social Science	3
Gen Ed	Quantitative Skills MATH	3
		<b>16</b>
Spring Semester		
CSCI 101	Intro to Computers w/3 Labs (A,B,C, F, or P)	3
HMXP 102	Human Experience	3
Gen Ed	Historical Perspective	3
Gen Ed	Natural Science	3
Elective	Elective	3
		<b>15</b>
SOPHOMORE		
Fall Semester		
SPMA 200	Sport Governance & Ethics	3
SPMA 240	Sport Facility Management	3
CRTW 201	Critical Reading, Thinking, Writing	3
Gen Ed	Humanities and Arts	3
Gen Ed	Natural Science w/Lab	4
		<b>16</b>
Spring Semester		
SPMA 245	Sport Event Management	3
ECON 103 or ECON 215	Introduction to Political Economy or Microeconomics	3
SPCH 201	Public Speaking	3
Gen Ed	Global Perspective	3

ACAP  
 9/14/17  
 Agenda Item 3h

Elective	Elective	3
		<b>15</b>
<b>JUNIOR</b>		
Fall Semester		
SPMA 390	Research and Data Analysis in Sport Management	3
SPMA 410	Sport Finance	3
SPMA 525	Sport Security and Risk Management	3
MGMT 321	Principles of Management	3
Gen Ed	Physical Activity Course	1
Elective	Elective	2
		<b>15</b>
Spring Semester		
SPMA 325	Global Perspectives in Sport	3
SPMA 480	Sport Marketing	3
SPMA 520	Sport Law	3
SPMA 530	Sports Analytics	3
Elective	Elective	3
		<b>15</b>
<b>SENIOR</b>		
Fall Semester		
SPMA 355	Public Relations in Sport Industry	3
SPMA 392	Field Experience in Sport Management	3
SPMA 398	Seminar in Sport Management	1
SPMA 490	Sales and Promotion in Sport	3
Elective	Elective	3
Elective	Elective	3
		<b>16</b>
Spring Semester		
SPMA 494	Sport Management Portfolio	2
SPMA 496	Internship in Sport Management	10
		<b>12</b>

**Total Credit Hours Required: 120 credit hours**

### Curriculum Changes

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

Courses Eliminated from Program	Courses Added to Program
ACCT 280: Principles of Accounting	SPMA 240: Sport Facility Management
SPMA 235: Sport Event & Facility Management	SPMA 245: Sport Event Management
FINC 410: Sport Budget and Finance	SPMA 410: Sport Finance
MKTG 380: Principles of Marketing	SPMA 525: Sport Security and Risk Management
SPMA 525: Risk Management in Physical Activity & Sport	SPMA 520: Sport Law
BADM 510: Sport Law	SPMA 325: Global Perspectives in Sport
SPMA 425: Global and Behavioral Perspectives in Sport	SPMA 480: Sport Marketing
MGMT 422: Human Resources	SPMA 390: Research and Data Analysis in Sport Management
MKTG 484: Sport Marketing	SPMA 490: Sales and Promotion in Sport
PESH 381: Research Methods	SPMA 355: Public Relations in Sport Industry
MKTG 483: Professional Sales and Marketing	SPMA 530: Sports Analytics
SPMA 355: Research and Writing in Sport Management	
SPMA 501: Organization & Administration of Physical Education and Sport	

### 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)

ACAP

9/14/17

Agenda Item 3h

With the program modification, there will be fewer required College of Business Administration (CBA) courses and more Sport Management courses offered. Of the seven CBA courses previously required, three are taught exclusively by SPMA faculty (FINC 410, BADM 510, MKTG 484). Content from other of the required CBA courses are now included in redesigned SPMA courses that will be taught by SPMA faculty—not adding to their teaching loads but changing the content of courses already taught by the faculty. If any Sport Management majors pursue a Business Administration minor, two of the eliminated CBA courses would be required. We will not require additional full-time Sport Management faculty; however, we may require the use of one or two additional adjunct faculty. There will be no changes in administrative assignment due to 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)

No new library, equipment, or facilities resources will be required to support the program modification. Since SPMA faculty have been teaching three of the CBA courses and most of the other course changes are significant redesigns of SPMA-taught courses, there will only be minor increases in supplies and instructional materials.

