Proposal
Bachelor of Science in Sport Management

Institution: University of Southern Indiana
College: College of Education and Human Services
Department: Department of Physical Education
Degree Program Title: Sport Management
Form of Recognition to be Awarded/ Degree Code: Bachelor of Science in Sport Management
Suggested CIP Code: 31.0504
Location of Program/Campus Code: Evansville, IN
Projected Date of Implementation: Fall Semester, 2010
Date Proposal was Approved by Institutional Board of Trustees: November 5, 2009

_____________________________________
Signature of Authorizing Institutional Officer

_____________________________________
Date

_____________________________________
Date Received by Commission for Higher Education

_____________________________________
Commission Action Date
ABSTRACT

Bachelor of Science in Sport Management
To be offered on-campus by the University of Southern Indiana, Evansville, Indiana

Objectives:
The purposes of the proposed Bachelor of Science in Sport Management program are to meet regional and state needs by providing students the knowledge and skills to succeed in a variety of entry-level positions within sport management and to prepare students to succeed in a graduate program within the areas of sport management.

Clientele to be Served:
The proposed sport management program will accommodate a number of different student groups including: students entering the University as freshmen directly following high school; students transferring from other programs on-campus such as kinesiology, physical education-teaching, business, and undeclared majors; and transfer students from other universities and two-year community college programs. Since no such program exists at a public higher education institution within a 120-mile radius of Evansville, this program will attract students from southwestern Indiana as well as from western Kentucky and southern Illinois. Additionally this program will provide further educational opportunities for graduates from two-year associate degree programs such as Vincennes University and Ivy Tech Community College.

Curriculum:
The proposed Bachelor of Science in Sport Management degree will be comprised of 124 semester hours in three content areas: 43 hours of sport management courses; 50 hours of University Core Curriculum courses; and 31 hours of University elective courses. The program will adhere to the Excellence in Sport Management Education content area guidelines for undergraduate-level programs which include: 1) social/psychological; 2) management; 3) ethics in sport management; 4) sport marketing/communication; 5) finance/accounting/economics; 6) legal aspects of sport; and 7) integrative experiences (internship) (Commission on Sport Management Accreditation, 2008). The accreditation principles set forth by the Commission on Sport Management Accreditation will be met through the curriculum. Following initial program implementation, selected courses will be reviewed for consideration for online delivery.

Students are required to have two integrative experiences. The integrative experiences include a 20-hour field experience during the sophomore year and a 450-hour internship in the senior year. Students must complete 32 credit hours in University coursework before enrolling in the 20-hour field experience course and all major coursework must be completed before applying for the 450-hour sport management internship.

Employment Possibilities:
Participation in sport and physical activity at all levels (intercollegiate, interscholastic, recreational sport, and professional sport) continues to increase. With this increase in participation, career opportunities continue to grow. The sport industry is the fourth largest growth industry in the United States. The sport industry has increased from a $152 billion industry to a $213 billion industry since 1995. This rapid increase in growth has resulted in a need for sport management professionals. According to the Bureau of Labor Statistics (United States Department of Labor, 2009), career opportunities related to sport are expected to increase 15 percent faster than the average for all occupations through the year 2016. It is projected that there will be 562,000 sport management related positions available by 2016. The rapid increase continues for many reasons including: growth of the general public participating in organized sport; increased participation in organized sport by girls and women; increased number of baby boomers approaching retirement; and the large number of children participating in high school and college athletics (Hatfield & Hatfield, 2005).

Typical entry-level positions include those in recreation centers, fitness clubs, collegiate and professional sport organizations and leagues, sport marketing agencies, sport manufacturers, teams, sport media, corporate sponsors, and consulting firms. Examples of potential sport management positions include, but are not limited to, corporate and commercial fitness management positions; university recreational sport positions; United States Olympic Organization positions; sport media positions; sport entertainment positions; coaching positions within the NCAA, MLB, NFL; and sport retailing positions with companies such as Dick’s Sporting Goods, Nike, Adidas, etc. Graduates with a Bachelor of Science in Sport Management degree will be well prepared for graduate study in sport management and related fields.
Program Description

1. Proposed Program and Its Objectives
The primary objectives of the proposed Bachelor of Science in Sport Management program are to meet regional and state needs by providing students the knowledge and skills to succeed in a variety of positions within sport management and to prepare students to succeed in a graduate program within the areas of sport management.

The accreditation principles set forth by the Commission on Sport Management Accreditation (COSMA) offered within the North American Society for Sport Management (NASSM) will be met through the curriculum for the proposed sport management program. By using these accreditation principles as guidelines, the program, faculty, and students will be held to the highest standards. Specific objectives and outcomes expected of the program, faculty, and students in accordance with the COSMA Characteristics of Excellence in Sport Management Education include the following (COSMA, 2008, pg. 2):

- The academic unit/sport management program has a clearly defined and relevant mission and broad-based goals that are consistent with those of the institution.
- The academic unit/sport management program has a strategic plan that is in touch with the realities of sport management education and the marketplace, and that is consistent with the strategic plan of the institution. This strategic plan is driven by the approved mission and broad-based goals of the academic unit/sport management program.
- The academic unit/sport management program has developed and implemented an outcomes assessment process that promotes continuous improvement in the sport management programs and operations, and that is linked to the strategic plan of the academic unit/sport management program.
- Students in the academic unit/sport management program develop, both personally and professionally, into well-educated, ethical, competent sport management professionals.
- The academic unit/sport management program operates in an environment that encourages and promulgates innovation and creativity in sport management education.
- The academic unit/sport management program has meaningful and effective linkages between the classroom and practitioners in the sport management community, thereby providing assurance of relevancy and currency in the academic programs.
- The academic unit/sport management program encourages cooperative relationships with other educational units, both external and internal, which are consistent with its mission and broad-based goals.
- Faculty in the academic unit/sport management program model ethical character and integrate ethical viewpoints and principles in their teaching.
- Faculty in the academic unit/sport management program are effective teachers who are current in their fields and active in their professional contributions to their institution and discipline. Further, the faculty are positively engaged within their academic unit/sport management program and contribute to its mission and broad-based goals through appropriate faculty development and faculty evaluation processes.
- The mix of academic and professional credentials of the sport management faculty is worthy of the respect of the academic and sport marketplace communities.
- The mission of the institution and its academic unit/sport management program is effectively communicated to current and prospective students.
- The institution provides adequate resources to the academic unit/sport management program to accomplish its mission and broad-based goals.
- The curricula in sport management programs reflect the mission of the institution and its academic unit, and are consistent with current, acceptable practices and principles of professionals in the academic and sport marketplace communities.

