

5-1-2006

Physical Education: Sport Management

The College at Brockport, College Senate

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SUNY BROCKPORT

College Senate
University of New York College at Brockport
300 New Campus Drive
Brockport, NY 14420-2925
(585) 395-2586 (Fax) 395-2246

Resolution # 27
2005-2006
COLLEGE SENATE

TO: Dr. John R. Halstead, College President

FROM: The College Senate passed: May 1, 2006

RE: ⇨ I. Formal Resolution (*Act of Determination*)
II. Recommendation (*Urging the Fitness of*)
III. Other, For Your Information (*Notice, Request, Report, etc.*)

SUBJ: **Physical Education: Sport Management #42 05-06 UC**

Signed:  Date: 5/4/06
(Dr. Mark Noll, 2005-2006 College Senate President)

Please fill out the bottom portion and return document to the College Senate Office.

TO: The College Senate

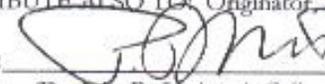
FROM: College President

RE: ⇨ I. Decision and Action Taken on Formal Resolution (circle)
a. Accepted. Resolution Effective Date: 5/16/06
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/FYI
a. Received and acknowledged ___/___/___
b. Comment: _____

DISTRIBUTED BY PRESIDENT'S OFFICE TO: President's Cabinet

DISTRIBUTE ALSO TO: Originator, Academic Advisement, Registrar (as appropriate)

Signed:  Date: 5/16/06
(Dr. John R. Halstead, College President, SUNY College at Brockport)

**COLLEGE SENATE OFFICE
RESOLUTION PROPOSAL COVER
PAGE**

Routing Number	#42 05-06 UC
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ROUTING NUMBER TO BE ASSIGNED BY SENATE OFFICE

DEADLINE FOR SUBMISSIONS: FEBRUARY 23

Proposals received after the deadline may not be reviewed until next semester.

INSTRUCTIONS:

- Submit proposals individually rather than packets with multiple documents.
- Complete this cover page for each proposal (available online at www.brockport.edu/collegesenate)
- Prepare proposal in Word format using committee guidelines (available online)
- Submit proposal electronically with this cover page to senate@brockport.edu, facprez@brockport.edu
- All updates must be resubmitted to the Senate office with an updated cover page, use routing number
- Questions? Call the Senate office at 395-2586 or the appropriate committee chairperson.

1. PROPOSAL TITLE:

Please be somewhat descriptive, for example, *Graduate Probation/Dismissal Proposal* rather than *Graduate Proposal*.

Changing the Sport Management “Concentration” to an Academic Major in Sport Management.

2. BRIEF DESCRIPTION OF PROPOSAL:

The proposed change to elevate the status of the current Sport Management “Concentration” to an Academic Major in Sport Management involves minor changes in course selection. With the status of an Academic Major, Sport Management will be able to seek national accreditation.

3. SUBMISSION & REVISION DATES: PLEASE DATE ALL UPDATED DOCUMENTS

First Submission	Updated on	Updated on	Updated on
February 23, 2006	March 10, 2006	March 27, 2006	

4. SUBMITTED BY: (contact person)

<i>Name</i>	<i>Department</i>	<i>Phone</i>	<i>Email</i>
Dr. Susan Petersen Chair	Physical Education and Sport	585-395-5341	speterse@brockport.edu

5. COMMITTEES TO COPY: (Senate office use only)

<i>Standing Committee</i>	<i>Forwarded To</i>	<i>Date</i>
<input type="checkbox"/> Enrollment Planning & Policies	Committee Chair	3/1/06, 3/30/06
<input type="checkbox"/> Faculty & Professional Staff Policies	Executive Committee	4/10/06
<input type="checkbox"/> General Education & Curriculum Policies	Senate Floor	4/17/06 - vote 5/1/06
<input type="checkbox"/> Graduate Curriculum & Policies		
<input type="checkbox"/> Student Policies	College President	
<i>xx Undergraduate Curriculum & Policies</i>	Other	

*(ROUTING NUMBER WILL BE A CHRONOLOGICAL NUMBER SEQUENCE FOLLOWED BY COMMITTEE INITIALS)

APPENDIX A



PROGRAM ANNOUNCEMENT For Undergraduate Programs

Name of Institution: SUNY College at Brockport **Date:** February 17, 2006

Proposed program title: Major in Sport Management

Proposed degree or other award: Bachelor Science in Sport Management **Total Credits:** 45

If a baccalaureate degree is proposed, will a waiver of external review be requested: (Y/N) N

Academic unit(s) that will offer program: Department of Physical Education and Sport

Proposed HEGIS code: 0599.00 Business & Management (includes Athletic Administration & Controllership) or 1299.30 Sports & Exercise Studies (includes Exercise Physiology)

Proposed beginning date: Fall 2007

Program summary: {As an attachment to this cover, summarize (in 400 words or fewer) the purpose, content, and structure of the proposed program and its relationship to the mission of the institution. Also, complete the draft list of required and elective courses in the major, on the reverse.}

Projected enrollment:	When the program begins	After five years
Full-time students	50	50
Part-time students	50	50

Will program lead to certification/licensure? __Yes No **If Yes, in what field or specialty?**

Will special accreditation be sought? Yes __No **If Yes, by what group?** North American Society of Sport Management (NASSM) **By what date?** December 2007

Will program or any constituent courses be offered off-campus? __Yes No

If Yes, at what address?

