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## MEMORANDUM

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TO: Curriculum Committee

FROM: Jack Kirby 

DATE: January 31, 2013

SUBJECT: Curriculum Proposal #12-13-32, REVISION #1  
Final Faculty Senate Approval 2/12/2013


I recommend approval of the attached REVISION #1 of Curriculum Proposal #12-13-32 from the School of Business. This proposal is ready for Faculty Senate.



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## MEMORANDUM

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TO: Curriculum Committee  
FROM: Jack Kirby   
DATE: January 17, 2013  
SUBJECT: Curriculum Proposal #12-13-32

I recommend approval of the attached Curriculum Proposal #12-13-32 from the School of Business.

This proposal makes changes to the Sports Management concentration, B.S. in Business Administration as was passed by the School of Business faculty at their December 6, 2012 meeting. The proposed curriculum will collapse the Sport Management Curriculum and areas of emphasis into a single concentration within the B.S. in Business Administration program.


c: Dr. Christina Lavorata  
Dr. Richard Harvey  
Dr. Timothy Oxley  
Ms. Evie Brantmayer  
Ms. Leslie Lovett





## MEMORANDUM

TO: Jack Kirby, Ed.D.  
Associate Provost, Academic Administration

FROM: Richard Harvey, J.D.   
Dean

DATE: January 3, 2013

SUBJECT: CURRICULUM PROPOSAL

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This memorandum is to formally ask your support for the attached curriculum proposal which was passed by the School of Business faculty at their December 6, 2012 meeting requesting changes to **Sports Management concentration, B.S. in Business Administration.**

Thank you for your time and consideration in this matter. Should you have any questions or concerns, please feel free to contact me.

RH/mja

Attachment

**CURRICULUM PROPOSAL** (Submit one hard copy and an electronic copy to the Associate Provost by the second Tuesday of the month.)

Proposal Number: 12-13-32

School/Department/Program: School of Business/Business Administration

Preparer/Contact Person: Dr. Timothy Oxley

Telephone Extension: 4183

Date Originally Submitted: January 17, 2013

Revision (Indicate date and label it  
Revision #1, #2, etc.): 1/31/2013, REVISION #1

Implementation Date Requested: Fall 2013

- I. **PROPOSAL.** Write a brief abstract, not exceeding 100 words, which describes the overall content of the proposal.

The current Sport Management concentration within the B.S. in Business Administration program consists of a Sport Management Curriculum (14 sem. hrs.), a Sport Management Business Core (33 sem. hrs.) and four emphases from which a major must choose one: (1) Sport Marketing & Promotions – 18 sem. hrs.; (2) Athletic Administration & Coaching – 17 sem. hrs.; (3) Sport Club & Fitness Management – 18 sem. hrs.; and, (4) Sport Camp & recreation Management – 17 sem. hrs. All PHED and RECR courses in the Sport Management curriculum and emphases are delivered by the School of Education, Health & Human Performance.

The proposed curriculum will collapse the Sport Management Curriculum and areas of emphasis into a single concentration within the B. S. in Business Administration program.

- II. **DESCRIPTION OF THE PROPOSAL.** Provide a response for each letter, A-H, and for each Roman Numeral II–V. If any section does not apply to your proposal, reply N/A.

- A. Deletion of course(s) or credit(s) from program(s) **SEE ATTACHED APPENDIX A**

(The total hours *deleted* includes the 17-18 SEM. HRS. for each of the four areas of emphasis.)

Total hours deleted. 31 – 32 HRS.

- B. Addition of course(s) or credit(s) from program(s) **SEE ATTACHED APPENDIX A**

(The total hours *added* includes new core and concentration courses for the proposed curriculum.)

Total hours added. 32 SEM. HRS.

- C. Provision for interchangeable use of course(s) with program(s)

There is not a provision for interchangeable use of courses within the proposed program.

- D. Revision of course content. Include, as an appendix, a revised course description, written in complete sentences, suitable for use in the university catalog.

**The course content has been collapsed from its current state to a single area of concentration within the B. S. in Business Administration degree. Appendix A highlights the current and proposed program changes. The proposed curriculum will require 120 hours for completion, and accommodate the new general studies curriculum.**

- E. Other changes to existing courses such as changes to title, course number, and elective or required status.

**There are no proposed changes of title or course numbers for existing courses in this proposal. As outlined in Appendix A, courses currently taught in the School of Business but not heretofore required by the sports management curriculum will be highlighted. A number of PHED and RECR courses required in the Sport Management Curriculum and areas of emphasis will no longer be required.**

- F. Creation of new course(s). For each new course **NOT APPLICABLE**

1. Designate the course number, title, units of credit, prerequisites (if any), ownership (FSU or shared) and specify its status as an elective or required course. If you are creating a shared course, attach a memo from the Deans of the affected Schools explaining the rationale for the course being shared.
2. Include, as an appendix, a course description, written in complete sentences, suitable for use in the college catalog.
3. Include, as an appendix, a detailed course outline consisting of at least two levels.
4. In order to meet the requirements as outlined in Goal One of the Strategic Plan, please include Outcome Competencies and Methods of Assessment as an appendix. Examples are available upon request from the Chair of the Curriculum Committee.