2. Admission Requirements, Anticipated Student Clientele, and Student Financial Support

a. Admission Requirements. Admission to the University of Southern Indiana (USI) is required prior to admission to the sport management program. To be accepted in the sport management program, students must:

1. Complete a minimum of 32 semester hours
2. Have a cumulative grade point average of 2.75 or better
3. Have a grade of “C” or better in all coursework
4. Submit a letter of application

b. Prerequisite Coursework or Degrees. Students are required to complete a minimum of 32 or more semester hours before enrolling in the first two sport management major courses. In addition, students must complete 48 or more semester hours before taking courses that combine content knowledge with field work experiences. The prerequisites for major courses are listed below.

**Must complete 32 hours before taking the following courses:**
PED 283: Field Experience in Sport and Exercise, 1 credit hour
PED 330: Principles and Applications of Sport Management, 3 credit hours

**Must complete 48 hours before taking the following courses:**
PED 332: Sport Facility Management, 3 credit hours
PED 333: Sport Marketing, 3 credit hours
PED 334: Sport Event Management, 3 credit hours
PED 335: Sport Publicity and Promotion, 3 credit hours
PED 336: Governance and Ethics in Sport, 3 credit hours
PED 451: Legal Aspects of Sport, 3 credit hours
PED 452: Sport Finance and Economics, 3 credit hours

**Senior standing before taking the following courses:**
PED 431: Principles and Problems of Coaching, 3 credit hours
PED 491: Managing Organizations for Sport and Physical Activity, 3 credit hours
PED 492: Contemporary Issues in Sport and Exercise, 3 credit hours

**Must complete all major courses before taking the following course:**
PED 498: Internship in Sport Management, 9 credit hours
c. **Student Clientele.** The proposed sport management program will accommodate a number of different student groups including: students entering the University as freshmen directly following high school; students transferring from other programs on-campus such as kinesiology, physical education-teaching, business, and undeclared majors; and transfer students from other universities and two-year community college programs.

The proposed program will serve traditional and non-traditional students in the Tri-state region. Full-time students can complete the program in four years. Part-time students will typically require six years to complete the program. Since no such program exists at a public higher education institution within a 120 mile radius of Evansville, this program will attract students from southwestern Indiana as well as from western Kentucky and southern Illinois. Additionally, this program will provide further educational opportunities for graduates of two-year associate degree programs and transfer students.

d. **Enrollment Restrictions.** Students applying for admission to the sport management program must meet the following requirements:

1. Completion of a minimum of 32 semester hours
2. A cumulative grade point average of 2.75 or better
3. A grade of “C” or better on all coursework
4. Submission of a letter of application

Students failing to meet the 2.75 grade point average requirement will meet with their faculty advisor to determine appropriate steps to improve their grade point average or to explore other career opportunities.

e. **Student Financial Support.** University of Southern Indiana Presidential Scholarships offer full, four-year scholarships to qualified Indiana high school valedictorians and salutatorians. Other scholarships, grants, loans, and work study programs are available through the University of Southern Indiana Office of Student Financial Assistance.

3. **Proposed Curriculum**

a. **Requirements.** The proposed Bachelor of Science in Sport Management program will be comprised of 124 semester hours distributed as follows:

<table>
<thead>
<tr>
<th>Curriculum</th>
<th>Hours</th>
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</thead>
<tbody>
<tr>
<td>University Core Curriculum</td>
<td>50</td>
</tr>
<tr>
<td>Sport management courses</td>
<td>43</td>
</tr>
<tr>
<td>University elective courses</td>
<td>31</td>
</tr>
</tbody>
</table>

The proposed program was designed to meet the COSMA educational accreditation standards for a major in sport management and to provide students with an opportunity to identify an additional focus area of study and practice. Because there are 31 elective hours in this program, students are encouraged to complete a minor in business administration, computer information systems, computer science, economics, finance, marketing, or a related field such as fitness, group exercise instruction, personal training, worksite wellness, nutrition, aging, or coaching. These elective hours allow the students to select courses of interest to them and to prepare for a focused area of practice.
The course descriptions for the sport management program are provided below. The four courses in italics are newly developed courses for the major. The COSMA curriculum accreditation principles and the North American Society for Sport Management (NASSM) and the National Association for Sport Physical Education (NASPE) standards addressed by the individual courses are identified. Following initial program implementation, selected courses will be reviewed for consideration for online delivery.

PED 283: Field Experience in Sport and Exercise, 1 credit hour
Provides students with practical experiences in sport and exercise related fields. Students have the opportunity to observe professionals at work and learn about the basic operations of a facility and about programs and services offered.
Prerequisites: Must have completed 32 or more credit hours and be a declared kinesiology, exercise, or health professions major.
COSMA Principle 3 - Curriculum
NASSM/NASPE Standard 12: Content Area – Field Experience in Sport Management

PED 330: Principles and Applications of Sport Management, 3 credit hours
Introduces the foundations and principles on which sport management operates. A general overview of the sport industry and the fundamental knowledge and skill sets of the sport manager are discussed. Potential employment and career choices are highlighted.
Prerequisite: Must have completed 32 or more credit hours.
COSMA Principle 3 - Curriculum
NASSM/NASPE Standards 3-7: Content Areas – Socio-Cultural Dimensions in Sport, Management and Leadership in Sport, Ethics in Sport Management, Marketing in Sport, Communication in Sport

PED 332: Sport Facility Management, 3 credit hours
Introduces students to skills needed to manage a sport facility including operations, maintenance, finance/budgeting, purchasing, human resources, security, design/development, and legal issues within diverse settings. Practical application is provided through exercises that are completed by visiting sport facilities in the community during the semester.
Prerequisite: Must have completed 48 or more credit hours.
COSMA Principle 3 – Curriculum
NASSM/NASPE Standard 4: Content Area – Management and Leadership in Sport

PED 333: Sport Marketing, 3 credit hours
Introduces marketing tools used in the sport and fitness industry, including the areas of professional sports, corporate fitness, college/high school athletics, clubs and resorts, and more. A sport marketing plan is developed with the use of various advertising strategies, including the negotiation of sponsorship contracts, servicing the media partnership, and engaging the community. Practical application is provided in marketing events that take place in the sport event management course.
Prerequisite: Must have completed 48 or more credit hours.
COSMA Principle 3 - Curriculum
NASSM/NASPE Standard 6: Content Area – Marketing in Sport
PED 334: Sport Event Management, 3 credit hours
Introduces planning, funding, operating, and evaluating events within the sport industry. Provides practical application through the involvement of planning and managing events during the semester.
Prerequisite: Must have completed 48 or more credit hours.
COSMA Principle 3 - Curriculum
NASSM/NASPE Standard 6: Content Area – Management and Leadership in Sport

PED 335: Sport Publicity and Promotion, 3 credit hours
Introduces responsibilities of a college sports information director or professional sports public relations director including media writing, sports photography, broadcast interviewing, press conferences, statistics, as well as creating new sporting events, promotion materials, and web pages. Provides hands on experience with the University’s athletic programs.
Prerequisite: PED 333 or consent of instructor.
COSMA Principle 3 - Curriculum
NASSM/NASPE Standard 7: Content Area – Communication in Sport

