Revision of the Sport Management Major

The College at Brockport, College Senate

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Resolution #16 2016-2017
College Senate

Supersedes Res #: __________

TO: Dr. Heidi Macpherson, College President
FROM: The College Senate: 03/20/17
RE: I. Formal Resolution (Act of Determination)
    II. Recommendation (Urging the Fitness of)
    III. Other, For Your Information (Notice, Request, Report, etc.)

SUBJ: Revision of the Sport Management Major (#35_16-17UC)
Signed: _____________________ Date: 4/17/17
(Sharon Lubkemann Allen, 2016-17 College Senate President)

Please fill out the bottom portion and follow the distribution instructions at the end of this page.

TO: Dr. Sharon Lubkemann Allen, College Senate President
FROM: Dr. Heidi Macpherson, College President
RE: I. Decision and Action Taken on Formal Resolution (circle choice)
    a. Accepted - Implementation Effective Date**: Fall 2017
    **Implementation of resolution requires final approval from SUNY- State Education Department. YES NO
    b. Deferred for discussion with the Faculty Senate on __________
    c. Unacceptable for the reasons contained in the attached explanation

II, III. Response to Recommendation or Other/YI
    a. Received and acknowledged __/__/____
    b. Comment:

Signed: _____________________ Date: 5/17/17
(Dr. Heidi Macpherson, President, The College at Brockport)

DISTRIBUTION:
Upon approval, the College President will forward copies of resolutions to his/her staff who will, in turn, forward copies to their staff. The College Senate Office will post resolutions to the College Senate Web at http://www.brockport.edu/collegesenate/resolutions.
Incomplete proposals will be returned and proposals received after the deadline may not be reviewed until next semester.

INSTRUCTIONS

- Use committee guidelines available at brockport.edu/collegesenate/proposal.html.
- Prepare ONE complete document in Word format: include this proposal cover page, proposal, attachments and support letters from your department chair and dean if applicable.
- Locate the Resolution # and date this proposal will replace at our "Approved Resolutions" page on our Web site.
- Email completed proposal to senate@brockport.edu. (General Education Proposals and questions go to dlamphron@brockport.edu in the Vice Provost’s Office first.)
- Make revisions on the paperwork emailed to you from the Senate office that shows the assigned routing number on top. Submit updated document to senate@brockport.edu.
- Questions? Call the Senate office at 395-2586 or the appropriate committee chairperson.

1. PROPOSAL TITLE: Please be somewhat descriptive, ie. Use a course number and/or title, indicate if for GED code, etc.

    Revision of the Sport Management Major

2. BRIEF DESCRIPTION OF PROPOSAL:

   Align the Sport Management major with best practices in the discipline by eliminating three courses (Coaching Sports and Administration of Intramurals and Administration of Sport Management) and replacing them with three other courses (Sport Financing, Sport Facility and Event Management and Sport Consumer Behavior). In addition, we are proposing several course name changes to more accurately reflect the content taught in these courses.

3. WILL ADDITIONAL RESOURCES AFFECTING BUDGET BE NEEDED? __x_ NO ___ YES
   EXPLAIN YES

4. DESCRIBE ANY DATA RELATED TO STUDENT LEARNING OUTCOMES ASSESSMENT USED AS PART OF THE RATIONALE FOR THE REQUESTED SENATE ACTION.

   The changes proposed are a direct result of the evaluation provided to us by our Periodic Program Review.

5. HOW WILL THIS AFFECT TRANSFER STUDENTS (ie: Transfer Paths)

   Sport Management has a seamless transfer path which will not be impacted by these curricular changes.

   http://www.suny.edu/attend/get-started/transfer-students/suny-transfer-paths/suny-transfer-paths-all-2015/

6. ANTICIPATED EFFECTIVE DATE:

   Fall, 2017

7. SUBMISSION & REVISION DATES: PLEASE DATE ALL REVISED DOCUMENTS TO AVOID CONFUSION.

<table>
<thead>
<tr>
<th>First Submission</th>
<th>Updated on</th>
<th>Updated on</th>
<th>Updated on</th>
</tr>
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<tbody>
<tr>
<td>2/27/17</td>
<td></td>
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8. SUBMITTED BY: (contact person)

<table>
<thead>
<tr>
<th>Name</th>
<th>Department</th>
<th>Phone</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cathy Houston-Wilson</td>
<td>KSSPE</td>
<td>X5352</td>
<td><a href="mailto:chouston@brockport.edu">chouston@brockport.edu</a></td>
</tr>
</tbody>
</table>