- G. Attach an itemized summary of the present program(s) affected, if any, and of the proposed change(s).

Describe how this proposal affects the hours needed to complete this program. Specifically, what is the net gain or loss in hours? Use the format for Current and Proposed Programs in Appendix A.

**The proposed curriculum reduces the total number of hours needed to complete the B.S. in Business Administration degree with a Sport Management concentration from 128 in the current curriculum to 120 total semester hours. The proposed curriculum consists of the deletion and addition of existing courses as a result of collapsing the areas of emphasis and requiring Sport Management students to complete the business core required of all B. S. in Business Administration majors (except hospitality management), which the current sport management program does not.**

**The course composition of the proposed Sport Management concentration includes the addition of existing business courses and deletion of PHED and RECR courses. These additions and deletions are intended to streamline the concentration and provide a quality concentration by meeting the majority of the Common Professional Competencies (CPCs) as defined by the Commission on Sport Management Accreditation (COSMA). Within the proposed concentration curriculum, these CPCs are addressed by a combination of existing business administration courses and select PHED courses offered by the School of Education, Health & Human Performance. See "Additional Comments" section.**

The proposed curriculum changes will reinstate to the sport management concentration the complete common business core. This will add 15 hours of courses back into the common core for this concentration.

### III. RATIONALE FOR THE PROPOSAL.

- A. **Quantitative Assessment:** Indicate the types of assessment data, i.e., surveys, interviews, capstone courses, projects, licensure exams, nationally-normed tests, locally developed measurements, accreditation reports, etc., that were collected and analyzed to determine that curricular changes were warranted. Quantitative data is preferred.

As of fall 2012 term, there were 42 students identified as sport management “majors” within the B. S. in Business Administration program, up from 33 in the fall 2011 term. Data are not available on the breakdown of students within the specific areas of emphasis. The number of “majors” does not warrant offering four areas of emphases within a single concentration in the business administration degree program.

The graduates from this program in recent years total:

2012 – 2  
2011 – 6  
2010 – 6  
2009 – 4

- B. **Qualitative Assessment:** Based upon the assessment data above, indicate why a curricular change is justified. Indicate the expected results of the change. Be sure to include an estimate of the increased cost, or reduction in cost of implementation. FOR EXAMPLE: Will new faculty, facilities, equipment, or library materials be required?

The Sport Management major began with the Fall 1999 term in the School of Business and Economics. In addition to the business and economics core curriculum, the sport management major curriculum consisted of 25 semester hours inclusive of 17 hours from “PE” courses. Sport Management students also needed 14-15 hours of “selective” electives to complete their major component. In 2000, the Sport Management curriculum increased to 41 credit hours with 14-15 semester hours of “selective” electives.

The curriculum remained substantially the same until 2008 at which time the Sport Management concentration consisted of a sport management core which was reduced to 14 semester hours of PHED courses, the 33-semester hour Sport Management Business Core parceled out from the business administration core, and a requirement to choose from among four areas of emphasis. Students were to choose from: Sport Marketing & Promotions (18 semester hours); Athletic Administration & Coaching (17 semester hours); Sport Club & Fitness Management (18 semester hours); or, Sport Camp & Recreation Management (17 semester hours).

Recent programmatic and curricular changes within the School of Education, Health and Human Performance (SEHHP) have raised questions regarding duplication of two of the sport management emphases with minors available in Exercise Science and Outdoor Recreation Leadership. The primary difference between the Sport Club & Fitness Management emphasis and the Minor in Exercise Science (SEHHP – 20 semester hours) is the inclusion of additional business courses and the sport management internship in the Sport Club & Fitness Management emphasis. Courses delivered by SEHHP for the Sport Camp & Recreation Management, with the exception of the additional business courses and sport management internship, are parallel to courses offered in the Outdoor Recreation Leadership Minor (SEHHP - 24 semester hours). With proper planning and advising, students entering the proposed sport management concentration could add either the Minor in Exercise Science or the Outdoor Recreation Leadership Minor with a net increase of 2 – 6 semester hours beyond their free elective hours. This would increase their total degree hours to 122 or 126 respectively should a student elect to add one of these minor fields of study.

Presently, the Athletic Administration & Coaching Emphasis has been the most popular emphasis among sport management students, particularly among student athletes. However, the emphasis

does not provide any additional value-added knowledge, skills or abilities regarding post-graduation employability than those which a student could gain by completing the proposed streamlined curriculum. Only one course from this emphasis – PHED 3358 – Techniques of Sport Coaching – was NOT retained in the proposed curriculum. Students desiring to take this course may do so within their free elective hours.

