

Program Planning Summary for:

Bachelor of Science in Sport Management

**To be offered by the
School of Education of the
University of South Carolina Upstate**

**Tom Moore, Chancellor
University of South Carolina Upstate**

**Harris Pastides, President
University of South Carolina**

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CLASSIFICATION

Name of proposed program:	Bachelor of Science in Sport Management
Academic Unit Involved:	School of Education
Designation, type, and level of degree:	B.S., Undergraduate, 120 hours (4 year)
Proposed date of implementation:	August 2014
CIP Code:	31.0504
Identification of Program:	New Program
Site:	USC Upstate Spartanburg Campus
Supplemental Palmetto Fellows and LIFE Scholarship awards:	No
Delivery mode:	Traditional

JUSTIFICATION

The School of Education at the University of South Carolina Upstate proposes to introduce a new 4-year baccalaureate degree (B.S.) in Sport Management to be implemented in the fall semester of 2014. The program will be housed in the Department of Physical Education (PE) in the School of Education, and will share 16 hours in common with the existing Exercise and Sport Science concentration.

There are three Sport Management programs located in the Upstate. While each of these programs are somewhat nearby geographically, the program at Upstate would be solely focused on sport management and continue our tradition of small class sizes and personal attention to students. The program at Winthrop has been established for a number of years, but does not serve the geographical center of the Upstate, lying closer to Charlotte, NC. A program at Upstate would provide a more reasonable commute for students in Greenville (25 minutes vs. 1 hr. 45 minutes). Other programs in the Upstate include North Greenville and Limestone. North Greenville is a private, religiously-affiliated university with just under 2,500 students and serves a different population than USC Upstate. Limestone has an undergraduate population of about 3,300, but the curriculum of the program, according to the University website, includes few classes that are specific to sport management and does not appear to follow national recommendations. The flagship institution of the state, USC Columbia, also offers an undergraduate degree in Sport and Entertainment Management and is the most distinguished program in the state. While the degree at Upstate will strive to be similar in quality and will also include a strong business component (provided by the Johnson College of Business and Economics), we will have a narrower curriculum that will focus solely on Sport Management. In addition, as we develop the full proposal, we will seek out partnership opportunities with Columbia, which, given the demand for this degree in the Upstate, will benefit both institutions. Other institutions in the state offering a Sport Management B.S. include Coker College, Claflin University, Coastal Carolina University, The Citadel, Erskine College, Newberry College, Southern Wesleyan and Voorhees. Because of the continued demand for programs in Sport Management, above average job growth, and the relative lack of a standardized program to serve the Greenville-Spartanburg corridor, it is clear there is a legitimate need for this program at USC Upstate.

PROGRAM DEMAND AND PRODUCTIVITY

Although no formal records are kept for this degree, the student recruitment office states that several students at every high school in the state ask about this major, and this has been the case for the last 10 years. Personal communication from the Assistant Vice Chancellor for Enrollment has made clear that recruitment for this major would be highly successful, as this is this most often requested major that is currently not available at Upstate. There is also hard evidence of demand. The Director of Interdisciplinary Studies identified 25 students enrolled in

Spring 2013 who, based on their course selections and stated interests, would likely have been Sport Management majors if it had been available. Also, a pilot course in Sport Management enrolled 18 students in 2010. *As the estimated costs table shows, the program is financially viable with as few as 15 majors, a figure we expect to exceed in the second year of the program with normal marketing strategies.*

The PE major overall has continued to grow dramatically (117% growth in 4 years), which we expect to continue. We conservatively expect that in the 4th year following the implementation of the degree (in 2018-19), Sport Management majors will make up 20% of the students in the major, with a resulting total of 50 students. Conservatively assuming static enrollment in the PE/Exercise Science program from that point forward and a 15% annual increase in Sport Management majors, we expect the following totals:

	Total majors	PE/Exercise Science majors	PE/Exercise Science completions	Sport Management majors	Sport Management completions
2018-19	244	194	39	50	10
2019-20	252	194	39	58	12
2020-21	261	194	39	67	13
2021-22	271	194	39	77	15

In 2021-22, the total combined percent of PE/Exercise Science/Sport Management majors will be 5.4% of the undergraduate population. The most recent comparable data on South Carolina colleges show that the number of combined ‘Kinesiology’ majors as a percent of the total undergraduate population can easily be over 5%. For example, The Citadel boasts 140 Exercise and Sport Science majors, which is also 7% of the population, but without a Sport Management major. At Coastal Carolina, the Department of Kinesiology, Recreation, and Sport Studies, which includes degrees in Exercise Science and Sport Management, enrolls 7.7% of the undergraduate population. A representative program outside the state (Shenandoah University in Winchester VA, which includes PE, Exercise Science, and Sport Management, the same as our program will house) *enrolls 250 students, representing about 16% of all undergraduate students.* Therefore, our projection of 271 overall majors and 77 Sport Management majors by 2021-22 is supported by the available evidence.