PED 336: Governance and Ethics in Sport, 3 credit hours
Encourages students to integrate management and ethical theory with governance and policy development practices. Introduction to the power and politics, as well as the ethical problems, dilemmas, and conflicts within these sport organizations; the basics of managerial activities necessary for governance and policy development; and the structure and function of the various organizations and the ethical problems, dilemmas, and conflicts within these sport organizations.
Prerequisite: Must have completed 48 or more credit hours.
COSMA Principle 3 - Curriculum
NASSM/NASPE Standards 4 and 11: Content Areas – Management and Leadership in Sport and Governance in Sport

PED 431: Principles and Problems of Coaching, 3 credit hours
Examines the basic philosophies and concepts of coaching. Attention is focused on the background information of coaching in general rather than on specific sports. Topics and study include the background for athletics, program organization, conditioning, motivation, and public relations as they relate to a coaching position.
COSMA Principle 3 – Curriculum
NASSM Standard 6: Content Area – Management and Leadership in Sport

PED 451: Legal Aspects of Sport, 3 credit hours
Informs students planning to enter sport management positions about the legal right, legal duties and responsibilities, liability prevention, alternatives to litigation and actions to pursue if involved in a suit.
Prerequisite: Must have completed 48 hours.
COSMA Principle 3 - Curriculum
NASPE/NASSM Standard 9: Content Area – Legal Aspects of Sport
**PED 452: Sport Finance and Economics, 3 credit hours**
Examines basic financial and managerial accounting concepts including sources of revenue for financing, principles of budgeting, spreadsheet utilization, and financial management of sport facilities. Additional topics include fundraising principles and methods, economic impact principles and their application to sport venues and events, within intercollegiate, interscholastic, health and fitness facilities, stadiums, and arenas. 
Prerequisite: Must have completed 48 or more credit hours.

*COSMA Principle 3 - Curriculum*
*NASSM/NASPE Standard 8: Content Area – Budget and Finance in Sport*

**PED 491: Managing Organizations for Sport and Physical Activity, 3 credit hours**
Studies the four functions of management: planning, organizing, leading, and evaluating within sport and physical activity organizations. The four functions of management are applied in developing a potential organization. 
Prerequisite: Senior standing.

*COSMA Principle 3 - Curriculum*
*NASSM/NASPE Standard 5: Content Area – Ethics in Sport Management*
*NASSM/NASPE Standard 6: Content Area – Management and Leadership in Sport*
*NASSM/NASPE Standard 8: Content Area – Budget and Finance in Sport*
*NASSM/NASPE Standard 9: Content Area – Legal Aspects of Sport*

**PED 492: Contemporary Issues in Sport and Exercise, 3 credit hours**
Enables students to integrate information from their educational experiences to critically examine and analyze contemporary issues in sport and exercise from an interdisciplinary perspective. Current issues, trends, and challenges are presented with the intent of provoking thorough and stimulating debate, so students may identify their role in the resolution of issues. 

*COSMA Principle 3 - Curriculum*
*NASSM Standard 3: Content Area – Socio-Cultural Dimensions in Sport*

**PED 498: Internship in Sport Management, 9 credit hours**
Provides 450 hours under the supervision of a professional within an approved sport-related organization. 
Prerequisite: Must have completed all required courses in major.

*COSMA Principle 3 - Curriculum*
*NASSM/NASPE Standard 12: Content Area – Field Experience in Sport Management*

The Commission on Sport Management Accreditation utilizes both characteristics of excellence in sport management education and assessment of education outcomes as a basis for making accreditation decisions. COSMA has developed eight accreditation principles based on best practices in sport management education. These principles promote excellence in sport manager education through a benchmarking process, which helps determine whether the sport management program is achieving its mission and broad-based goals and is interpreting the results of outcomes assessment appropriately (COSMA, 2008).

According to COSMA principles, excellence in sport management education requires curricula that are both relevant and current. The curricula-related characteristics of
excellence in sport management education are based on common professional components and were used in the development of the proposed sport management program (COSMA, 2008). An analysis of the proposed sport management curriculum in relation to these principles follow.