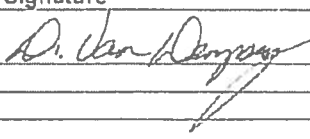
Within the Sport Marketing & Promotions emphasis, 12 out of the 18 semester hours are the same courses as those a student would take within the marketing concentration in the Business Administration major. The two exceptions include the sports management internship and a course in mass communications. Students desiring to obtain these areas of knowledge could use 15 of their 18 semester hours of free electives to complete the marketing concentration with no increase in the number of additional hours needed beyond the 120 to complete their degree.

The impetus for program revision came from the initial review to reduce from 128 to 120 the number of semester hours required to complete the B. S. in Business Administration degree with a sport management concentration. In discussions with Dr. Van Dempsey, Dean of SEHHP, and Dr. Paul Reneau, Chair, Human and Health Performance, it became apparent that changes in staffing and staff related needs would result in some PHED courses not taught on a regular rotation or not taught at all. The consideration of staffing reallocations within the SEHHP and the continued offering of PHED courses to support the School of Business Sport Management Concentration, as it currently exists, would result in the need to add a full-time faculty member within SEHHP to support this program. Due to budget considerations and other priorities, this was not likely to come to fruition.

The School of Business also does not have sufficient qualified resources or any vacant faculty lines to cover the courses needed to fulfill the requisite Common Profession Competencies for a sport management concentration without reliance on the PHED courses offered by SEHHP. Given these circumstances a decision was rendered that, rather than eliminate the sport management concentration, program revisions could be made to collapse the areas of emphasis, alter the sport management curriculum, reinstate the full business core to this concentration, and continue with a sport management concentration capitalizing on existing staffing resources and existing courses.

- IV. Should this proposal affect any course or program in another school, a memo must be sent to the Dean of each school impacted and a copy of the memo(s) must be included with this proposal. In addition, the Deans of the affected schools must sign below to indicate their notification of this proposal.

By signing here, you are indicating your college's/school's notification of this proposal.

College/School	Dean	Signature
School of Education, Health & Human Performance	Dr. Van Dempsey	

- V. Should this proposal affect any course to be added or deleted from the general studies requirements, a memo from the chair of the General Studies Committee indicating approval of the change must be included with this proposal. NOT APPLICABLE – The proposed program revisions will include the new general studies requirements.

- VI. ADDITIONAL COMMENTS.

**APPROVED PROGRAM OUTCOMES FOR THE B. S. IN BUSINESS ADMINISTRATION PROGRAM:**

Upon successful completion of the Business Administration program, students will be able to:

1. demonstrate a foundation of business knowledge and technical skills that supports and facilitates an appreciation of lifelong professional development.

2. Use critical thinking to solve complex organizational problems.
3. Communicate effectively using oral, written, and technology skills.
4. Assess the implications of personal value, legal, ethical and social issues of individual and organizational business activities.
5. Demonstrate a conceptual understanding of the overall context of international business and the ability to link theory to practice.

#### **RATIONALE FOR PROPOSED SPORT MANAGEMENT CONCENTRATION CURRICULUM:**

The proposed curriculum for the Sport Management concentration is an interpolation of the Commission on Sport Management Accreditation (COSMA) Common Professional Competencies (CPCs) for a concentration rather than for a sport management degree. Under West Virginia Higher Education Policy Commission Policy Series 11, the closest description to a concentration is an area of emphasis which is defined as “...a specific subject area of study which has defined course offerings within an approved degree program and major. Normally, a minimum of twelve (12) and no more than eighteen (18) hours would be expected for an area of emphasis within a baccalaureate degree program and a minimum of six (6) and no more than twelve (12) credit hours would be expected for an area of emphasis within a graduate degree.

Given that the concentration (area of emphasis) is within the Business Administration degree, several of the CPCs defined by COSMA are covered by the Business Core and provide students with knowledge and abilities applicable to any number of organization and industry contexts. The Accreditation Council for Business Schools and Programs (ACBSP) requires their accredited programs to also address specific CPCs for the B. S. in Business Administration degree:

##### **Functional Areas**

- a. Marketing
- b. Business Finance
- c. Accounting
- d. Management, including Production and Operations Management, Organizational Behavior, and Human Resources Management

##### **The Business Environment**

- e. Legal Environment of Business
- f. Economics
- g. Business Ethics
- h. Global Dimensions of Business

##### **Technical Skills**

- i. Information Systems
- j. Quantitative Techniques/Statistics

##### **Integrative Areas**

- k. Business Policies, or
  - i. I. A comprehensive or integrating experience that enables a student to demonstrate the capacity to synthesize and apply knowledge and skills from an organizational perspective.

Fairmont State University’s School of Business, accredited by ACBSP since 2005, meets all of the required CPC’s through the 48 semester hour Business Core. Thus by reinstating the additional five courses (15 semester hours) to the Sport Management concentration, the program will more fully be in compliant with ACBSP Standard #6 – Educational and Business Process Management.

The CPCs taken from *Accreditation Principles & Self Study Preparation, Commission on Sport Management Accreditation, revised June 2010*, refer to a sport management degree. COSMA accredits degree programs in sport management. There are no plans to seek accreditation for the Sport Management concentration through COSMA. Their CPC’s were used as an authoritative source for construction of the proposed sport management concentration from among existing PHED and business administration courses.

