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	Х	Business		Education	
Proposal Submitted By: Dana S. Hall			Date Prepared: December 17, 2014			
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.

PROPOSAL TO CHANGE EXISTING PROGRAM (check no than one of the following)				
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				
Implementation Date: FALL semester, year:	IDIS 230 in 2015; other courses in 2016			

REQUIRED ATTACHMENTS FOR CHANGES TO EXISTING PROGRAMS:

- 1. Rationale statement (Why is this program change needed? What purposes will it serve?)
- 2. **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 the program change are required.)
- 3. **Catalog Copy** (Provide the *existing* Catalog Description **and** the complete statement of the *proposed* new Catalog description that reflects the program changes)

PROPOSAL TO CREATE NEW PROGRAM NOT REQUIRING STATE ACTION				
(check no more that one of the following)				
New concentration within existing major	Name:			
New minor	Name: Sports Management Minor			
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 2015 (1 st course offered)				

REQUIRED ATTACHMENTS FOR NEW PROGRAMS NOT REQUIRING STATE APPROVAL:

- 1. Rationale statement (Why is this additional program needed? What purposes will it serve?)
- 2. **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.)
- 3. Catalog Copy (Provide the complete Catalog Description for the proposed new program)

Department Chair Approval: Ken Tyler	Date: 12/31/2014
CCC Chair Approval:	Date: 1/16/15
Dean Approval:	Date:
UCC Chair Approval:	Date:
*Provost Approval:	Date:
*Required only in cases of proposals for new concentrations, new minors, or	new majors that do not involve a new degree

Rationale Statement for Sports Management Minor

The Department of Athletics, Health and Physical Education (AHPE) 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 doesn't 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 which will 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.

The core courses for the minor could be offered in the summer sessions starting the summer of 2016, this would help increase enrollment for both summer sessions and the opportunity for our 2017 graduates to complete this minor. The proposed course offerings are listed below for both the regular semesters and summer session offerings.

CORE COURSES for Sports Management Minor: (18 credits)

IDIS 130 - Intro to Sports Management (Fall)

IDIS 230 - Sports Law (Fall)

*BUAD 300 - Principles of Management (every semester)

*IDIS 301 - Sports Psychology (PR is PSYC 100) (Fall)

BUAD 310 - Principles of Marketing (PR is ECON 201 or ECON 202) (every semester)

PHYD 330 - Event & Facility Management (PR IDIS 130) (Spring)

PHYD 499 - Internship (PR PHYD 330) (every semester -starting Fall 2016)

FAST TRACK Sports Management Minor involving Summer Courses beginning 2016:

Summer Session I (May-June)

IDIS 130 Intro to Sports Management

BUAD 310 Principles of Marketing or BUAD 300 Principles of Management

Summer Session II (June-July)

PHYD 330 Facility & Event Management

IDIS 230 Sports Law (also offered in Fall 2016)

Fall 2016

IDIS 301 Sport Psychology

PHYD 499 Internship

The Class of 2017 could complete this minor before graduation.

Sports Management Salaries and Career Outlook in Virginia

A majority of students with an education in sports management pursue a career as a sports manager. There are job opportunities for students with a background in sports management. Recent data* (2011) shows there are about 27,870 sports managers in Virginia. This number is projected to increase to 30,480 by the year 2018. This indicates a 9% change in the number of sports managers in Virginia.

^{*}Students will choose one of these courses to fulfill the core courses.

Sports Managers in Virginia can expect to earn is anywhere from \$44,088 to \$121,325 per year. The median salary for sports managers is \$78,952 per year in Virginia. There are an estimated 156 students graduating from sports management schools every year in Virginia.

*http://www.educationnews.org/career-index/sports-management-schools-invirginia/

Below is a list of institutions in DC, MD and VA that offer Sports Management as either a minor, major, or masters' degree:

PROGRAMS IN WASHINGTON DC:

DC George Washington University ✓✓

DC <u>Georgetown University</u> ✓

DC <u>Howard University</u>√

DC The Catholic University of America ✓

- See more at:

http://www.nassm.com/InfoAbout/SportMgmtPrograms/United_States#sthash.N7KFba4R.dpuf

PROGRAMS IN MARYLAND:

Maryland **Bowie State University**✓

Maryland Mount St. Marys University ✓

Maryland **Towson University**✓

Maryland <u>University of Maryland</u>✓

- See more at:

http://www.nassm.com/InfoAbout/SportMgmtPrograms/United States#sthash.N7KFba4R.dpuf

PROGRAMS IN VIRGINIA:

Virginia **Averett University**✓

Virginia **George Mason University**✓✓

Virginia **Hampton University**✓

Virginia **James Madison University**✓✓

Virginia **Liberty University**✓✓

Virginia Liberty University Online ✓

Virginia **Lynchburg College**✓

Virginia **Old Dominion University**✓✓

Virginia Virginia Commonwealth University ✓

Virginia Virginia State University ✓

- See more at:

http://www.nassm.com/InfoAbout/SportMgmtPrograms/United_States#sthash.N7 KFba4R.dpuf

One \checkmark signifies an undergraduate program IN Sports Management. Two $\checkmark\checkmark$ signifies an undergraduate and graduate program in Sports Management at their institution.

IMPACT STATEMENT:

There are no new financial resources required for this MINOR PROGRAM. Faculty currently on staff would be assigned to teach the courses. The plan is to begin offering the first course in fall 2015 (IDIS 230: Sports Law). 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 sports management. These courses will provide students with desirable credentials which will enhance future employment opportunities. They 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: 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 relevant careers in sports management.

Requirements for the Sports Management Minor

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

Core Courses:

IDIS 130 Intro to Sports Management

IDIS 230 Sports Law

BUAD 310 Principles of Marketing

PHYD 330 Event and Facility Management

PHYD 499 Sports Management Internship

PLUS one of the following courses: BUAD 300 or IDIS 301