How much? {Specify number of courses and related credits}

Via telecommunications? __Yes No **If Yes, to what location(s)?**

For more information, contact the following academic officer:

Name: Timothy J. Flanagan, PhD

E-mail: flanagan@brockport.edu

Title: Provost and Vice President for Academic Affairs

Voice: 585-395-2524

External Review: Baccalaureate proposals and some others must provide two external reviews of the proposed program, conducted by recognized experts following the form in Appendix D. The purpose of external review is to provide expert validation of the curriculum and to provide external expertise in developing a program proposal. A campus must generally meet all of the following requirements to receive a waiver of the external review.

To request a waiver, check all the conditions below that apply (type an 'x' between the brackets) and submit any additional documentation to support the request. Please note that System Administration may request additional information as deemed necessary.

- The campus has specific degree authorization at the baccalaureate level in the program discipline; i.e. approval does not require degree authorization or Master Plan Amendment.*
- The program has sufficient faculty leadership already in place. (Identify the program head, credentials, and percentage of time dedicated to the program.)*
- The program is situated in a department (or interdisciplinary center or inter-departmental group) with a minimum of four full-time faculty in the proposal subject, including a department chairperson, experienced in teaching at the baccalaureate level in the discipline area.*
- The program will be reviewed by a college/school curriculum committee, dean or director, and an all-campus educational policy committee.*
- The proposal is not a significant academic departure for the campus or a change in campus mission.*
- No part of the instruction will be offered by a non-degree granting entity.*
- The program does not call for new or experimental pedagogical formats or modes of delivery.*
- The program does not lead to licensure and is not designed to articulate with licensure programs.*
- The program will be subject to regular review by a nationally recognized accrediting body.*

Major in Sport Management

Program Summary

Purpose

The Sport Management major seeks to prepare undergraduate individuals to work in the area of sport business [profit and non-profit] by serving as administrators and managers of organizations, businesses and entities that are related to sport, including but not limited to: professional and semi-professional sports; educational institutions, sport camps, sport schools/academies; YMCAs, harness racing, speedways & stock car racing (NASCAR); television and radio; athletic leagues; country clubs; golf courses; professional golf associations; athletic conferences; fitness and health organizations; sport facilities, auditoriums and stadiums; national sport organizations (i.e., Women's Sports Foundation), etc. The curricula experiences include both classroom experiences, independent research opportunities as well as practical and internship experiences.

Content

The sport management major will consist of both liberal arts and professional courses at the undergraduate level in the Physical Education and Sport Department. The sport management major will take on a student-centered approach with a curriculum based on the North American Society of Sport Management's curricular standards.

Sport management students will learn sport management principles through energetic classroom experiences followed by experiential learning in the form of practica and internships that take place at actual sport organizations. The faculty of the sport management major will draw from personal research and past professional experiences as they incorporate "cutting edge" sport management knowledge and teaching methods into the classroom. Past employment experiences in such areas as directing athletics, managing sport businesses, and coaching, enable faculty to provide the sport management student with practical knowledge and the skills necessary to realize their goals as professionals in the sport world. Classroom learning experiences are best described as "active" and often times feature the solving of real world case studies and selected guest speakers presently working in the sport industry.

Structure

During the introductory sport management course (PEP 360) students will, under the guidance of their professor, select a 30 hour practica in which they will gain real world, hands-on experiences at the actual site of a sport organization. As part of another class (PEP 460), a 60 hour practica experience will take place at a different sport site. The study of marketing, promotions and public relations is the major content of PEP 355 and again students obtain additional real-life experience by completing another practicum experience. An independent research-oriented course (PEP 461) enables the student to study/examine real life problems and challenges facing modern sport managers in an existing sport management setting. The culminating event of the sport management program (PEP 467) is a semester long full-time internship experience that provides the student with a transition from courses to real world employment in the sport industry. GPA (2.0) and admittance criteria remain the same from the current program to the new proposal.

Relationship to the Mission of the Institution

This major contributes to the mission of this institution in terms of providing a liberal arts and a professional education to students and, in addition, enabling the students to be involved in creative activities, advancing scholarship while mastering meaningful skills, competencies and knowledge

necessary to make meaningful contributions to our society and to the world of sport management, now and in the future.

Note

Today, there has never been a greater interest expressed by males and females in sports as a career. Forbes magazine has conducted surveys on high school students' primary interests for college for some 33 years. In 2005, the Forbes' national survey found that: ". . . in 2005 that the number one interest for males (for the first time ever) was sport and, for women, sport was in the top ten future career fields" (The Academy – United States Sports Academy News, Vol. 276, No. 2, p. 1).

