



# UNIVERSITY OF MARY WASHINGTON – PROGRAM CHANGE PROPOSAL

Electronically submit this completed form with attachments in one file to the Chair of the College Curriculum Committee.

COLLEGE (check one):	Arts and Sciences	X	Business		Education
Proposal Submitted By:	Dana S. Hall		Date Prepared: Oct 28, 2019		
Department /Program:	AHPE/ Sports Management Minor				

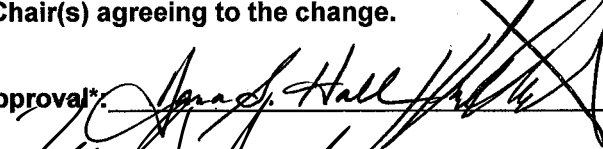
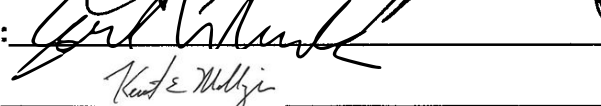
- Note: for any program change entailing the addition any new courses, or revisions to existing courses, separate proposal for those course actions must also be submitted. If the proposal involves changes in course credit hours as a part of the program change, "Change\_Course\_Credits" proposal forms for each course with revised credit hours must also be submitted.

<b>PROPOSAL TO CHANGE EXISTING PROGRAM (check no than one of the following):</b>	
Revise requirements for existing major	
Revise requirements for a concentration within an existing major	
Revise requirements for an existing degree program	
Revise requirements for existing certificate program	
Revise requirements for existing minor	X
Implementation Date: FALL semester, year:	

<b>PROPOSAL TO CREATE NEW PROGRAM NOT REQUIRING STATE ACTION</b> (check no more that one of the following)	
New concentration within existing major	Name:
New minor	Name:
New Major but NOT a new degree*	Name:
*Use ONLY for interdisciplinary majors that will be grouped as part of the "Special Majors/General Liberal Arts and Sciences" degree (CIP Code 24.0101) or reported as a BLS degree (CIP Code 24.0199)	
Implementation Date (semester and year):	Fall 2020

### REQUIRED ATTACHMENTS FOR ALL PROPOSALS FOR PROGRAM CHANGE OR FOR NEW PROGRAMS NOT REQUIRING STATE APPROVAL:

- Rationale statement (Why is this additional program needed? What purposes will it serve?)
- Impact Statement (Provide details about the Library, space, budget, technology, and impacts created by this program change. Supporting statements from the Library, IT Department, etc. evaluating the resource impact and feasibility of adding the new program are required.) If the proposal involves changes in course credit hours as a part of the program change, "Change\_Course\_Credits" proposal forms for each course with revised credit hours must also be submitted.
- Catalog Copy (Provide the complete Catalog Description for the proposed new program)
- Any change that impacts another Department must have a written statement (such as a copy of an email) from the Chair(s) agreeing to the change.

Department Chair Approval:   
 CCC Chair Approval:   
 Dean Approval: \_\_\_\_\_

Date: 10/29/2019  
 Date: 11/25/19  
 Date: 12/3/19

\*COB and COE proposals approved by the Associate Dean.

**BEFORE** consideration by the UCC, the proposal must be approved the three levels noted above. Approval by the UCC, UFC, and Provost\*\* are noted on the proposal "status history" at the UCC web site.

\*\*Provost approval is required in cases of proposals for new concentrations, new minors, new majors that do not involve a new degree, or program changes involving changes to credit hours of courses in the program's requirements.

## **Rationale Statement for Sports Management Minor revisions**

**RATIONALE:** The Department of Athletics, Health and Physical Education has identified a need and opportunity to develop a Sports Management Minor at the University of Mary Washington. This decision has come from feedback from prospective students who attended Admissions Open House Events, surveys from admissions, and prospective student athletes who choose to attend other institutions because UMW does not offer Sports Management. The addition of this minor will address an opportunity to attract new students to UMW who may want to supplement their major and enhance their overall experience at Mary Washington.

The proximity of the University of Mary Washington to both Washington DC and Richmond, VA provides a wide range of internship possibilities with professional, semi-professional and collegiate sporting organizations.

- 1- We would like to **rename** IDIS130; Intro to Sports Management to PHYD 130; Intro to Sports Management. All of the instructors for this course are members of the AHPE department. This transition has developed over the past 2 years, as the College of Business started out teaching this course. Now all sections are being taught by AHPE faculty members.
- 2- We would like to **add** COMM 357; Social Media and COMM 370U; Sports and the Digital (this is a special topics course that will likely become a regular class after offering it for three semesters) to our electives list of courses for the minor.