9. COMMITTEES: (Senate office use only)

<table>
<thead>
<tr>
<th>Standing Committee</th>
<th>Forwarded To</th>
<th>Dates Forwarded</th>
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<tbody>
<tr>
<td>__ Executive Committee</td>
<td>Standing Committee</td>
<td>2/27/17</td>
</tr>
<tr>
<td>__ Enrollment Planning &amp; Policies</td>
<td>Executive Committee</td>
<td>3/6/17</td>
</tr>
<tr>
<td>__ Faculty &amp; Professional Staff Policies</td>
<td>Senate</td>
<td>3/20/17</td>
</tr>
<tr>
<td>__ General Education &amp; Curriculum Policies</td>
<td>College Senate President</td>
<td>4/17/17</td>
</tr>
<tr>
<td>__ Graduate Curriculum &amp; Policies</td>
<td>College President</td>
<td>5/15/17</td>
</tr>
<tr>
<td>__ Student Policies</td>
<td>OTHER</td>
<td></td>
</tr>
<tr>
<td>_<em>x</em> Undergraduate Curriculum &amp; Policies</td>
<td>REJECTED -WITHDRAWN</td>
<td></td>
</tr>
</tbody>
</table>

NOTES  Announcement – Resolution #16
Rationale:
The Sport Management major underwent a Periodic Program Review in 2015. While many areas were highlighted as strengths, one of the most significant recommendations for continued improvement dealt with the modernization of the major. Recommended content that should be taught in the major that were lacking include: Sport Facility and Event Management, Sport Sales and Consumer Behavior and Sport Finance. In addition to exchanging courses to include these content areas, several classes will have name changes to more accurately reflect what is taught in the curriculum.

Side-by-Side Comparison

<table>
<thead>
<tr>
<th>Current</th>
<th>Proposed</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>PEP 360 Modern Day Sport Management</td>
<td>PEP 360 Modern Day Sport and Organizational Management (name change)</td>
<td>3</td>
</tr>
<tr>
<td>PEP 460 Administrative Practices in Sport</td>
<td>PEP 4XX Sport Consumer Behavior (new)</td>
<td>3</td>
</tr>
<tr>
<td>PEP 461 Problems in Sport Management</td>
<td>PEP 461 Research in Sport Management (name change)</td>
<td>3</td>
</tr>
<tr>
<td>PEP 351 Coaching Sports</td>
<td>PEP 4XX Sport Finance (new)</td>
<td>3</td>
</tr>
<tr>
<td>PEP 353 Administration of Intramurals</td>
<td>PEP 4XX Sport Facility and Event Management (new)</td>
<td>3</td>
</tr>
<tr>
<td>PEP 355 Sport Marketing, Promotions, Public Relations and Publicity</td>
<td>PEP 355 Sport Marketing and Sales (name change)</td>
<td>3</td>
</tr>
<tr>
<td>PEP 468 Internship in Sport Management</td>
<td>PEP 468 Internship in Sport Management</td>
<td>9</td>
</tr>
<tr>
<td>PES 451 Modern Olympic Games or PES 350 History of Sport</td>
<td>(Moved to Elective Pool)</td>
<td></td>
</tr>
<tr>
<td>PES 441 Sport and Society</td>
<td>PES 441 Sport and Society</td>
<td>3</td>
</tr>
<tr>
<td>PES 460 Ethics in Sport Contests</td>
<td>PES 460 Ethics in Sport Contests</td>
<td>3</td>
</tr>
<tr>
<td>One Elective in KSSPE department</td>
<td>Two Electives in KSSPE department</td>
<td>6</td>
</tr>
<tr>
<td>Two Electives outside KSSPE department</td>
<td>Two Electives outside KSSPE department</td>
<td>6</td>
</tr>
<tr>
<td>Total Credits</td>
<td>Total Credits</td>
<td>45</td>
</tr>
</tbody>
</table>
Summary of Changes:

1. Name Changes:
   PEP 360 Modern Day Sport and Organizational Management
   Add the word Organizational in the title to better reflect the content of the class

   PEP 461 Research in Sport Management
   Changed the word Problems to Research as students complete a comprehensive research project within the class.

   PEP 355 Sport Marketing and Sales
   The original name of the class was too cumbersome and the new title fully encompasses all that is covered in the course and also includes the common sport management job role of sales.

2. New Courses
   The following courses replace Administration of Intramurals, Coaching Sports and Administrative Practices in Sport. Neither “Administration of Intramurals” nor “Coaching Sports” are applicable to the major. The “Administration Practices of Sport” has content that is now embedded in the new courses within the major. These courses are needed to modernize the curriculum as recommended by the Periodic Program Review.