EMPLOYMENT OPPORTUNITIES FOR GRADUATES

The sports industry is one of the most robust sectors in the economy, in part because of growing international interest from developing countries, but also on a local and regional level. According to data from the consulting firm Price Waterhouse Cooper, global revenues are expected to rise to \$145 billion by 2015, driven by enhancements to gate revenues, sponsorships, media rights, and merchandising.

	2010 number	% change 2010-20
Advertising, Promotions and Marketing	216,800	14% (average)
Event planners	71,600	44% (much faster than average)
Advertising Sales Agents	160,400	13% (average)
Coaches and Scouts	242,900	29 (much faster than average)
Public Relations and	320,000	21% (faster than average)
Sales Representatives	1,830,000	16% (average)
Sales managers	342,000	12% (average)

As the sports industry continues to grow, so will jobs in sport management as well as interest in this field. One reason for confidence in the job market in the field is its diversity, with options for careers in the management, marketing, public relations, legal, event management, and sales areas of the sport and leisure industry. Employment opportunities in various areas are expected to grow (see above). According to the Bureau of Labor Statistics (BLS), projected job growth in the ten-year period beginning in 2010 range from 12% in the sales managers area to 44% in the event planners area. These figures represent the industry at large, and growth may be more robust in the sporting industry. In addition, there are a wide variety of jobs in the industry not tracked individually by BLS.

CURRICULUM

The degree would be housed within the School of Education, but will have a strong interdisciplinary component through cooperation with the Johnson College of Business and Economics. The core of the degree will be comprised of seven new courses plus two existing Communications/Information Systems classes, and will include content recommended by the Committee on Sport Management Accreditation.

SPMA 210. Introduction to Sport Management (3) Introduction to theory and practice of management in the sports industry.

SPMA 342. Sport Ethics (3) Ethical issues related to competitive, managerial, and organizational aspects of sport.

SPMA 374. Sport Marketing and Promotion (3) Understanding of market analysis, consumer behavior, public relations, management of information, and event promotion.

SPMA 399: Special Topics (3) Selected topics in Sport Management or Exercise and Sport Science. Topics vary depending on staff expertise and student interest. This course may be repeated for credit. Prerequisites: junior standing, or permission of instructor.

SPMA 450. Sport Law (3) Legal principles in sport, including risk management, contracts, labor issues, and gender equity, and antitrust.

SPMA 470: Facility Planning and Management (3) Design, implementation, budgeting, organization and daily operations of Sport, Fitness and Recreation facilities.

SPMA 475: Sport Governance and Finance (3) Organizational aspects of sporting bodies, including leadership, policy development, fundraising, and ownership.

ARTICULATION AND INTER-INSTITUTIONAL COOPERATION

The recent creation of the 'Upstate Direct Connect' program assures that students who graduate from partner schools with Associate's degrees are guaranteed admission to Upstate. Students in the program are also given enhanced advising, priority registration and the opportunity for concurrent enrollment in classes at Upstate after completing 45 hours. Our partnership with the Johnson College of Business and Economics adheres to the parameters of the College's AACSB accreditation.

ESTIMATE OF COSTS

The table below represents a conservative growth curve in the first 5 years and assumes an average of 50% of credit hours will come from Sport Management for all student classifications.

ESTIMATED TOTAL COSTS BY YEAR						
CATEGORY	1 st	2 nd	3 rd	4 th	5 th	TOTALS
Faculty Salaries	\$67,000	\$67,000	\$67,000	\$67,000	\$67,000	\$335,000
Supplies	\$500	\$500	\$500	\$500	\$500	\$2,500
Library Resources	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$10,000
TOTALS	\$69,500	\$69,500	\$69,500	\$69,500	\$69,500	\$347,500
ESTIMATED TOTAL REVENUE BY YEAR						
Tuition funding (\$402/hr)*	\$60,300 (10 students)	\$120,600 (20 students)	\$180,900 (30 students)	\$241,200 (40 students)	\$301,500 (50 students)	\$913,700