### COSMA Curricula-Related Characteristics of Excellence in Sport Management Education

#### Undergraduate Degree Program

Commissioner on Sport Management Accreditation – Principle 3 – Curriculum

<table>
<thead>
<tr>
<th>COSMA Common Professional Components</th>
<th>Description of Curriculum Principle Components</th>
<th>USI Sport Management Proposed Program</th>
</tr>
</thead>
</table>
| 1: Curriculum                        | Twenty percent, exclusive of field experience credit, of the total number of hours required for a baccalaureate degree must be in sport management coursework offered in the home unit. For example, the total number of credit hours required to complete a baccalaureate degree at the University of Southern Indiana is 124 hours, 20 percent of 124, or 25 hours must be in sport management content courses offered in the home unit. In content standards 3-12, topics to be covered are divided into “required content” and “recommended content” areas. All topics under the required area and fifty percent or more of the topics in the recommended content area must be included to be in compliance. | PED 330 - Principles and Applications of Sport Management  
PED 332 - Sport Facility Management  
PED 333 - Sport Marketing  
PED 334 - Sport Event Management  
PED 335 - Sport Publicity and Promotion  
PED 336 - Governance and Ethics in Sport  
PED 431 - Principles and Problems of Coaching  
PED 451 - Legal Aspects of Sport  
PED 452 - Sport Finance and Economics  
PED 491 - Managing Organizations for Sport and Physical Activity  
PED 492 - Contemporary Issues in Sport and Exercise |
| 2: Faculty                           | A critical mass of faculty includes two full-time faculty members:  
*One in the home unit with a terminal degree and relevant scholarly preparation assigned at least half time in sport management.  
*One in the home unit with at least a master’s degree and relevant sport management-related experience teaching at least half-time in sport management. | Faculty qualifications meet criteria. See listing of faculty within the sport management proposal – page 16. |
<table>
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</table>
| 3: Content Area - Socio-Cultural Dimensions in Sport | The student will be able to recognize that sport is a microcosm of society and is influenced by cultural traditions, social values, and psychosocial experiences. The student will be able to also understand that sport managers are immersed in the socio-cultural milieu, with sport as the focus. | PED 330 - Principles and Applications of Sport Management  
PED 431 - Principles and Problems of Coaching  
PED 492 - Contemporary Issues in Sport and Exercise |
| 4: Content Area - Management and Leadership in Sport | The student will be able to define and understand the concepts of management and leadership. The students will be able to describe the various skills, roles, and functions of sport managers. The students will be able to describe the elements of leadership theory and practices as they relate to the various managerial responsibilities. | PED 332 - Sport Facility Management  
PED 334 - Sport Event Management  
PED 336 - Governance and Ethics in Sport  
PED 431 - Principles and Problems of Coaching  
PED 491 - Managing Organizations for Sport and Physical Activity |
| 5: Content Area - Ethics in Sport Management | Many sport activities occur in settings in which a person will have to choose a course of action based on ethical principles. Students will recognize and identify moral issues related to sport in its intrinsic and extrinsic dimensions and develop a personal philosophy regarding social responsibility in the sport management setting. | PED 330 - Principles and Applications of Sport Management  
PED 336 - Governance and Ethics in Sport  
PED 431 - Principles and Problems of Coaching  
PED 491 - Managing Organizations for Sport and Physical Activity  
PED 492 - Contemporary Issues in Sport and Exercise |
| 6: Content Area - Marketing in Sport | The student will be able to apply fundamental marketing concepts to the sport industry. The student will also understand sport as a product and its unique aspects, the sport consumer markets, and the sport product market is paramount. | PED 333 - Sport Marketing  
PED 334 - Sport Event Management |
| 7: Content Area - Communications in Sport | The student will be familiar with the principles of interpersonal communication, mass communication, and interaction with the public, particularly as they relate to the sport agency. Emphasis will be placed on interactions, which are internal and external to the sport agency. Information will be geared toward public relations at entry-level sport management positions. | PED 283 - Field Experience in Sport and Exercise  
PED 333 - Sport Marketing  
PED 335 - Sport Publicity and Promotions |
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</tr>
</thead>
</table>
| 8: Content Area - Budget and Finance in Sport | The student will understand why budget and finance in sport is a critical component of all sport related industries. The student will also be familiar with sound financial control, its methods and principles. | PED 452 - Sport Finance and Economics  
PED 491 - Managing Organizations for Sport and Physical Activity |
| 9: Content Area - Legal Aspects of Sport | Most sport activities occur in settings that are potentially litigious. Students will be familiar with the legal concepts in those areas that are most likely to be encountered in the workplace. | PED 451 - Legal Aspects of Sport  
PED 491 - Managing Organizations for Sport and Physical Activity |
| 10: Content Area - Economics in Sport | Sport is an industry in the national economy and, as a result, it is shaped by external economic influences. As a major national industry, it also contributes to the shaping of the national economy. The student will obtain an understanding of economic principles. | PED 452 - Sport Finance and Economics |
| 11: Content Area - Governance in Sport | Sport activities are governed by various agencies. The student will be familiar with these agencies, their authority, organizational structure, and functions. | PED 330 - Principles and Applications of Sport Management  
PED 336 - Governance and Ethics in Sport  
PED 491 - Managing Organizations for Sport and Physical Activity |
| 12: Field Experience in Sport Management | An undergraduate student will benefit from culminating in-depth practical experiences before entering the sport industry. These experiences help the student bridge the gap between classroom learning and practical application in sport settings. They allow students to explore career options, develop management skills, and gain a greater understanding of the total operations of sport organization. | PED 283 - Field Experience in Sport and Exercise  
PED 498 - Internship in Sport Management |
Sport Management Graduation Major Check Sheet, 43 hours

Pre-Admission Requirements

_____ The student has completed at least 32 credit hours.
_____ The student’s cumulative grade point average is 2.75 or higher.
_____ The student has a grade of “C” or better in all coursework.
_____ The student has completed a letter of application.

Sport Management Major Requirements

_____ The student has completed 50 credit hours of core curriculum courses.
_____ The student has completed 31 credit hours of elective courses.
_____ The student has completed 43 credit hours of sport management major requirements.

- PED 283: Field Experience in Sport and Exercise, 1 credit hour
- PED 330: Principles and Applications of Sport Management, 3 credit hours
- PED 332: Sport Facility Management, 3 credit hours
- PED 333: Sport Marketing, 3 credit hours
- PED 334: Sport Event Management, 3 credit hours
- PED 335: Sport Publicity and Promotion, 3 credit hours
- PED 336: Governance and Ethics in Sport, 3 credit hours
- PED 431: Principles and Problems of Coaching, 3 credit hours
- PED 451: Legal Aspects of Sport, 3 credit hours
- PED 452: Sport Finance and Economics, 3 credit hours
- PED 491: Managing Organizations for Sport and Physical Activity, 3 credit hours
- PED 492: Contemporary Issues in Sport and Exercise, 3 credit hours
- PED 498: Internship in Sport Management, 9 credit hours

_____ The student’s cumulative grade point average is 2.75 or better.
_____ The student has a grade of “C” or better in all sport management coursework.

Notes:

__________________________  ______________________________________
Faculty Signature                  Student Signature
b. Sample Curriculum
A four-year plan of study and course sequences for full-time students seeking a Bachelor of Science in Sport Management degree is provided below.

4-Year Curriculum for Sport Management Degree

Freshman Year
Fall Semester
ENG 101: Introduction to Rhetoric and Composition, 3 hours
CMST 101: Introduction to Public Speaking, 3 hours
Mathematics, 4 hours
History, 3 hours
Health and Fitness, 1 hour
Health and Fitness, 1 hour

Total = 15 hours

Spring Semester
ENG 201: Rhetoric and Composition II: Argumentation, 3 hours
Ethics, 3 hours
Individual Development, 3 hours
The Arts, 3 hours
Science, 3 hours

Total = 15 hours

Sophomore Year
Fall Semester
Humanities, 3 hours
Science, 3 hours
Global Communities, 3 hours
Individual Development, 3 hours
Elective, 3 hours
Elective, 3 hours

Total = 18 hours

Spring Semester
Humanities, 3 hours
Science, 3 hours
PED 330: Principles and Applications of Sport Management, 3 hours
PED 283: Field Experience in Sport and Exercise, 1 hour
Elective, 3 hours
Elective, 3 hours

Total = 16 hours
**Junior Year**

**Fall Semester**
PED 332: Sport Facility Management, 3 hours
PED 333: Sport Marketing, 3 hours
PED 334: Sport Event Management, 3 hours
Elective, 3 hours
Elective, 3 hours
Elective, 3 hours

Total = 18 hours

**Spring Semester**
PED 335: Sport Publicity and Promotion, 3 hours
PED 336: Governance and Ethics in Sport, 3 hours
PED 431: Principles and Problems of Coaching, 3 hours
PED 492: Contemporary Issues in Sport and Exercise, 3 hours
Elective, 3 hours

Total = 15 hours

**Senior Year**

**Fall Semester**
PED 451: Legal Aspects of Sport, 3 hours
PED 452: Sport Finance and Economics, 3 hours
PED 491: Managing Organizations for Sport and Physical Activity, 3 hours
Elective, 3 hours
Elective, 3 hours

Total = 15 hours

**Spring Semester**
PED 498: Internship in Sport Management, 9 hours
Elective, 3 hours

Total = 12 hours

c. **Existing Courses.** Nine of the thirteen required courses for the sport management program are established and have been taught within the last year.