### **CORE COURSES for Sports Management Minor: (18 credits)**

PHYD 130; Intro to Sports Management

IDIS 230; Sports Law

MKTG 301; Principles of Marketing

PHYD 330; Event & Facility Management

PHYD 499; Internship (PR PHYD 330)

Electives (pick one)

\*COMM 357; Social Media

\*COMM 370U; Sports & the Digital

\*IDIS 301; Sports Psychology (PR is PSYC 100)

\*MGMT 301; Principles of Management

### **IMPACT STATEMENT:**

There are no new financial resources required for revision to the MINOR PROGRAM. The Communication and Digital Studies department offers the proposed new elective courses already each year. We would like to add these courses as electives for the minor in order to include the information into the digital age. This is relevant in the world of sports. The University of Mary Washington library and its online databases contain sufficient material for research options to support this minor. Additionally, the core courses for this minor involve utilizing guest speakers, but speakers will be limited to those who do not seek remuneration. In fact, due

to the interdisciplinary aspect of this minor, it is possible that a UMW professor from a variety of departments may be invited to be a guest speaker on occasion in a variety of the core courses.

### **CATALOG COPY:**

The minor in Sports Management is designed to give students the opportunity to complement a major program of study with a concentration of courses in the sports management industry. These courses will provide them with desirable credentials which will enhance future employment opportunities. Students will be introduced to the basic principles of management, marketing, law, finance, and ethics in sport. Students will have an opportunity to apply the basic principles to practical situations in the sport management industry: such as, facility and event planning, budgeting, and facility operations for the professional, semi-professional and collegiate sports venues. Students completing this minor will be equipped for graduate level inquiry and/or relevant careers in the sport manager industry.

#### **Requirements for the Sports Management Minor**

Eighteen (18) credits from the following list of courses:

##### **Core Courses:**

IDIS 130; Intro to Sports Management (would like to rename PHYD 130)

IDIS 230; Sports Law

MKTG 301; Principles of Marketing

PHYD 330; Event and Facility Management

PHYD 499 Sports Management Internship

##### **PLUS one of the following courses;**

COMM 357; Social Media

COMM 370 Topics in Speech Communication (approved topics)

IDIS 301; Sport Psychology

MGMT 301; Principles of Management

**From:** Gary Richards (grichard) grichard@umw.edu  
**Subject:** Re: Sports Management minor additional elective courses  
**Date:** October 29, 2019 at 11:19 AM  
**To:** Anand Rao (arao) arao@umw.edu, Dana Hall (dhall) dhall@umw.edu  
**Cc:** Gary Richards (grichard) grichard@umw.edu



Hey, Dana.

Anand Rao, as program coordinator of the Communication and Digital Studies major, and I, as Chair of English, Linguistics, and Communication, are in agreement that these courses are appropriate for the Sports Management minor and support their inclusion. Anand offers, "Given that the total number of students in the minor is relatively low, and there are a few students who are both CDS majors and sports management minors, I do not have serious concerns about the impact that adding these two courses would have on their availability." We do note, however, that, because of staffing shortages in Communication, these courses are currently not offered in regular rotation.

Regards,  
Gary

Gary Richards  
Professor of English and Chair  
Department of English, Linguistics, and Communication  
University of Mary Washington

From: "Dana Hall (dhall)" <dhall@umw.edu>  
Date: Monday, October 28, 2019 at 12:33 PM  
To: Anand Rao <arao@umw.edu>  
Subject: Sports Management minor additional elective courses

1. Any change that impacts another Department must have a written statement (such as a copy of an email) from the Chair(s) agreeing to the change.

Anand – On the "Program Change Proposal Form" for the Curriculum committee there is Question #5 asking for a statement from the Department Chair of a department in which there may be an impact by our request. We spoke over the phone regarding the addition of COMM 357; Social Media and COMM 370U; Sports & the Digital to our list of electives for our minor. Can you send me your comments in an email? I know you were concerned that there could be a possibility of a higher course load demand if these classes had a Sports Management designation also. Let me reassure you we have one elective course in the minor so this would add options for the students.

I also had a great conversation with Emily and look forward to meeting her and possibly attending a couple of her lectures in the spring!

Thank you again!  
[cid:image001.jpg@01D58E42.CEB1EB50]  
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