

# UNIVERSITY FACULTY SENATE FORMS

## 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:** Business Administration email address: mjrobins@udel.edu

**Date:** August 19, 2009

**Action:** Change of Department for Major/Revise Major  
(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:** \_\_\_\_\_  
Proposed new name for revised or new major / minor / concentration / academic unit  
(if applicable)

### Revising or Deleting:

**Undergraduate major / Concentration:** Sport Management major  
(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)?**

SPMT 486: International Sport Management. International Business is one of the main focal

points of business education in the Lerner College of Business & Economics as well as an important component of UD's Path to Prominence.

**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 new 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")

Besides the Department of Health, Nutrition and Exercise Sciences (HNES) and the Department of Business Administration (BUAD), whose faculties have voted to approve the transfer of the Sport Management program, the Departments of Accounting and MIS, Finance, Economics, Mathematical Sciences, and Communication will be affected. These departments will need to make seats available for Sport Management students to take required courses from those departments. Letters of support from the chairs of these departments are attached.

**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.)

See attachments: Proposed New Curriculum, Existing Curriculum in HNES, and Proposed Sequence for Curriculum

**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

## ATTACHMENT: Proposed New Curriculum

### General Requirements – 55 credits

#### Group A – Humanities (12 credits)

_____	3
_____	3
_____	3
_____	<u>3</u>
	12

#### Group B – Social/Behavioral Sciences (12 credits)

PSYC____	3
SOC____	3
_____	3
_____	<u>3</u>
	12

#### Group C – Skills (15 credits)

ENGL 110*	3
MATH 221*	3
MATH 201*	3
MATH 202*	3
COMM 212	<u>3</u>
	15

#### Group D – Science (7 credits)

_____	4
_____	<u>3</u>
	7

#### Group E – Free Elective (9 credits)

_____	9
-------	---

### Professional Requirements – 67 credits

#### Group F--Major

##### Core Courses – 39 credits

ECON 151*	3	
ECON 152*	3	
MISY 160	3	
ACCT 207*	3	
ACCT 208*	3	
MISY 261	3	
SPMT 347+	3	(Legal Aspects of Sport Management—substitute for ACC352, Law and Social Issues in Bus)
FINC 311*	3	
BUAD 110*	3	( <u>First Year Experience</u> )
BUAD 301*	3	
BUAD 306*	3	
BUAD 309*	3	
BUAD 441*	3	

##### Major Requirements – (28 credits)

Note: Using SPMT instead of previous HESC prefix

SPMT 202*	3	(Foundations of Sport Management)
SPMT 302*	1	(Practicum in Sport Management)
SPMT 344*	3	(Financial Aspects of Sport Management)
SPMT 437*	3	(Sports Marketing)
SPMT 439*	3	(Ethics and Issues in Sport Management)
SPMT 464*	9	(Internship—Will count as <u>Discovery Learning Experience</u> )
SPMT 486*	3	(New course: International Sport Management)
SPMT elective#	<u>3</u>	
	28	

**Total Credits: 122 credits**

\*Grade of “C-“ or better required in these courses.

#Currently two courses (SPMT 340 and SPMT 438) can serve as the SPMT elective. With the growth of the SM program and additional faculty, new electives may be developed. Possible courses include:

1. International/Global Sport Management
2. Management of Intercollegiate Athletics
3. Economics of Sport
4. Sales Management in the Sport Industry
5. Information Technology in the Sport Industry

+ For SM students, SPMT/HESC 347 (Legal Aspects of Sports Management) would be substituted for ACCT 352 (Law and Social Issues in Business)

*SPMT 347-Legal Aspects of Sports Management*

*3 Credits*

*An introduction to the legal system and liability issues of tort law, agency law, and antitrust labor law and constitutional law as they apply to professional and amateur sports. RESTRICTIONS: Open to sport management majors, health behavior science majors with a concentration in leisure service management, and legal studies minor.*

*ACCT 352 – Law and Social Issues in Business*

*3 Credits*

*Focuses on the legal environment of business, including objectives of the law, sources of the law, the Regulatory and judicial process, and the effect of government and society on the formation and evolution of the law. RESTRICTIONS: Not open to accounting majors.*

GROUP A – 12 credits of Humanities

Courses with these prefixes: Art History (ARTH), Comparative Literature (CMLT), English Literature (ENGL) except ENGL 312 and other composition type courses, History (HIST), Music (MUSC) except credit for participation in instrumental and/or choral organizations, Philosophy (PHIL), and Theatre (THEA). **Only six credits of foreign language instruction may be taken.** Literature courses taught in a foreign language are acceptable. **No more than nine credits may be taken in any one department.**

GROUP B – 12 credits of Social and/or Behavioral Sciences

Courses with these prefixes: Anthropology (ANTH), Economics (ECON) at the 200-level or higher, Geography (GEOG), Political Science (POSC), Psychology (PSYC), Sociology (SOCI), BAMS 110, BAMS 205, BAMS 206, and WOMS 201. Three credits in Psychology and Sociology are required. **No more than six credits may be taken in one department.**

GROUP C – 15 credits of Skills

- 1) Three credits of Mathematics, MATH 221 or MATH 241 with a minimum grade of C-.
- 2) Three credits of English, ENGL 110, six credits of Statistics, MATH 201 and 202, and three credits of communications requirement, COMM 212, with a minimum grade of C-.