PED 283: Field Experience in Sport and Exercise, 1 credit hour
PED 330: Principles and Applications of Sport Management, 3 credit hours
PED 332: Sport Facility Management, 3 credit hours
PED 333: Sport Marketing, 3 credit hours
PED 334: Sport Event Management, 3 credit hours
PED 335: Sport Publicity and Promotion, 3 credit hours
PED 431: Principles and Problems of Coaching, 3 credit hours
PED 491: Managing Organizations for Sport and Physical Activity, 3 credit hours
PED 492: Contemporary Issues in Sport and Exercise, 3 credit hours

d. New Courses. Four new courses were developed for the Bachelor of Science in Sport Management program. These courses have been approved and will be offered in the 2010-2011 academic year if program is approved.

PED 336: Governance and Ethics in Sport, 3 credit hours  
PED 451: Legal Aspects of Sport, 3 credit hours  
PED 452: Sport Finance and Economics, 3 credit hours  
PED 498: Internship in Sport Management, 9 credit hours

e. Courses by Other Institutions. None of the courses required for the proposed program will require delivery by another institution. Many of the lower-level courses may transfer in from other institutions, and acceptance of upper-level courses will be assessed for transferability on a case-by-case basis.

4. Form of Recognition
   a. Type of Degree. Students completing the program will be awarded a Bachelor of Science in Sport Management.

   b. CIP Code. The suggested CIP code is 31.0504.

   c. Student Diploma. The diploma will state: Bachelor of Science in Sport Management; University of Southern Indiana; Evansville, Indiana.

5. Program Faculty and Administrators
   a. Existing Faculty and Administration. The following table lists the faculty name, rank, area of specialization as related to the sport management program, appointment, and highest academic degree for the administrators and faculty directly involved in the sport management program.

<table>
<thead>
<tr>
<th>Name</th>
<th>Rank</th>
<th>Areas of Specialization</th>
<th>Appointment</th>
<th>Degree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dr. Glenna G. Bower</td>
<td>Assistant Professor</td>
<td>Sports Facility Management; Sport Event Management; Sport Marketing; Diversity; Governance</td>
<td>Full-time Tenured</td>
<td>Ph.D. Educational Leadership – Concentration in Sport Management</td>
</tr>
<tr>
<td>Dr. Jane Davis-Brezette</td>
<td>Associate Professor and Chair of Department of Physical Education</td>
<td>Coaching; Management; Governance</td>
<td>Full-time Tenured</td>
<td>Ph.D. Physical Education</td>
</tr>
<tr>
<td>Name</td>
<td>Rank</td>
<td>Areas of Specialization</td>
<td>Appointment</td>
<td>Degree</td>
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<tr>
<td>Dr. Myles Jay Polsgrove</td>
<td>Assistant Professor</td>
<td>Coaching (Elite Athlete)</td>
<td>Full-time Tenured</td>
<td>Ph.D. Physical Education</td>
</tr>
<tr>
<td>Ms. Patty Marcum</td>
<td>Instructor</td>
<td>Coaching</td>
<td>Full-time Instructor</td>
<td>M.S. Sport Management</td>
</tr>
<tr>
<td>Mr. Jon Mark Hall</td>
<td>Director of Athletics</td>
<td>Management; Compliance; Ethics; Governance</td>
<td>Full-time Administrator</td>
<td>M.S. Sport Management</td>
</tr>
<tr>
<td>Mr. Jay Newton</td>
<td>Assistant Director of Athletics</td>
<td>Law; Compliance; Ethics; Governance</td>
<td>Full-time Administrator</td>
<td>J.D.</td>
</tr>
<tr>
<td>Mr. Ray Simmons</td>
<td>Director of Sports Information</td>
<td>Sports Publicity &amp; Promotion; Sport Marketing</td>
<td>Full-time Administrator</td>
<td>M.S. Marketing</td>
</tr>
<tr>
<td>Mr. Dan McDonnell</td>
<td>Assistant Director of Sports Information</td>
<td>Sports Publicity &amp; Promotion; Sport Marketing</td>
<td>Full-time Administrator</td>
<td>M.S. Marketing</td>
</tr>
<tr>
<td>Mr. David Enzler</td>
<td>Director of Recreation, Fitness, and Wellness</td>
<td>Management; Risk Management; Ethics; Governance</td>
<td>Full-time Administrator</td>
<td>M.S. Recreational Sports</td>
</tr>
<tr>
<td>Ms. Ruth Waller</td>
<td>Director of Intramural Recreational Sports</td>
<td>Sport Event Management; Risk Management; Coaching</td>
<td>Full-time Administrator</td>
<td>M.S. Physical Education</td>
</tr>
</tbody>
</table>

Of the full-time tenured and tenure-track faculty listed above, three of the faculty will be full-time in the sport management program. The remaining full-time faculty will teach one or two courses per year. The part-time faculty employed at USI as administrators, have taught a variety of courses within the Department of Physical Education for the past five years. They will teach courses in the program based on their advanced degree and unique work experiences.

The COSMA principle requires that faculty members must be doctorate-qualified and/or professionally qualified. Currently, there is one faculty with a Ph.D. in sport management and two faculty with Ph.D.’s in physical education. The Department is currently conducting a search for a second faculty with a Ph.D. in sport management. In addition, the Department has seven additional professionally qualified instructors with master’s degrees in sport management or sport management related fields.

b. **New Faculty Positions.** Currently, the Department of Physical Education, as mentioned above, is conducting a search for an assistant professor of sport management to begin in
the fall of 2010. This position is a replacement position. Thus, no new faculty positions are required to offer the program.

6. Learning Resources
   a. Available Learning Resources. The Rice Library offers access to more than 14,000 full-text online journals, more than 600,000 items in micro format, roughly 340,000 volumes, and access to Sport Discus full-text research database. With these accessible resources, students can perform fully automated literature searches in online journals.

   The Department of Physical Education controls an open-access computer laboratory that houses 24 computers, one teaching station with a computer, and a printer. Each computer is equipped with Microsoft Office, SPSS, and high-speed internet. The Physical Activities Center classrooms are all equipped with LCD projectors, document projectors, and DVD and VCR players to facilitate teaching.

   There are currently 50 additional computer laboratories on campus encompassing 1,165 computers, of which 306 computers are located in 11 open-access laboratories. These laboratories offer the latest computer technology with access to Microsoft Office products, other software programs, and high-speed internet.

   The Department of Physical Education has access to many sport management networks within the community that will provide guest speakers, facility tours, and field experiences. The sport management networks include campus recreation, commercial and corporate fitness, non-profit facilities such as the YMCA, and sport facilities.

