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**MEMORANDUM**

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FINAL FACULTY SENATE APPROVAL ON APRIL 14, 2015.

TO: Faculty Senate  
FROM: Jack Kirby   
DATE: April 9, 2015  
SUBJECT: Curriculum Proposal #14-15-23 REV #1  
School of Business; Sport Management

I recommend approval of the attached Curriculum Proposal #14-15-23 REV #1. The Curriculum Committee has passed this proposal for both 1<sup>st</sup> and 2<sup>nd</sup> readings.

This proposal requests to eliminate "Sport Management" from the list of concentrations available for the B.S. in the Business Administration degree.

C: Dr. Christina Lavorata  
Dr. Richard Harvey  
Dr. Timothy Oxley  
Dr. Carolyn Crislip-Tacy  
Ms. Leslie Lovett  
Ms. Cheri Varkonda






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**MEMORANDUM**

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TO: Curriculum Committee

FROM: Jack Kirby 

DATE: February 6, 2015

SUBJECT: Curriculum Proposal #14-15-23  
School of Business; Sport Management

I recommend approval of the attached Curriculum Proposal #14-15-23. This proposal requests to eliminate "Sport Management" from the list of concentrations available for the B.S. in the Business Administration degree.

C: Dr. Christina Lavorata  
Dr. Richard Harvey  
Dr. Timothy Oxley  
Dr. Carolyn Crislip-Tacy  
Ms. Leslie Lovett  
Ms. Cheri Varkonda



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

**Proposal Number:** 14-15-23

**School/Department/Program:** School of Business – Sport Management

**Preparer/Contact Person:** Dr. Timothy Oxley, Associate Dean

**Telephone Extension:** 4183

**Date Originally Submitted:** February 5, 2015

**Revision (Indicate date and label it  
Revision #1, #2, etc.):** Revision #1

**Implementation Date Requested:** Fall 2015

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

**The faculty of the School of Business proposes to eliminate “Sport Management” from the list of concentrations available for the B. S. in Business Administration degree effective Fall 2015 (2015-2016 Academic Catalog).**

- 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)

**Courses deleted from the program are courses that are delivered by the School of Education, Health and Human Performance (SOEHHP):**

- PHED 2201 – Introduction to Sport Management (3 sem. hours)**
- PHED 3318 – Sport Social Psychology (2 sem. hours)**
- PHED 3356 – Administration & Coaching of Sport (3 sem. hours)**
- PHED 3398 – Sport Management Internship (3 sem. Hours)**

Total hours deleted. 11 sem. hours

*It should be noted that deletion of the four courses above, which are part of the Sport Management concentration, does not imply that these courses will be removed from the catalog. This decision is not within the purview of the School of Business, but the School of Education, Health and Human Performance.*

**Remaining courses in the Sport Management Curriculum are courses offered for other concentrations in the School of Business, and as such, will remain in the current rotation and active schedule.**

**These courses include:**

- BSBA 3307 – Business Law II (3 sem. hours)**
- MGMT 3308 – Human Resource Management (3 sem. hours)**
- MGMT 3390 – Organizational Behavior (3 sem. hours)**
- MKTG 3310 – Consumer Behavior (3 sem. hours)**

B. Addition of course(s) or credit(s) from program(s)

Total hours added. 0

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

**NA**

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

**NA**

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

**NA**

F. Creation of new course(s). For each new course: **NA**

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.

**Refer to Appendix A for the current program.**

### 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.

**Majors over the last five years:**

Fall 2014 – 45

Fall 2013 – 48

Fall 2012 – 42

Fall 2011 – 37

Fall 2010 – 39

**Five Year Average Major Count: 42**

**Graduates over the last five years:**

2012 – 2013: 6

2011 – 2012: 2

2010 – 2011: 6

2009 – 2010: 7  
2008 – 2009: 4  
Five Year Average Graduate Count: 5

Though the major count is sufficient to warrant the program, the graduation rate falls at the threshold of a low-productive program as defined by Series 10 – Policy Regarding Program Review, Title 133 Procedural Rule, West Virginia Higher Education Policy Commission.

Additionally, as stated in the attached memorandum from Dr. Carolyn Crislip-Tacy, the SOEHHP pays in excess of \$6,800 annually in overload or adjunct costs to teach the four courses required by the Sport Management concentration. This cost is not shifted to the School of Business.

- 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?

Due to curricula and personnel changes in the School of Education, Health and Human Performance prior to the 2013-2014 academic term, a restructuring of the Sport Management concentration was made to accommodate these changes. A number of the courses, which were offered for this concentration and its four areas of emphasis, were no longer being offered by the SOEHHP and/or faculty were no longer available to offer the courses on a regular rotation. At that time, the number of majors in the program warranted retaining the concentration within the parameters of available courses which could be supported by SOEHHP. However, since the last restructuring, a number of qualitative issues also contributed to the decision to close the Sport Management concentration:

1. As stated above, though the program is a popular concentration within the B. S. in Business Administration, particularly among student athletes, the graduation rates indicate a dearth of students completing the program. A full-time faculty member in the School of Business is assigned to advise the sport management students, but persistence to completion of the concentration may indicate these resources could better be deployed.
2. Recently, there has been an increase in the number of course substitution requests for students in the concentration, presumably resulting from a “disconnect” between when PHED courses are offered and students’ understanding of when to enroll in these courses. Low enrollment numbers have been an issue resulting in some sections being cancelled.
3. Though the sport management industry is a viable industry in regions across the nation, there is a lack of jobs, employers, and career opportunities available in the service region of FSU directly related to this concentration. With few graduates in the program, efforts for post-completion surveys result in unreliable data.
4. The current curriculum for the sport management concentration does not substantially meet all of the Common Professional Components defined by the Commission on Sport Management Accreditation (COSMA), but more importantly, the concentration does not qualify for accreditation since it is not a full degree program. Areas of Emphasis, or concentration, typically consists of at least 12 hours. Though the concentration as currently designed has a total of 23 hours, only 11 are directly related to Sport Management. The remaining courses are courses relating to business principles and constructs applicable to any organization or business venture.
5. This program is available in other in-state institutions of higher education, and more specifically, is offered at West Virginia University as a B. S. degree and a M. S. degree through the College of Physical Activity and Sport Sciences. It is also important to note that WVU’s College of Physical Activity and Sport Sciences also delivers the M.S. as a

hybrid online program for those working in the field or current professionals desiring to do so.

6. Perhaps most significant, the School of Business is out of compliance with the Accreditation Council for Business Schools and Programs (ACBSP), the specialized accreditation body for the School of Business. Standard #5 – Faculty and Staff Focus, Section 5.4 – Faculty Deployment, Criterion 5.4.1, states, “*The business unit shall have at least one full-time academically and/or professional qualified faculty member teaching in each academic program, major, or concentration at each location where the program is delivered.*” The School does not meet this criterion with the Sport Management concentration and does not anticipate resources being made available to correct this deficiency in faculty resources. The School of Business may request, and might receive, a waiver on this deficiency if the SOEHHP had a full-time academically or professionally qualified faculty member in the sport management field. However, the low graduation rate would continue to raise a question regarding the viability of this program.
7. Anecdotally, some students and parents have expressed dissatisfaction with the Sport Management concentration. At Campus Visitation Day events, some visitors have asked about the “sport management degree.” When provided with an explanation that the concentration is not a degree, they typically state “that was not what we were led to believe.” This misunderstanding in marketing a concentration versus a full degree program creates ill-will that neither FSU nor the School of Business can afford.

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.

**A memorandum from Dr. Carolyn Crislip-Tacy, Interim Dean, School of Education, Health and Human Performance is attached. This memorandum is in response to face-to-face discussion with Dr. Crislip-Tacy and stands in evidence of her knowledge of this program’s closure.**

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

College/School	Dean	Signature
SOEHHP	Dr. Carolyn Crislip-Tacy	

d 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.

**NA**

VI. ADDITIONAL COMMENTS.

**NA**

## APPENDIX A – Current Program

### B.S. Degree in Business Administration – Sport Management concentration

#### Business Administration Core (all concentrations)

BSBA	2201	Principles of Accounting I	3 sem. hrs.
BSBA	2202	Principles of Accounting II	3 sem. hrs.
BISM	2800	Corporate Communications and Technology	3 sem. hrs.
BSBA	3306	Business Law I	3 sem. hrs.
BSBA	3310	Business and Economic Statistics	3 sem. hrs.
BSBA	3320	International Business	3 sem. hrs.
BSBA	4415	Strategic Management	3 sem. hrs.
BSBA	4420	Business Ethics and Corporate Accountability	3 sem. hrs.
BSBA	2211	Economic Principles & Problems I	3 sem. hrs.
BSBA	2212	Economic Principles & Problems II	3 sem. hrs.
BSBA	2221	Introduction to Financial Management	3 sem. hrs.
BISM	2200	Business Information Tools	3 sem. hrs.
BISM	3200	Management Information Systems	3 sem. hrs.
BSBA	2209	Principles of Management	3 sem. hrs.
BSBA	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>

#### Sport Management Concentration

BSBA	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>

#### General Studies Requirements

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 – BSBA 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 – BSBA 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 – BSBA 2211	In Core
Attribute VIID	Natural Science	Student Choice from Approved Options*	4 sem. hrs.
Attribute VIII	Cultural Awareness	Major Course – BSBA 3320	In Core
Additional General Studies Hours		BISM 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>
<b>TOTAL</b>	<b>120 sem. hrs.</b>



School of Education, Health & Human Performance

1201 Locust Avenue  
Fairmont, West Virginia 26554-2470  
Phone: (304) 367-4241  
Fax: (304) 367-4346

TO: School of Business Administration and Faculty

FROM: Carolyn Crislip-Tacy, Interim Dean School of Education, Health and Human Performance

DATE: January 29, 2015

RE: Closure of the Sports Management Program

CCT

The purpose of this memo is to support your decision to close the Sports Management Program as it is in its current form. This program has gone through three iterations since its inception. I believe the first two versions were more viable programs but not the current program. This major has always been a financial drain on our budget, even though it is much less now that there are only 11 credit hours required. This is still a ½ position dedicated to covering these courses or I generally have to pay faculty an overload to teach these courses because they have their own full loads to teach. (Adjunct cost to us is \$6,806...if I only offer each course once a year.) We agreed to support this program from the beginning because we believed there was high interest in the major and it would bring more students to FSU. With the current financial strain on all of our budgets, it would ease things a little to not have this expense in our budget.