Courses from the proposed curriculum to address the COSMA CPC’s are highlighted in parentheses below. The italicized narrative reflects language taken from the COSMA’s standards.



*“Excellence in sport management education at the undergraduate level requires coverage of the key content areas of the sport management field. Thus the Common Professional Component (CPC) topical areas, as outlined below, should be adequately covered within the content of undergraduate sport management degree programs.”*

- A) Social, psychological and international foundations of sport management (**PHED 3318**)
  - 1) Sport management principles (**PHED 2201**) (**PHED 3356**)
  - 2) Sport leadership (**MGMT 3390**)
  - 3) Sport operations management/event & venue management (**PHED 2201**)
  - 4) Sport Governance
- B) Ethics in sport management (**BUSN 4420**)
- C) Sport Marketing & Communication (**PHED 2201; MKTG 3310**)
- D) Finance/Accounting/Economics (**Business Core CPCs for B.S. in Business Administration as approved by ACBSP – Accreditation Council for Business Schools and Programs )**)
  - 1) Principles of sport finance
  - 2) Accounting
  - 3) Economics of sport
- E) Legal aspects of sport (**BUSN 3306 & BUSN 3307**)
- F) Integrative Experience, such as:
  - 1) Strategic Management/Policy (**BUSN 4415**)
  - 2) Internship (**PHED 3398**)
  - 3) Capstone experience (an experience that enables a student to demonstrate the capacity to synthesize and apply knowledge, such as a thesis, project, comprehensive examination or course, etc.) (**PHED 3398**) (**BUSN 4415**)

## APPENDIX A

### **B.S. in Business Administration – Sport Management concentration Existing Curriculum**

General Studies Requirement	41 SEM. HRS.
Sport Management Core Requirement	14 SEM. HRS.
Sport Management Business Core Requirement	33 SEM. HRS.
Sport Management Emphasis	17-18 SEM. HRS.
Free Electives	22-23 SEM. HRS.
<b>TOTAL</b>	<b>128 SEM. HRS.</b>

• Sport Management Core Curriculum 14 SEM. HRS.

PHED 2201 INTRODUCTION TO SPORT MANAGEMENT	3 SEM. HRS.
PHED 2210 SPORT MARKETING & PROMOTIONS	3 SEM. HRS.
PHED 3327 SPORT IN SOCIETY	3 SEM. HRS.
PHED 3357 SPORT & THE LAW	2 SEM. HRS.
PHED 4201 SPORT FINANCE	3 SEM. HRS.

• Sport Management Business Core 33 SEM. HRS.

BISM 2200 BUSINESS INFORMATION TOOLS	3 SEM. HRS.
ECON 2200 ECONOMICS	3 SEM. HRS.
ACCT 2201 ACCOUNTING I	3 SEM. HRS.
FINC 2201 INTRODUCTION TO FINANCIAL MANAGEMENT	3 SEM. HRS.
MKTG 2204 PRINCIPLES OF MARKETING	3 SEM. HRS.
MGMT 2209 PRINCIPLES OF MANAGEMENT	3 SEM. HRS.
BISM 3200 MANAGEMENT INFORMATION SYSTEMS	3 SEM. HRS.
BUSN 3306 BUSINESS LAW I	3 SEM. HRS.
BUSN 3310 BUSINESS & ECONOMIC STATISTICS	3 SEM. HRS.
BUSN 3320 INTERNATIONAL BUSINESS	3 SEM. HRS.
BUSN 4415 STRATEGIC MANAGEMENT & POLICY	3 SEM. HRS.

*Note: Courses required in the major that also satisfy general studies requirements may be counted formally as part of the general studies requirement. The General Studies math requirement for students in Sport Management is MATH 1112 (or higher).*

*Sport management majors must choose one of the following emphases:*

• Sport Marketing & Promotions Emphasis 18 SEM. HRS.

COMM 1171 MASS COMMUNICATION	3 SEM. HRS.
MKTG 2205 SALESMANSHIP & SALES MANAGEMENT	3 SEM. HRS.
MKTG 3310 CONSUMER BEHAVIOR	3 SEM. HRS.
MKTG 3320 ADVERTISING & SALES PROMOTION	3 SEM. HRS.
MKTG 3340 MARKETING RESEARCH	3 SEM. HRS.
PHED 3398 SPORT MANAGEMENT INTERNSHIP	3 SEM. HRS.

• Athletic Administration & Coaching Emphasis 17 SEM. HRS.

MGMT 3308 HUMAN RESOURCE MANAGEMENT	3 SEM. HRS.
PHED 3318 SPORT SOCIAL PSYCHOLOGY	2 SEM. HRS.
PHED 3356 ADMINISTRATION & COACHING OF SPORT	3 SEM. HRS.
PHED 3358 TECHNIQUES OF SPORT COACHING	6 SEM. HRS.
PHED 3398 SPORT MANAGEMENT INTERNSHIP	3 SEM. HRS.