   The holdings in the library, computer laboratories, and sport management networks will provide sufficient learning resources for the students.

   b. Additional Needed Learning Resources.
      The Institutional Commission on Sport Management Accreditation membership is needed to satisfy COSMA requirements. COSMA is a leader in outcomes-based assessment and accreditation, in which excellence in sport management education is evaluated based on the assessment of education outcomes, rather than on prescriptive input standards.

      The North American Society for Sport Management is the governing body that establishes COSMA process guidelines. To remain current and abreast of changes in the accreditation process, membership in the North American Society for Sport Management is important. “The North American Society for Sport Management is actively involved in supporting and assisting professionals working in the fields of sport, leisure, and recreation. The purposes of the North American Society for Sport Management are to promote, stimulate, and encourage study, research, scholarly writing, and professional development in the area of sport management, both theoretical and applied aspects. Topics of interest to the North American Society for Sport Management members include sport marketing, future directions in management, employment perspectives, management competencies, leadership, sport and the law, personnel management, facility management, organizational structures, fund raising, and conflict resolution” (North American Society for Sport Management, 2009, p. 1).
The Sport Business Journal is an important publication that will be used in classes to supplement text material. Every week, Street & Smith’s Sports Business Journal provides the critical news and information that sport industry leaders need. Each issue features coverage of the deals, trades, contracts, and boardroom plays that shape the rapidly changing sport industry.

The annual cost of these additional resources is estimated at $1,400 a year and will be funded through existing resources of the Bower-Suhrheinrich College of Education and Human Services.

7. Other Program Strengths.
   a. Special Features. The proposed program will provide a comprehensive undergraduate education in sport management. Students will learn how to succeed in a competitive marketplace through practical assignments mentored by leading professionals and organizations in the sport industry. The Bachelor of Science in Sport Management program offered by the University of Southern Indiana will prepare students to work in the management and marketing areas of sport events, organizations, special events, expositions, university recreational sport programs, and other sport related entertainment venues.

The proposed program was designed to satisfy COSMA’s accreditation standards for education and to provide students with an additional study focus and career opportunity preparation. Because there are 31 elective hours, students may complete a minor in business administration, computer information systems, computer science, economics, finance, marketing, or a related field such as fitness, group exercise instruction, personal training, nutrition, aging, coaching, or another related area. These elective hours will allow students to select courses of interest and prepare for a focused area of practice.

Geographically the nearest baccalaureate sport management program in Indiana is at Indiana State University in Terre Haute and Indiana University in Bloomington – both located more than two hours from Evansville. Thus, without competing with existing four-year programs in the state, the proposed program will provide regional students with an opportunity to complete a four-year degree and prepare for a career in sport management.

b. Collaborative Arrangements. The proposed program will require collaborative agreements with agencies to provide sites for student internships. These contracts are created by the University’s Career Services and Placement department in conjunction with the Department of Physical Education. These University departments, the specific internship sites, and students involved will negotiate the contracts prior to internship placements.

Several of the required courses have potential to provide a service to organizations in the community while contributing to students’ knowledge as they apply subject matter content to real world practice. For example, arrangements have been made with the Advertising Agency of Greater Evansville to allow students to gain practical experience while enrolled
in sport marketing and event management courses. Under this agreement, students will
develop a marketing plan and sponsorship proposal for a golf event during the sport
marketing course and will manage the golf event during the sport event management
course.

Other collaborative efforts to establish service learning experiences for students enrolled
in sport management classes will be developed with the University of Southern Indiana
Recreation and Fitness Center, the University of Southern Indiana Athletic Department,
and through members of the current Exercise Science/Kinesiology and Physical Education
Advisory Committees.

Currently a 2+2 articulation agreement exists with Vincennes University in the areas of
physical education teaching, exercise science, and kinesiology. It is expected that this
collaborative partnership will continue relative to the sport management program. This
arrangement allows for a seamless transfer from the Vincennes programs to those at the
University of Southern Indiana. Additional collaborative agreements with Ivy Tech
Community College will be explored.

Program Rationale

1. Institutional Factors
   a. Compatibility with Institutional Mission. The mission of the University of Southern
      Indiana states, “An educated person can be expected not only to be knowledgeable and
      more financially secure, but also a better citizen, among whose virtues are tolerance,
      judgment, and belief in freedom for self and others. These values develop in an
      atmosphere of open inquiry and pursuit of truth. Therefore, as the University of Southern
      Indiana seeks to support education, social and economic growth, and civic and cultural
      awareness in southwestern Indiana, it will be devoted primarily to preparing students to
      live wisely.” USI is committed to teaching excellence, research, and service and these
      values will be the foundation for the implementation of the sport management program.

      The sport management program is compatible with the University mission statement and
the commitment to prepare students to “live wisely”. The program provides students with
the knowledge and skills to succeed in a variety of positions within sport management. In
addition, the sport management program will support the educational, social, and
economic growth of southern Indiana by providing trained sport management graduates
for entry-level positions in recreation centers, fitness clubs, and collegiate and professional
sport organizations and leagues.

b. The Planning Process. In 2007, the Department of Physical Education revised the
kinesiology major adding a 12 hour specialization in sport management and created a 24
credit hour minor in sport management in the fall of 2008. These initiatives were in part
used to test whether there would be sufficient student interest and enrollment to sustain a
major in sport management. The high demand for the minor courses and expressed
student interest has led to the implementation of the Bachelor of Science in Sport
Management program.
The timeline for the Bachelor of Science in Sport Management program is listed below.

January 2007  Creation and implementation of the kinesiology major with a specialization in sport management
January 2007  First sport management courses offered for specialization
August 2008  Creation and implementation of the sport management minor
March 2009  Initial approval from Academic Planning Council
October 2009  Approval from the University Curriculum Committee
October 2009  Approval from the Faculty Senate
October 2009  Final approval from the Academic Planning Council
November 2009  Approval from Board of Trustees
November 2009  Proposal submitted to Commission for Higher Education
August 2010  Implementation of the Bachelor of Science in Sport Management program

c. **Impact of Proposed Program.** The sport management program at the University of Southern Indiana will result in an increase in enrollment for freshman and transfer students from other institutions. In addition to these new-to-campus students, on-campus transfers from current kinesiology, physical education teaching, business, and undeclared majors are expected. It is estimated that 39 students will be admitted to the program each year. Of the 39 students in the first cohort admitted to the program in year one, 23 are expected to be on-campus transfer students. The impact of the program will be positive and congruent with the University mission.

d. **Impact on Utilization of Existing Resources.** The Department of Physical Education computer laboratories will receive greater use with the increase in student enrollment and courses requiring computer applications. With the increase in students, additional advising and field experience arrangements will be required. It is anticipated that existing resources will be adequate to implement this program. The field experience opportunities will grow as a result of the new major as will opportunities to develop service learning relationships within the University, community groups, and agencies.