   PEP 4XXSport Finance
   Provides an overview of the financial and contemporary economic issues related to sports, athletes and the sport industry.

   PEP 4XXSport Facility and Event Management
   Provides knowledge related to sport facility planning, design, construction, operations, supervision, and the management of sporting events across indoor and outdoor sport facilities including all levels of sport organization domains.

   PEP 4XXSport Consumer and Behavior
   Provides an overview of sport consumers and the effect they have on the marketing of sport. It takes into consideration the various phenomenal convergences between sport and culture that enrich the sport industry as well as our society.

3. Provide Additional Electives
   Students had the option of selecting one of these two courses: PES 451 Modern Olympic Games or PES 350 History of Sport. In the proposal, these courses are moved to the elective pool allowing students greater choices and the elective pool changes in credits from 3 to 6.

Staffing Issues:
No new staff are needed to implement this major. There is no change in credits and we recently hired a new tenure-track faculty member in this major.
The courses Administration of Intramurals and Administration of Sport Management will no longer be offered as they will no longer meet any requirements in any of our majors.

The Coaching Sports will continue to be offered as it is required in the Coaching Minor and meets an elective requirement in the PEIE major. We believe the demand for this class will be relatively unchanged as many students in the SMmajor also pursue a minor in Coaching minor.
TO: College Senate  
FROM: Cathy Houston-Wilson, Professor & Chair-KSSPE  
DATE: February 27, 2017  
RE: Support of the Sport Management Proposal  

I am writing in support of the proposal to modernize the Sport Management major. After a thorough Periodic Program Review in 2015, the reviewers recommended several changes to enhance our curriculum. The faculty in Sport Management have reviewed their curriculum and have identified the deficits and eliminated some classes that do not relate to curriculum and embedded content from one class into several courses that are being proposed. There is no change in credits and no new resources are needed as we just hired a new faculty member in Sport Management. This major will greatly benefit the students enrolled in our Sport Management major.  
Thank you for your consideration.
May 22, 2017

College Faculty Senate
RE: Revision in the Sport Management Major

Dear Committee Members,
After consultation with the program coordinator and the chair of KSSPE, I am fully supportive of their request to revise the Sport Management major. The revisions will make this major a stronger program and will allow the graduates of the Sport Management major more competitive in the job market. The changes will not have any impact on personnel or other resources.

Sincerely,

Mark J. Kittleson, PhD, MCHES, FAAHB, FAAHE
Dean, School of Health & Human Performance
The College at Brockport, State University of New York
350 New Campus Drive
Brockport, NY 14420
585-395-2350
mkittleson@brockport.edu
www.brockport.edu/academics
The College at Brockport
Catalog Course Registration Form

1. **Discipline:** PEP Course No. 360 *(To be assigned by Registrar)*
   
   **Official Title:** Modern Day Sport and Organizational Management
   
   **Abbreviated course title (limit to 16 spaces):** Spt & Organ Manage
   
   **Course start date:** Fall, 2017

   - [ ] New Course
   - [ ] Current Content Revised
   - [ ] Topics Course (if checked, complete item 2) Title Change
   - [ ] (Previous Title) Modern Day Sport Management
   - [ ] Number Change (Previous No.)
   - [ ] Inactivate Old Course
   - [ ] Yes Effective Term Inactivation
   - [ ] of existing course (course will not be offered in the near future)
   - [ ] Other (describe)

2. **TOPICS COURSE ONLY:**
   - A. **Generic Course:** Discipline Number
   - B. **Generic Course Title:**
   - C. **Topics Course Title:**
   - D. **Topics Course offered:** Semester Spring Year

3. **Credits Hours**
   
   - Credit hours of credit (invariable) 3
   - Variable Credit? (Yes/No) No
   - If Variable Credit, Credit Range to credit hours

4. **Can this course be taken more than once multiple credit?** (Yes/No) No
   **Maximum credit:**

5. **Grading (Check any that apply):**
   - a. [ ] Letter Grade
   - [ ] Pass/Fail (S/U) Only
   - [ ] Approved for a PR (In Progress) grade
   - b. [ ] Course requires minimum grade of for General Education/major/minor/certification.