- Sport Club & Fitness Management Emphasis 18 SEM. HRS.
  - PHED 1100 FITNESS & WELLNESS 2 SEM. HRS.
  - MKTG 2205 SALESMANSHIP & SALES MGT 3 SEM. HRS.
  - OR-
  - BUSN 2205 SMALL BUSINESS FUNDAMENTALS 3 SEM. HRS.
  - PHED 2211 ANATOMY & PHYSIOLOGY 4 SEM. HRS.
  - PHED 3312 PHYSIOLOGY OF EXERCISE 3 SEM. HRS.
  - PHED 3316 FITNESS ASSESSMENT & EXERCISE PRESCRIPTION 3 SEM. HRS.
  - PHED 3398 SPORT MANAGEMENT INTERNSHIP 3 SEM. HRS.
  
- Sport Camp & Recreation Management Emphasis 17 SEM. HRS.
  - RECR 1141 INTRODUCTION OF RECREATION 3 SEM. HRS.
  - RECR 3330 GROUP LEADERSHIP 3 SEM. HRS.
  - BUSN 2205 SMALL BUSINESS FUNDAMENTALS 3 SEM. HRS.
  - OR-
  - BUSN 3300 ENTREPRENEURSHIP 3 SEM. HRS.
  - PHED 2240 OUTDOOR LEISURE ACTIVITIES 2 SEM. HRS.
  - PHED 3301 CAMP ADMINISTRATION 3 SEM. HRS.
  - PHED 3398 SPORT MANAGEMENT INTERNSHIP 3 SEM. HRS.

<b>Required General Studies Courses</b>			
First Year Experience			15-16
ENGL	1104	Written English I	3
ENGL	1108	Written English II	3
INFO	1100	Computer Concepts and Applications	3
MATH	1112 or higher		3
COMM	2200, 2201, OR 2202		3
Scientific Discovery			8
Cultural / Civilization Exploration			9
Society / Human Interactions (ECON 2200 – Major Course)			3
Artistic / Creative Expression			6
<b>TOTAL GENERAL STUDIES HOURS</b>			<b>41</b>

**B.S. Degree in Business Administration – Sport Management concentration**  
**Proposed Changes to Existing Curriculum**  
***Additions noted in Bold; Deletions by Strikethrough***

General Studies Requirement	31 44 SEM. HRS.
Sport Management Core Requirement	23 44 SEM. HRS.
<del>Sport Management Business Core Requirement</del>	<del>48 33 SEM. HRS.</del>
Sport Management Emphasis	17-18 SEM. HRS.
Free Electives	18 22-23 SEM. HRS.
<b>TOTAL</b>	<b>120 SEM. HRS.</b>

• ~~Sport Management Core Curriculum Concentration~~ **23 44 SEM. HRS.**

PHED 2201 INTRODUCTION TO SPORT MANAGEMENT	3 SEM. HRS.
<del>PHED 2210 SPORT MARKETING &amp; PROMOTIONS</del>	<del>3 SEM. HRS.</del>
<del>PHED 3327 SPORT IN SOCIETY</del>	<del>3 SEM. HRS.</del>
<del>PHED 3357 SPORT &amp; THE LAW</del>	<del>2 SEM. HRS.</del>
<del>PHED 4201 SPORT FINANCE</del>	<del>3 SEM. HRS.</del>
<b>BUSN 3307 BUSINESS LAW II</b>	<b>3 SEM. HRS.</b>
<b>MGMT 3308 HUMAN RESOURCE MANAGEMENT</b>	<b>3 SEM. HRS.</b>
<b>MGMT 3390 ORGANIZATIONAL BEHAVIOR</b>	<b>3 SEM. HRS.</b>
<b>MKTG 3310 CONSUMER BEHAVIOR</b>	<b>3 SEM. HRS.</b>
<b>PHED 3318 SPORT SOCIAL PSYCHOLOGY</b>	<b>2 SEM. HRS.</b>
<b>PHED 3356 ADMINISTRATION &amp; COACHING OF SPORT</b>	<b>3 SEM. HRS.</b>
<b>PHED 3398 SPORT MANAGEMENT INTERNSHIP</b>	<b>3 SEM. HRS.</b>