GROUP D – 7 credits of Natural Science

Courses with these prefixes: Biological Science (BISC), Chemistry (CHEM), Entomology (ENWC), Geology (GEOL), Marine Studies (MAST), Physics (PHYS), Plant Science, (PLSC), and Science (SCEN), ANTH102, ANTH 104, ANTH 202, NTDT 200, GEOG 101, GEOG 101 WITH 111, GEOG 106, GEOG 152, GEOG 220. This requirement includes one associated laboratory credit.

GROUP E – 9 credits of Free Electives

**No courses** offered by the College of Business and Economics may be used in the free elective category. Free electives include any course outside the College of Business and Economics, subject to the following:

- 1) A maximum of two credits of HESC 120 may be applied to this group.
- 2) Excess credits from Groups A through D may be counted toward Group E.
- 3) English Essentials (ENGL 011), Intermediate Algebra (MATH 010), College Intensive Literacy (EDUC 011), or any other “0” level course may not be counted toward degree.
- 4) If a student elects to take an eligible free elective course Pass/Fail, a maximum of one P/F course 3-4 credits) may be taken each semester. This is in addition to courses offered only on a P/F basis.

Exceptions allowing College of Business and Economics courses to count in the free elective category include:

- 1) Students admitted to the minor in Management Information Systems or the minor in Entrepreneurial Studies may apply six credits of the minor.
- 2) Students admitted to the major/minor in Economics may apply three credits of Economics at the 200-level or higher.
- 3) Students participating in BUAD Study Abroad Programs may apply credits if completing a double major within the College.

GROUP F – Major Courses

- 1) Students are required to earn at least a “C-“ in ECON 151, 152; ACCT 207, 208; BUAD 110, 301, 306, 309 and 441 and FINC 311, as well as the courses in their major area.
- 2) CISC 101, may be substituted for MISY 160.
- 3) Students may take only one of the required SPMT upper-level courses as specified under “Major Areas” at another institution.

## **Attachment: Existing Sport Management Curriculum in HNES**

### **UNIVERSITY REQUIREMENTS**

[ENGL 110](#) Critical Reading and Writing 3  
(minimum grade C-)

[First Year Experience](#) (FYE) 0-4

[Discovery Learning Experience](#) (DLE) 3

#### Multicultural course:

Three credits in an approved course or courses stressing multi-cultural, ethnic, and/or gender-related course content. 3

### **BREADTH REQUIREMENTS**

Humanities and Communication Skills 12

*Note: Must include courses from at least two departments.*

Social Sciences 6

Psychology

Sociology

Natural and Biological Sciences and Mathematics 9

Mathematics

[STAT 200](#)

Natural or Biological Sciences

Additional Breadth Requirements 9

Chosen from any group above.

### **MAJOR REQUIREMENTS** (minimum grade C- in each)

[HESC 155](#) Personal Health Management 3

[HESC 202](#) Foundations of Sport Management 3

[HESC 207](#) Leadership in Sport Management 3

[HESC 261](#) Administration in Sport Management 3

[HESC 302](#) Practicum I in Sport Management 1

[HESC 303](#) Practicum II in Sport Management 1

[HESC 340](#) Community and Media Relations in Sport 3

[HESC 344](#) Financial Aspects of Sport Management 3

[HESC 347](#) Legal Aspects of Sport Management 3

[HESC 437](#) Sport Marketing 3

[HESC 438](#) Sport Event and Facility Management 3

[HESC 439](#) Ethics and Issues in Sport Management 3

[HESC 464](#) Internship 9

[ACCT 200](#) Survey of Accounting 4

[BUAD 100](#) Introduction to Business 3

[FINC 200](#) Fundamentals of Finance 3

[ECON 100](#) Economic Issues and Policies 3

### **MINOR REQUIREMENTS**

**An approved minor is required for the degree. Suggested minors are:**

Legal Studies 18

Leadership 18

Educational Studies 18

Coaching Science 18



**ELECTIVES**

After required courses are completed, sufficient elective credits must be taken to meet the minimum credits required for the degree.

**CREDITS TO TOTAL A MINIMUM OF 120**

**Attachment: Proposed Sequence for Curriculum**1<sup>st</sup> semester

ECON 151	3
MATH 221	3
Humanities Elective	3
BUAD 110	3
Natural Science	<u>3</u>
Total	15

2<sup>nd</sup> semester

ENGL 110	3
ECON 152	3
Soc/Behav Sci Elect	3
Nat'l Science w/ Lab	4
SPMT 202	<u>3</u>
Total	16

Sophomore Year

ACCT 207	3
MATH 201	3
MISY 160	3
Soc/Behav Sci Elect	3
Humanities Elect.	<u>3</u>
Total	15

ACCT 208	3
MATH 202	3
MISY 261	3
Humanities Elect	3
COMM 212	<u>3</u>
Total	15

Junior Year

BUAD 301	3
BUAD 306	3
BUAD 309	3
FINC 311	3
SPMT 302	1
Humanities Elective	<u>3</u>
Total	16

SPMT 344	3
SPMT 347	3
Soc/Beh Sci Elect	3
SPMT 486	3
SM Elect/Free Elect	3
Free Elective	<u>1</u>
Total	16

Senior Year

SPMT 439	3
SPMT 437	3
BUAD 441	3
Soc/Beh Sci Elective	3
SM Elective/Free Elect.	3
Free Elective	<u>1</u>
Total	16

SPMT 464	9
Elective	<u>3</u>
Total	12