2. **Student Demand**

   a. **Derivation of Enrollment Projections.** It is anticipated that the sport management program will increase student enrollment and graduates within the Department of Physical Education. The proposed sport management program will accommodate a number of different student groups including: students entering the University as
freshmen directly following high school; students transferring from other programs on-campus such as kinesiology, physical education-teaching, business, and undeclared majors; and transfer students from other universities and two-year community college programs.

The proposed program will serve traditional and non-traditional students in the Tri-state region. Full-time students can complete the program in four years. Part-time students will typically require six years to complete the program. Since no such program exists at a public higher education institution within a 120 mile radius of Evansville, this program will attract students from southwestern Indiana as well as from western Kentucky and southern Illinois. Additionally, this program will provide further educational opportunities for graduates of two-year associate degree programs and transfer students.

Graduation rates for the students completing the sport management degree are anticipated to meet or exceed the current graduation rate of the University’s first-time, full-time baccalaureate degree seeking freshmen.

b. Enrollment and Completion Data. Table 1 contains enrollment and completion data based on the information and assumption described in the preceding sections.

3. Transferability. Students in two-year sport management programs such as Vincennes University may transfer into the proposed program without loss of credit. As mentioned in previous sections, a 2+2 articulation agreement exists between Vincennes University and the University of Southern Indiana relative to physical education-teaching, exercise science and kinesiology programs and allows seamless transition between programs. The Department expects to maintain this collaborative partnership with respect to the sport management program and to look for opportunities to develop similar articulation agreements with Ivy Tech Community College.

4. Access to Graduate and Professional Programs. The primary focus of the sport management program is to provide students with a quality education where they can obtain appropriate employment after completion of the program, but also to prepare students to succeed in graduate programs within the areas of sport management. Based on students’ career goals, it is anticipated that some program graduates will matriculate into graduate programs.

5. Demand and Employment Factors
   a. Geographic Region to be Served. The primary region to be served by the sport management program is southwestern Indiana and the Tri-state area which includes southern Illinois and western Kentucky. Job opportunities, however, are not limited to the Tri-state area. Sport management positions can be found nationally as well as internationally. Participation in sport and physical activity at all levels (intercollegiate, interscholastic, recreational sport, and professional sport) continues to increase. With this increase in participation, career opportunities continue to grow. According to the Bureau of Labor Statistics (United States Department of Labor, 2009), career opportunities related to sport are expected to increase 15 percent faster than the average for all occupations
through the year 2016. It is projected that there will be 562,000 sport management related positions available by 2016.

b. Review of Literature. Participation in sport and physical activity at all levels continues to increase. With this increase in participation, career opportunities have never been greater. The sport industry is the fourth largest growth industry in the United States. The sport industry has increased from a $152 billion industry to a $213 billion industry since 1995. The rapid increase in growth has resulted in the need for sport management professionals. This rapid increase continues for many reasons including: growth of the general public participating in organized sport; increased participation in organized sport by girls and women; increased number of baby boomers approaching retirement; and the large number of children participating in high school and college athletics (Hatfield & Hatfield, 2005). The increased number of programs combined with increased student enrollments in these programs has led to a considerable increase in the number of advertised sport management positions (Mahony, Mondello, Hums, & Judd, 2004, pg. 92).

c. Potential Employers. The Bachelor of Science in Sport Management program will prepare students to succeed in a competitive marketplace through practical assignments, volunteer opportunities, and field experiences (practica, internships) with leading professionals and organizations in the sport industry. “Excellence in sport management education requires effective working relationships with other individuals and units both within the institution and without, including effective linkages with the ‘real world’ of sport management” (COSMA, 2008, principle 7). “Recent trends in higher education that include such indicators as benchmarking, markers of excellence, performance indicators, and assessment strategies all suggest that the need for providing excellent internship opportunities will strengthen higher education in terms of both student growth and career preparation (Ross, Beggs, 2007, pg 3).

Typical entry-level positions include those in recreation centers, fitness clubs, collegiate and professional sport organizations and leagues, sport marketing agencies, sport manufacturers, teams, sport media, corporate sponsors, and consulting firms. Examples of potential sport management positions include but are not limited to corporate and commercial fitness management positions; university recreational sport positions; United States Olympic Organization positions; sport media positions; sport entertainment positions; and coaching positions within the NCAA, MLB, NFL; and sport retailing positions with companies such as Dick’s Sporting Goods, Nike, Adidas, etc. Graduates with a Bachelor of Science in Sport Management degree will also be well prepared for graduate study in sport management and related fields.

Students will have the opportunity to complete their practice assignments, volunteer opportunities, and internships within management and marketing sport events, organizations, special events, expositions, university recreational sport programs, and other sport related entertainment venues. The Department of Physical Education has established working relationships with many organizations within and outside the region. The following list identifies organizations and businesses for student internships and will provide employment opportunities for students after graduation.
**Intercollegiate Athletics**
University of Southern Indiana Athletic Department (Evansville, Indiana)
University of Southern Indiana Sports Information Department (Evansville, Indiana)
University of Southern Indiana Basketball (Men’s and Women’s) (Evansville, Indiana)
University of Southern Indiana Baseball (Evansville, Indiana)
University of Southern Indiana Softball (Evansville, Indiana)
University of Southern Indiana Cross Country and Track (Men’s and Women’s) (Evansville, Indiana)
University of Southern Indiana Soccer (Men’s and Women’s) (Evansville, Indiana)
University of Louisville Athletic Department (Louisville, Kentucky)
Great Lakes Valley Conference (Indianapolis, Indiana)
Oakland City Athletic Department (Oakland City, Indiana)
Southern Illinois University – Carbondale Athletic Department (Carbondale, Illinois)
University of Evansville Athletic Department (Evansville, Indiana)
NCAA (Indianapolis, Indiana)

**Interscholastic Athletics**
Reitz High School (Evansville, Indiana)
Mater Dei High School (Evansville, Indiana)
Memorial High School (Evansville, Indiana)
Boonville High School (Evansville, Indiana)
Mt. Vernon High School (Evansville, Indiana)
North Posey High School (Evansville, Indiana)

**Youth Sport**
Metro Sports Facility (Evansville, Indiana)
University of Southern Indiana Summer Youth Sports Program (Evansville, Indiana)
Glenwood Middle School (Evansville, Indiana)
Helfrich Park Middle School (Evansville, Indiana)
Lincoln Elementary School (Evansville, Indiana)