• ~~Sport Management Business Core~~ **48 33 SEM. HRS.**

AACT 2201 PRINCIPLES OF ACCOUNTING I	3 SEM. HRS.
<b>ACCT 2202 PRINCIPLES OF ACCOUNTING II</b>	<b>3 SEM. HRS.</b>
<b>BISM 2800 CORPORATE COMMUNICATIONS AND TECHNOLOGY</b>	<b>3 SEM. HRS.</b>
BISM 2200 BUSINESS INFORMATION TOOLS	3 SEM. HRS.
<del>ECON 2200 ECONOMICS</del>	<del>3 SEM. HRS.</del>
<b>ECON 2201 ECONOMIC PRINCIPLES &amp; PROBLEMS I</b>	<b>3 SEM. HRS.</b>
<b>ECON 2202 ECONOMIC PRINCIPLES &amp; PROBLEMS II</b>	<b>3 SEM. HRS.</b>
FINC 2201 INTRODUCTION TO FINANCIAL MANAGEMENT	3 SEM. HRS.
MKTG 2204 PRINCIPLES OF MARKETING	3 SEM. HRS.
MGMT 2209 PRINCIPLES OF MANAGEMENT	3 SEM. HRS.
BISM 3200 MANAGEMENT INFORMATION SYSTEMS	3 SEM. HRS.
BUSN 3306 BUSINESS LAW I	3 SEM. HRS.
BUSN 3310 BUSINESS & ECONOMIC STATISTICS	3 SEM. HRS.
BUSN 3320 INTERNATIONAL BUSINESS	3 SEM. HRS.
BUSN 4415 STRATEGIC MANAGEMENT & POLICY	3 SEM. HRS.
<b>BUSN 4420 BUSINESS ETHICS AND CORPORATE ACCT.</b>	<b>3 SEM. HRS.</b>
<b>MATH 1112 COLLEGE ALGEBRA (OR HIGHER)</b>	<b>3 SEM. HRS.</b>

*Note: Courses required in the major that also satisfy general studies requirements may be counted formally as part of the general studies requirement. The General Studies math requirement for students in Sport Management is MATH 1112 (or higher).*

*Sport management majors must choose one of the following emphases:*

• ~~Sport Marketing & Promotions Emphasis~~ **18 SEM. HRS.**

<del>COMM 1171 MASS COMMUNICATION</del>	<del>3 SEM. HRS.</del>
<del>MKTG 2205 SALESMANSHIP &amp; SALES MANAGEMENT</del>	<del>3 SEM. HRS.</del>

MKTG 3310 CONSUMER BEHAVIOR	3 SEM. HRS.
MKTG 3320 ADVERTISING & SALES PROMOTION	3 SEM. HRS.
MKTG 3340 MARKETING RESEARCH	3 SEM. HRS.
PHED 3398 SPORT MANAGEMENT INTERNSHIP	3 SEM. HRS.

• Athletic Administration & Coaching Emphasis 17 SEM. HRS.

MGMT 3308 HUMAN RESOURCE MANAGEMENT	3 SEM. HRS.
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PHED 3358 TECHNIQUES OF SPORT COACHING	6 SEM. HRS.
PHED 3398 SPORT MANAGEMENT INTERNSHIP	3 SEM. HRS.

• Sport Club & Fitness Management Emphasis 18 SEM. HRS.

PHED 1100 FITNESS & WELLNESS	2 SEM. HRS.
MKTG 2205 SALESMANSHIP & SALES MGT	3 SEM. HRS.
-OR-	
BUSN 2205 SMALL BUSINESS FUNDAMENTALS	3 SEM. HRS.
PHED 2211 ANATOMY & PHYSIOLOGY	4 SEM. HRS.
PHED 3312 PHYSIOLOGY OF EXERCISE	3 SEM. HRS.
PHED 3316 FITNESS ASSESSMENT & EXERCISE PRESCRIPTION	3 SEM. HRS.
PHED 3398 SPORT MANAGEMENT INTERNSHIP	3 SEM. HRS.

• Sport Camp & Recreation Management Emphasis 17 SEM. HRS.

RECR 1141 INTRODUCTION OF RECREATION	3 SEM. HRS.
RECR 3330 GROUP LEADERSHIP	3 SEM. HRS.
BUSN 2205 SMALL BUSINESS FUNDAMENTALS	3 SEM. HRS.
-OR-	
BUSN 3300 ENTREPRENEURSHIP	3 SEM. HRS.
PHED 2240 OUTDOOR LEISURE ACTIVITIES	2 SEM. HRS.
PHED 3301 CAMP ADMINISTRATION	3 SEM. HRS.
PHED 3398 SPORT MANAGEMENT INTERNSHIP	3 SEM. HRS.

• General Studies Requirements: (addition of new General Studies Curriculum)

Attribute IA	Critical Analysis	Major Course – BISM 2200	In Core
Attribute IB	Quantitative Literacy	MATH 1112 or higher in IB*	In Core – 3 sem. hrs.
Attribute IC	Written Communication	ENGL 1104*	3 sem. hrs.
Attribute ID	Teamwork	Major Course – MGMT 2209	In Core
Attribute IE	Information Literacy	ENGL 1108*	3 sem. hrs.
Attribute IF	Technology Literacy	BISM 1200	3 sem. hrs.
Attribute IG	Oral Communication	COMM 2202 (preferred), 2200 or 2201*	3 sem. hrs.
Attribute III	Citizenship	Student Choice from Approved Options*	3 sem. hrs.
Attribute IV	Ethics	Major Course – BUSN 4420	In Core
Attribute V	Health	Student Choice from Approved Options*	3 sem. hrs.
Attribute VI	Interdisciplinary	Student Choice from Approved Options*	3 sem. hrs.
Attribute VIIA	Arts	Student Choice from Approved Options*	3 sem. hrs.
Attribute VIIB	Humanities	Student Choice from Approved Options*	3 sem. hrs.
Attribute VIIC	Social Science	Major Course – ECON 2201	In Core
Attribute VIID	Natural Science	Student Choice from Approved Options*	4 sem. hrs.
Attribute VIII	Cultural Awareness	Major Course – BUSN 3320	In Core
Additional General Studies Hours		BUSN 2800 – Writing Intensive	In Core