6. **Is this a Liberal Arts course?** (Yes/No) No

7. **General Education Information:** (Complete only for General Education courses) *See last item*
   - a. General Education Knowledge Area (choose one if applicable): None
   - b. Additional student learning outcomes: (check all that are currently approved)
     - [ ] Contemporary Issues (I)
     - [ ] Perspectives on Women (W)
     - [ ] Diversity (D)
     - [ ] Other World Civilizations (Non-Western) (O)

8. **Cross Listed Course:** Discipline Number

9. **Prerequisites:** Discipline Number

10. **Corequisites:** Discipline Number

---

Submitted by: ________________________________ Date: __________

Chairperson’s Approval: __________________________ Date: __________

Dean’s Approval: _______________________________ Date: __________

Vice Provost’s Approval: __________________________ Date: __________
Continued

11. Swing Course Number: Only for courses offered in the same discipline at both the undergraduate and graduate levels, please give number (i.e. 428/528)

Note: If this is a ‘Swing Course’ list additional requirements required for graduate level.

12. Frequency (Check only one)
   - Every Term [ ]
   - Every Fall [ ]
   - Every Spring [ ]
   - Every Summer [ ]
   - Every Fall & Spring [ ]
   - Every Year [ ]
   - Irregularly [ ]
   - By Special Arrangement [ ]

13. Relationship to Degrees/Programs: Required [ ]
    - Sport Management
    - Elective [ ]
    - Other [ ]

14. For all courses, please attach the following information:
   a. Objectives
   b. Outline of Course
   c. Methods of Assessing Student Performance
   d. Materials required (Films, Readings, Etc..)
   e. Additional work required of graduate level students if course is a “swing course”

15. If this course requires any special scheduling arrangements with regard to time or room/space, please explain in the space provided:

16. Write a brief course description for the College Catalogs. Reflect content as accurately as possible using 65 words or less (about 500 characters). Use action verbs and omit “This course covers… and similar phrases.

*For General Education courses only, also attach:

Supplemental General Education Course Registration Form
Student Learning Outcomes Checklist (for specific codes requested).
The College at Brockport
Catalog Course Registration Form

1. **Discipline:** PE P  **Course No.:** 355  **(To be assigned by Registrar)**

   - **Official Title:** Sport Marketing and Sales
   - **Abbreviated course title (limit to 16 spaces):** Spt Market & Sales
   - **Course start date:** Fall, 2017

2. **Topics Course ONLY:**
   - **A. Generic Course: Discipline Number**
   - **B. Generic Course Title:**
   - **C. Topics Course Title:**
   - **D. Topics Course offered: Semester Spring Year**

3. **Credits Hours**
   - **Credit hours of credit (invariable):** 3
   - **Variable Credit? (Yes/No):** No
   - **If Variable Credit, Credit Range to credit hours:**

4. **Can this course be taken more than once multiple credit? (Yes/No):** No
   - **Maximum credit:**

5. **Grading (Check any that apply):**
   - **a. Letter Grade Pass/Fail (S/U) Only**
   - **b. Course requires minimum grade of for General Education/major/minor/certification.**

6. **Is this a Liberal Arts course? (Yes/No):** No

7. **General Education Information: (Complete only for General Education courses) *See last item**
   - a. **General Education Knowledge Area (choose one if applicable):** None
   - b. **Additional student learning outcomes: (check all that are currently approved):**
     - Contemporary Issues (I)
     - Perspectives on Women (W)
     - Diversity (D)
     - Other World Civilizations (Non-Western) (O)

8. **Cross Listed Course: Discipline Number**

9. **Prerequisites: Discipline Number**

10. **Corequisites: Discipline Number**

---

Submitted by: ___________________________  Date: ______________  Chairperson’s Approval: ___________________________  Date: ______________

Dean’s Approval: ___________________________  Date: ______________

Vice Provost’s Approval: ___________________________  Date: ______________

(Only required for General Education Courses)

Continued
11. Swing Course Number: Only for courses offered in the same discipline at both the undergraduate and graduate levels, please give number (i.e. 428/528)

Note: If this is a ‘Swing Course’ list additional requirements required for graduate level.

12. Frequency (Check only one)
   - Every Term ☑
   - Every Fall ☐
   - Every Spring ☐
   - Every Summer ☐
   - Every Fall & Spring ☐
   - Every Year ☐
   - Every Other Year ☐
   - Irregularly ☐
   - By Special Arrangement ☐

13. Relationship to Degrees/Programs: Required ☑  Sport Management
    Elective ☐  Other ☐  Degree/Major/Program ☑

14. For all courses, please attach the following information:
   a. Objectives
   b. Outline of Course
   c. Methods of Assessing Student Performance
   d. Materials required (Films, Readings, Etc..)
   e. Additional work required of graduate level students if course is a “swing course”

15. If this course requires any special scheduling arrangements with regard to time or room/space, please explain in the space provided:

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