**Financial Support**

<b>Estimated Costs by Year</b>						
<b>Category</b>	<b>1<sup>st</sup></b>	<b>2<sup>nd</sup></b>	<b>3<sup>rd</sup></b>	<b>4<sup>th</sup></b>	<b>5<sup>th</sup></b>	<b>Total</b>
Program Administration	30,150	30,150	30,150	30,150	30,150	150,750
Faculty and Staff Salaries	123,125	123,125	123,125	123,125	123,125	615,625
Graduate Assistants	7,035	7,035	7,035	7,035	7,035	35,175
Equipment	0	0	0	0	0	0
Facilities	0	0	0	0	0	0
Supplies and Materials	500	500	500	500	500	2,500
Library Resources	0	0	0	0	0	0
Other*						
<b>Total</b>	<b>160,810</b>	<b>160,810</b>	<b>160,810</b>	<b>160,810</b>	<b>160,810</b>	<b>804,050</b>
<b>Sources of Financing</b>						
<b>Category</b>	<b>1<sup>st</sup></b>	<b>2<sup>nd</sup></b>	<b>3<sup>rd</sup></b>	<b>4<sup>th</sup></b>	<b>5<sup>th</sup></b>	<b>Total</b>
Tuition Funding	1,537,110	1,719,044	1,806,058	1,893,072	1,980,086	8,935,370
Program-Specific Fees	0	0	0	0	0	0
State Funding (i.e., Special State Appropriation)*	0	0	0	0	0	0
Reallocation of Existing Funds*	0	0	0	0	0	0
Federal Funding*	0	0	0	0	0	0
Other Funding*	0	0	0	0	0	0
<b>Total</b>	<b>1,537,110</b>	<b>1,719,044</b>	<b>1,806,058</b>	<b>1,893,072</b>	<b>1,980,086</b>	<b>8,935,370</b>
<b>Net Total (i.e., Sources of Financing Minus Estimated New Costs)</b>	<b>1,376,300</b>	<b>1,558,234</b>	<b>1,645,248</b>	<b>1,732,262</b>	<b>1,819,276</b>	<b>8,131,320</b>

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

<b>Estimated New Costs by Year</b>						
<b>Category</b>	<b>1<sup>st</sup></b>	<b>2<sup>nd</sup></b>	<b>3<sup>rd</sup></b>	<b>4<sup>th</sup></b>	<b>5<sup>th</sup></b>	<b>Total</b>
Program Administration						
Faculty and Staff Salaries	7,650	7,650	7,650	7,650	7,650	38,250
Graduate Assistants						
Equipment						
Facilities						
Supplies and Materials	500	500	500	500	500	2,500
Library Resources						
Other*						
<b>Total</b>	<b>8,150</b>	<b>8,150</b>	<b>8,150</b>	<b>8,150</b>	<b>8,150</b>	<b>40,750</b>
<b>Sources of Financing</b>						
<b>Category</b>	<b>1<sup>st</sup></b>	<b>2<sup>nd</sup></b>	<b>3<sup>rd</sup></b>	<b>4<sup>th</sup></b>	<b>5<sup>th</sup></b>	<b>Total</b>
Tuition Funding		87,014	174,028	261,042	348,076	870,160
Program-Specific Fees						
State Funding (i.e., Special State Appropriation)*						
Reallocation of Existing Funds*						
Federal Funding*						
Other Funding*						
<b>Total</b>		<b>87,014</b>	<b>174,028</b>	<b>261,042</b>	<b>348,076</b>	<b>870,160</b>

ACAP  
9/14/17  
Agenda Item 3h

<b>Net Total</b> (i.e., Sources of Financing Minus Estimated New Costs)	(8,150)	78,864	165,878	252,892	339,926	829,410
----------------------------------------------------------------------------------	---------	--------	---------	---------	---------	---------

ACAP  
9/14/17  
Agenda Item 3h

### **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)

**Note: Institutions need to complete this budget justification *only* if any other new costs, state funding, reallocation of existing funds, federal funding, or other funding are included in the Financial Support table.**

Since there will be more SPMA courses to teach, the program modification is expected to require the employment of one or two adjunct faculty. The only other new cost would be a minor increase in materials and supplies to support the new or redesigned SPMA courses and expected increases in enrollment.

### **Evaluation and Assessment**

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

Yes

No

If yes, explain. (1000 characters)



ACAP  
9/14/17  
Agenda Item 3h

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)

This program is COSMA accredited; the program modification will help maintain that accreditation.

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)

ACAP  
9/14/17  
Agenda Item 3h

ACAP  
9/14/17  
Agenda Item 3h

**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.