(\*) - denotes general studies hours outside of major/semester hours

**B.S. Degree in Business Administration – Sport Management concentration**  
**Proposed Curriculum - Complete**

<b>General Studies Requirements:</b>	<b>30-31 sem. hrs.</b>
<b>Business Core:</b>	<b>48 sem. hrs.</b>
<b>Sport Management Concentration Curriculum:</b>	<b>23 sem. hrs.</b>
<b>Free Electives:</b>	<b>18-19 sem. hrs.</b>
<b>Total:</b>	<b>120 sem. hrs.</b>

<b>Business Administration Core</b>			
ACCT	2201	Principles of Accounting I	3 sem. hrs.
ACCT	2202	Principles of Accounting II	3 sem. hrs.
BISM	2800	Corporate Communications and Technology	3 sem. hrs.
BUSN	3306	Business Law I	3 sem. hrs.
BUSN	3310	Business and Economic Statistics	3 sem. hrs.
BUSN	3320	International Business	3 sem. hrs.
BUSN	4415	Strategic Management	3 sem. hrs.
BUSN	4420	Business Ethics and Corporate Accountability	3 sem. hrs.
ECON	2201	Economic Principles & Problems I	3 sem. hrs.
ECON	2202	Economic Principles & Problems II	3 sem. hrs.
FINC	2201	Introduction to Financial Management	3 sem. hrs.
BISM	2200	Business Information Tools	3 sem. hrs.
BISM	3200	Management Information Systems	3 sem. hrs.
MGMT	2209	Principles of Management	3 sem. hrs.
MKTG	2204	Principles of Marketing	3 sem. hrs.
MATH	1112	College Algebra (or higher math)	3 sem. hrs.
<b>TOTAL</b>			<b>48 sem. hrs.</b>

<b>Sport Management Concentration</b>			
BUSN	3307	Business Law II	3 sem. hrs.
MGMT	3308	Human Resource Management	3 sem. hrs.
MGMT	3390	Organizational Behavior	3 sem. hrs.
MKTG	3310	Consumer Behavior	3 sem. hrs.
PHED	2210	Introduction to Sport Management	3 sem. hrs.
PHED	3318	Sport Social Psychology	2 sem. hrs.
PHED	3356	Administration & Coaching of Sport	3 sem. hrs.
PHED	3398	Sport Management Internship (1-12 hours)	3 sem. hrs.
<b>TOTAL</b>			<b>23 sem. hrs.</b>

<b>General Studies Requirements</b>			
Attribute IA	Critical Analysis	Major Course – BISM 2200	In Core
Attribute IB	Quantitative Literacy	MATH 1112 or higher in IB*	In Core
Attribute IC	Written Communication	ENGL 1104*	3 sem. hrs.
Attribute ID	Teamwork	Major Course – MGMT 2209	In Core
Attribute IE	Information Literacy	ENGL 1108*	3 sem. hrs.
Attribute IF	Technology Literacy	BISM 1200	3 sem. hrs.
Attribute IG	Oral Communication	COMM 2202 (preferred), 2200 or 2201*	3 sem. hrs.
Attribute III	Citizenship	Student Choice from Approved Options*	3 sem. hrs.
Attribute IV	Ethics	Major Course – BUSN 4420	In Core
Attribute V	Health	Student Choice from Approved Options*	2-3 sem. hrs.
Attribute VI	Interdisciplinary	Student Choice from Approved Options*	3 sem. hrs.
Attribute VIIA	Arts	Student Choice from Approved Options*	3 sem. hrs.
Attribute VIIB	Humanities	Student Choice from Approved Options*	3 sem. hrs.
Attribute VIIC	Social Science	Major Course – ECON 2201	In Core
Attribute VIID	Natural Science	Student Choice from Approved Options*	4 sem. hrs.
Attribute VIII	Cultural Awareness	Major Course – BUSN 3320	In Core
Additional General Studies Hours		BUSN 2800 – Writing Intensive	In Core
<b>TOTAL</b>			<b>30-31 sem. hrs.</b>

\* - denotes general studies hours outside of major

<b>Free Electives</b>	<b>18-19 sem. hrs.</b>
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## **Course Deletions:**

### ***Sport Management Core:***

Total: 11 SEM. HRS.

PHED 2210 SPORT MARKETING & PROMOTIONS	3 SEM. HRS.
PHED 3327 SPORT IN SOCIETY	3 SEM. HRS.
PHED 3357 SPORT & THE LAW	2 SEM. HRS.
PHED 4201 SPORT FINANCE	3 SEM. HRS.

