

UNIVERSITY FACULTY SENATE FORMS**Revised 3-8-10****Academic Program Approval**

This form is a routing document for the approval of new and revised academic programs. Proposing department should complete this form. For more information, call the Faculty Senate Office at 831-2921.

Submitted by: Dr. Matthew J. Robinson phone number 302 831-6680

Department: Health, Nutrition and Exercise Sciences email address mjrobins@udel.edu

Date: March 6, 2010

Action: Move Sport Management major from College of Health Sciences and the Department of Health, Nutrition and Exercise Sciences to the Lerner College of Business and Economics and the Department of Business Administration

(Example: add major/minor/concentration, delete major/minor/concentration, revise major/minor/concentration, academic unit name change, request for permanent status, policy change, etc.)

Effective term 10F

(use format 04F, 05W)

Current degree BS

(Example: BA, BACH, BACJ, HBA, EDD, MA, MBA, etc.)

Proposed change leads to the degree of: BS

(Example: BA, BACH, BACJ, HBA, EDD, MA, MBA, etc.)

Proposed name: Sport Management Major in the Department of Business Administration

Proposed new name for revised or new major / minor / concentration / academic unit
(if applicable)

Revising or Deleting:

Undergraduate major / Concentration: _____

(Example: Applied Music – Instrumental degree BMAS)

Undergraduate minor: _____

(Example: African Studies, Business Administration, English, Leadership, etc.)

Graduate Program Policy statement change: _____

(Must attach your Graduate Program Policy Statement)

Graduate Program of Study: _____

(Example: Animal Science: MS Animal Science: PHD Economics: MA Economics: PHD)

Graduate minor / concentration: _____

Note: all graduate studies proposals must include an electronic copy of the Graduate Program Policy Document, highlighting the changes made to the original policy document.

List new courses required for the new or revised curriculum. How do they support the overall program objectives of the major/minor/concentrations)?

(Be aware that approval of the curriculum is dependent upon these courses successfully passing through the Course Challenge list. If there are no new courses enter "None")

Explain, when appropriate, how this new/revised curriculum supports the 10 goals of undergraduate education:

<http://www.ugs.udel.edu/gened/>

Since its inception as a concentration within the Health Behavior Management major in the Department of Health, Nutrition and Exercise Sciences (HNES) in 2001 and through its evolution into a free standing major within HNES in 2004, the mission of the University of Delaware Sport Management program has been to provide students with a positive environment, rich in academic and practical experiences, oriented toward developing comprehensive

leadership and technical skills that are applicable to the diverse career opportunities in the sport industry.

The academic program to be offered in the Department of Business Administration in the Lerner College of Business & Economics will continue this mission while also continuing to support the University's Goals of Undergraduate Education. The sport management faculty offer courses that require written assignments, presentations that utilize technology, and instructional methods that promote discussion among students in the classroom environment (Goal 1). Faculty members encourage students to think critically, to question established practices, and to work in groups to solve problems presented via Problem Based Learning methods (Goals 2, 3 & 6). The sport management program offers an Ethics course and challenges students to view their decisions and actions from the perspective of professionals in the field, while also respecting the views and diversity of others (Goals 4 & 5). The sport management program requires an internship experience for the students to gain practical experience, and faculty members utilize field trips and practical application opportunities to enhance the learning experience for students (Goal 7). Finally the program encourages students to have a global perspective of their field and to respect and appreciate the cultural differences in how sport is viewed and managed in other parts of the world. The faculty encourage students to take advantage of the international opportunities (e.g. study abroad) the university and the sport management program offers (Goals 8, 9 and 10).

Identify other units affected by the proposed changes:

(Attach permission from the affected units. If no other unit is affected, enter "None")

Affected units will be the Department of Health, Nutrition and Exercise Sciences (HNES) and the Department of Business Administration (BUAD). See the attached letters of support from both Department Chairs. Sport management traditionally had 60 to 70 students enrolled in the program and another 30 to 40 students as freshmen sport management interest students. HNES would lose those students as well as two full-time faculty members. The BUAD faculty voted in favor of the move. BUAD will experience an increase in students and will add new full-time faculty members accordingly.

Describe the rationale for the proposed program change(s):

(Explain your reasons for creating, revising, or deleting the curriculum or program.)

The proposed move of the sport management major from HNES to BUAD is based on the commonalities between sport management and the other programs within BUAD.

The sport management program prepares students for career opportunities in the \$200 billion sport industry, and the majority of those opportunities are in the areas of sales and marketing, leadership and management, finance, and operations. Additionally, the sport management curriculum is grounded in business theory. The existing curriculum has course offerings in the area of sport marketing, sport finance, and facility and event management and requires students to complete the Business Certificate program; faculty also encourage students to pursue the Minor in Business Administration. The proposed curriculum will be revised to be consistent with the other academic programs in BUAD while still offering courses focused on sport management.

In addition, the national trend is for sport management programs to be housed within business schools. Established sport management programs at University of Massachusetts and Temple University have moved into business schools in recent years. Other universities such as the University of Oregon, Arizona State University, University of Central Florida, and Seton Hall University house sport management programs within their schools of business. The prevailing attitude of industry leaders is that the students are being done a disservice if a sport management program is not business based, and the program may lack credibility if it is not aligned with the business school. Although the existing sport management curriculum emphasizes business, its perceived quality and awareness will be enhanced if it is housed within the Department of Business Administration in the Lerner College of Business & Economics.

Finally, the research agendas of the sport management faculty will be more in line with those of the faculty in BUAD. Both faculty members in Sport Management are respected scholars in the discipline, and they welcome the opportunity to collaborate with BUAD faculty with similar research interests.

Program Requirements:

(Show the new or revised curriculum as it should appear in the Course Catalog. If this is a revision, be sure to indicate the changes being made to the current curriculum and **include a side-by-side comparison** of the credit distribution before and after the proposed change.)

ROUTING AND AUTHORIZATION: (Please do not remove supporting documentation.)

Department Chairperson _____ Date _____

Dean of College _____ Date _____

Chairperson, College Curriculum Committee _____ Date _____

Chairperson, Senate Com. on UG or GR Studies _____ Date _____

Chairperson, Senate Coordinating Com. _____ Date _____

Secretary, Faculty Senate _____ Date _____

Date of Senate Resolution _____ Date to be Effective _____

Registrar _____ Program Code _____ Date _____

Vice Provost for Academic Affairs & International Programs _____ Date _____

Provost _____ Date _____

Board of Trustee Notification _____ Date _____

Revised 02/09/2009 /khs