**Sport Facilities and Camps**
Sports Acceleration Center (Evansville, Indiana)
Evansville Otters Baseball Organization (Evansville, Indiana)
Metro Sports Facility (Evansville, Indiana)
Champions Baseball Academy (Louisville, Kentucky)
Hoops (Louisville, Kentucky)
Palace Sports and Entertainment (Louisville, Kentucky)
Kentucky Kingdom Amusement Park (Louisville, Kentucky)
Papa John’s Cardinal Stadium (Louisville, Kentucky)
Indianapolis Invaders (Indianapolis, Indiana)
Advantage Court and Fitness (Evansville, Indiana)
Carmichael Training Systems (Colorado)
Victory Field (Indianapolis, Indiana)
Event Management
Kentucky Derby Festival (Louisville, Kentucky)
Disney World Sports Complex (Orlando, Florida)
Indianapolis Speedway (Indianapolis, Indiana)

Sporting Goods
Dick’s Sporting Goods Store (Evansville, Indiana and other national locations)
Louisville Slugger (Louisville, Kentucky)

Recreational Sports/Resorts
Evansville Parks and Recreation Department (Evansville, Indiana)
University of Southern Indiana Recreational Sports Department (Evansville, Indiana)
University of Evansville Recreational Sports Department (Evansville, Indiana)
Internsearch.com (variety of sport management positions advertised)*
The Oaks at Ojai (Southern California)
The office of University Recreation at the University of Wisconsin - Eau Claire (Wisconsin)
Special Olympics North Carolina (North Carolina)
Nancy Lieberman Basketball Camps/Clinics (Texas)
Indy Indoors Sports Park (Indianapolis, Indiana)

Health and Fitness
Tri-State Athletic Club (Evansville, Indiana)
YMCA (Evansville, Indiana – 2 locations)
Bob’s Gym (Evansville, Indiana - 4 locations)
Fitness Zone (Evansville, Indiana)
Fitness World (Evansville, Indiana)
University of Southern Indiana Recreation and Fitness Center (Evansville, Indiana)
Welborn Foundation/Ivy Tech Fitness Center (Evansville, Indiana)
University of Evansville Fitness Center (Evansville, Indiana)
Body Makeover (Evansville, Indiana)
Curves for Women (Evansville, Indiana)
Eastside Barbell (Evansville, Indiana)
Elite Fitness Center (Evansville, Indiana)
YMCA SilverSneakers Fitness Program (Evansville, Indiana)
SABIC (formerly GE Plastics) (Mt. Vernon, Indiana)
Bristol-Myers Squibb (Evansville, Indiana)
Tower Health Club and Fitness Center (Indianapolis, Indiana)
National Institute of Health and Fitness (Indianapolis, Indiana)

Professional Sport
Indiana Pacers Sports & Entertainment Sports Marketing/Sales Project (Indianapolis, Indiana)
Churchill Downs (Louisville, Kentucky)
Ellis Park (Evansville, Indiana)
Louisville Bats (Louisville, Kentucky)
Louisville Fire (Louisville, Kentucky)
Indianapolis Colts (Indianapolis, Indiana)
NBA Team Jobs**
Sales and Marketing - Idaho (Idaho)
Public Relations - Milwaukee Bucks (Milwaukee, Wisconsin)
Tickets and Premium Seating/Public Relations/Group Event - Minnesota Timberwolves (Minnesota)
IT Systems/Event Services/Communications and Corporate Development (San Antonio, Texas)
Spurs/Spurs Sports and Entertainment (Texas)
Human Resources - New York Yankees (New York)
Public Relations - Oakland Athletics (California)

*Internsearch.com offers recreational sports/resort sport management internships each semester. Students will be made aware of these opportunities through a link located on the physical education internship website.

**Team Jobs offers internships each semester (www.teamworkonline.com). Students will be made aware of these opportunities through a link located on the physical education internship website. There are several examples of internship opportunities that allow students to branch into many areas of sport management including sales and marketing, public relations, group events, IT systems, event services, communications and corporate development, human resources, etc.

d. **Independent Needs Analysis.** Not applicable.

e. **Program Experience.** Many of the sport management courses have been and continue to be offered. The kinesiology major has a 12 hour specialization in sport management. The sport management minor contains all but four courses which satisfy degree requirements for the proposed major. Courses required to complete the major were approved by the University Curriculum Committee in fall of 2009 and if approved by the Commission for Higher Education, this program will be implemented in the 2010-2011 academic year.

6. **Regional, State, and National Factors**
   a. **Comparable Programs in the Region and State.** The University of Southern Indiana will be one of several Indiana public universities to implement a sport management program. The closest institution in Indiana offering a Bachelor of Science in Sport Management degree is Indiana State University (120 miles from USI). Other Indiana institutions offering sport management programs include Indiana University (124 miles from USI), University of Indianapolis (189 miles from USI), and Ball State (252 miles away from USI). USI is the only public university that will service the southwest region of the state. In addition, Illinois and Kentucky institutions offering sport management programs are 100 plus miles away from USI. Thus, without competing with existing four-year programs, the proposed program will provide regional students with the opportunity to complete a four-year degree in sport management and prepare for a career in southwest Indiana and beyond.
b. **External agencies.** The Commission on Sport Management Accreditation is the official accrediting body for sport management academic programs. A preliminary analysis of the COSMA Sport Management Principles indicates that the proposed sport management program meets all the accreditation principles.

**Program Implementation and Evaluation**
The sport management program will be implemented in the fall of 2010 upon approval by the Commission for Higher Education. In the existing sport management minor, most courses (i.e., Sport Marketing, Sport Event Management, Sport Publicity and Promotion) are currently being offered through the Department of Physical Education.

Course evaluations will occur each semester. An annual review of the effectiveness of admission, advising, and student field work will occur. Evaluation of the program will also involve evaluations by interns and site supervisors. Interns and site supervisors will complete a midterm and final evaluation related to content knowledge, communication/interpersonal skills, quality and quantity of work produced, accuracy and thoroughness of work, etc. In addition, surveys from graduates and employers of graduates will be implemented after the first graduating class. An evaluation of the program will be completed every five years through the USI Institutional Program Review process.

External accreditation review will use the COSMA process. During year three, an application for accreditation will be submitted to COSMA. A self-study will be conducted during year four and a report will be submitted to COSMA for review. A two-day site visit will ensue.

**Tabular Information**

1. **Table 1: Enrollment and Completion Data**
   Table 1, program enrollments and completions, is attached.

2. **Table 2A and 2B: Cost and Revenue Data**
   Table 2A, total direct program costs and sources of program revenues, is attached.

   Table 2B, detail on incremental or out-of-pocket program costs, is attached. Table 2B includes out-of-pocket program expenses of $1,400 for annual memberships and publications and $500 for annual recruiting expenses such as program brochures, flyers, etc. These expenses, however, will be funded through existing resources of the Bower-Suhrheinrich College of Education and Human Services. No additional funding is requested.

3. **Table 3: New Program Proposal Summary**
   Table 3, new academic program proposal summary, is attached.