### ***Business Core:***

Total: 3 SEM. HRS.

ECON 2200 ECONOMICS	3 SEM. HRS.
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**NOTE – All of the four areas of emphasis under the current Sport Management program are being eliminated and collapsed into a single concentration as previously described and identified below.**

### ***Sport Marketing & Promotions Emphasis:*** TOTAL: 18 SEM. HRS.

COMM 1171 MASS COMMUNICATION	3 SEM. HRS.
MKTG 2205 SALESMANSHIP & SALES MANAGEMENT	3 SEM. HRS.
MKTG 3310 CONSUMER BEHAVIOR	3 SEM. HRS.
MKTG 3320 ADVERTISING & SALES PROMOTION	3 SEM. HRS.
MKTG 3340 MARKETING RESEARCH	3 SEM. HRS.
PHED 3398 SPORT MANAGEMENT INTERNSHIP	3 SEM. HRS.

### ***Athletic Administration & Coaching Emphasis:*** TOTAL: 17 SEM. HRS.

MGMT 3308 HUMAN RESOURCE MANAGEMENT	3 SEM. HRS.
PHED 3318 SPORT SOCIAL PSYCHOLOGY	2 SEM. HRS.
PHED 3356 ADMINISTRATION & COACHING OF SPORT	3 SEM. HRS.
PHED 3358 TECHNIQUES OF SPORT COACHING	6 SEM. HRS.
PHED 3398 SPORT MANAGEMENT INTERNSHIP	3 SEM. HRS.

### ***Sport Club & Fitness Management Emphasis:*** TOTAL: 18 SEM. HRS.

PHED 1100 FITNESS & WELLNESS	2 SEM. HRS.
MKTG 2205 SALESMANSHIP & SALES MGT	3 SEM. HRS.
-OR-	
BUSN 2205 SMALL BUSINESS FUNDAMENTALS	3 SEM. HRS.
PHED 2211 ANATOMY & PHYSIOLOGY	4 SEM. HRS.
PHED 3312 PHYSIOLOGY OF EXERCISE	3 SEM. HRS.
PHED 3316 FITNESS ASSESSMENT & EXERCISE PRESCRIPTION	3 SEM. HRS.
PHED 3398 SPORT MANAGEMENT INTERNSHIP	3 SEM. HRS.

### ***Sport Camp & Recreation Management Emphasis:*** TOTAL 17 SEM. HRS.

RECR 1141 INTRODUCTION OF RECREATION	3 SEM. HRS.
RECR 3330 GROUP LEADERSHIP	3 SEM. HRS.
BUSN 2205 SMALL BUSINESS FUNDAMENTALS	3 SEM. HRS.
-OR-	
BUSN 3300 ENTREPRENEURSHIP	3 SEM. HRS.
PHED 2240 OUTDOOR LEISURE ACTIVITIES	2 SEM. HRS.
PHED 3301 CAMP ADMINISTRATION	3 SEM. HRS.
PHED 3398 SPORT MANAGEMENT INTERNSHIP	3 SEM. HRS.

**General Studies:**

The current general studies curriculum is being removed in accordance with the University's move to the new general studies curriculum beginning Fall 2013 term.

**Free Electives:**

Reduction of 4 to 5 credit hours are a result of proposed changes and reduction of 8 hours from the total degree hours in keeping with the Series 11 HEPC policy.

**Course Additions:**

**Sport Management Core:**

Total: 20 SEM. HRS.

BUSN 3307 BUSINESS LAW II	3 SEM. HRS.
MGMT 3308 HUMAN RESOUC E MANAGEMENT	3 SEM. HRS.
MGMT 3390 ORGANIZATIONAL BEHAVIOR	3 SEM. HRS.
MKTG 3310 CONSUMER BEHAVIOR	3 SEM. HRS.
PHED 3318 SPORT SOCIAL PSYCHOLOGY	2 SEM. HRS.
PHED 3356 ADMINISTRATION & COACHING OF SPORT	3 SEM. HRS.
PHED 3398 SPORT MANAGEMENT INTERNSHIP	3 SEM. HRS.

**Business Core:**

TOTAL: 12 SEM. HRS.

ACCT 2202 PRINCIPLES OF ACCOUNTING II	3 SEM. HRS.
BISM 2800 CORPORATE COMMUNICATIONS	3 SEM. HRS.
ECON 2201 ECONOMIC PRINCIPLES & PROBLEMS I	3 SEM. HRS.
ECON 2202 ECONOMIC PRINCIPLES & PROBLEMS II	3 SEM. HRS.
BUSN 4420 BUSINESS ETHICS AND CORPORATE ACCT.	3 SEM. HRS.
MATH 1112 COLLEGE ALGEBRA (OR HIGHER)	3 SEM. HRS.

**General Studies:**

The new general studies curriculum is being added beginning Fall 2013 term.