For Internal Use Only

**Sport Management
Comparative chart of current and proposed programs**

Current Sport Management Concentration		Proposed Sport Management Major	
Course	Credits	Sport Management Core Required Core	Credits
PEP 360 Introduction to Sport Management	3	PEP 360 Introduction to Sport Management	3
PEP 460 Administrative Practices in Sport	3	PEP 460 Administrative Practices in Sport	3
Sport Management Prep. Choose any four classes (PES 350, 360, 396, 399, 430, 441, 445, 446, 451, 460, 495, 499)	12	PES 350 History of Sport, Play, and Exercise PES 441 Sport and Society PES 460 Ethics in Sports Contests	3 3 3
PEP 461 Problems in Sport Management	3	PEP 461 Problems in Sport Management	3
		PEP 351 Coaching Sports	3
		PEP 353 Administration of Intramurals	3
		PEP 355 Sport Marketing, Promotions, Public Relations and Publicity	3
PEP 467 Internship in Sport Management	6	PEP 467 Internship in Sport Management	9
Cognates: Various courses from English; Business: Communication and Physical Education and Sport	12		
	39		36
		Physical Education and Sport Electives (one course)	
		PES 360 Philosophy of Sport	
		PES 430 Psychology of Sport	
		PES 445 Social Psychology of Sport	
		PES 446 Sports Spectating in the U.S.	
			3
		Electives Outside of Host Department (two courses from approved list)	6
			45
		Must select another minor, major or concentration in a specialty area.	18
		Total	63

***New requirements bolded**

Sport Management also offers a concentration for students majoring in any other area than Physical Education. The courses for the concentration include the following:

- Required: PEP 360 (3), PEP 460 (3), PEP 461(3), PEP 467 (6) = 15 credits
- Cognates: four elective classes = 12 credits
- Choose three classes from PES 305 (3), PES 315 (3), PES 325 (4), PES 335 (4), PES 345 (4), PES 3XX Advanced Performance (3), PES 350 (3), PES 360 (3) = 9-12 credits
- Choose one class from PEP 351 (3), PEP 352 (3), PES 392 (3), PES 396 (3), PES 399 (3), PES 430 (3), PES 441 (3), PES 445 (3), PES 446 (3), PES 460 (3), PES 485 (3), PES 490 (3), PES 495 (3) or PES 499 (3) = 3 credits. PES 399 and PES 499 are options in this category but registration for them requires prior approval by the advisor

The total number of credits for this option is 39-42.

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Sport Management Major

Course Descriptions for New Courses:

PEP 355 Sport Marketing, Promotions, Public Relations and Publicity

Examination and analysis of trends, practices and strategies involved in marketing, promotional, public relations, publicity efforts for sport and sport businesses. Examination of the theory of communications in the world of sport and sport management.

APPENDIX D

SUNY EXTERNAL EVALUATION REPORT FORM FOR UNDERGRADUATE PROGRAM PROPOSALS

Institution: SUNY College at Brockport

Evaluator(s): six names are submitted for consideration. These professionals have been notified and approved to serve as external evaluators.

Dr. Jerome Quarterman, Associate Professor at Florida State University

Dr. Robert Baker, Chair of Sport Management and Associate Professor at George Mason University

Dr. Andy Gillentine, University of Miami, Florida

Dr. Hal Walker, Elon University

Dr. Darlene Kluka, Georgia State, Kennesaw State University, Georgia

Dr. Robert Case, Old Dominion University

Program Title: Major in Sport Management

Degree Title: Bachelor Science in Sport Management **Date of Evaluation:** TBA

I. Program

1. Assess program purpose, structure, and requirements as well as formal mechanisms for program administration and monitoring.
2. Comment on the special focus of this program, if any, as it relates to the discipline.
3. What are plans and expectations for continuing program development and self-assessment?
4. Assess available support from related programs.
5. What evidence is there of need and demand for the program locally, in the State, and in the field at large? What is the extent of occupational demand for graduates? What evidence is there that it will continue? (Item 5 is required only for programs requiring a master plan amendment.)

II. Faculty

1. Evaluate the caliber of the faculty, individually and collectively, in regard to training, experience, research and publication, professional service, and recognition in the field.
2. Assess the faculty in terms of size and qualification. What are plans for future staffing?
3. Discuss credentials and involvement of adjunct and support faculty.

III. Resources

1. Discuss the adequacy of physical resources and facilities, e.g., library, computer, and laboratory facilities, internship sites, and other support services for the program, including use of resources outside the institution.
2. What is the institution's commitment to the program as demonstrated by the operating budget, faculty salaries, and the number of faculty lines relative to student numbers and workload.

(Item 2 is required only for programs requiring a master plan amendment.)

IV. Comments

1. Summarize the major strengths and weaknesses of the program as proposed with particular attention to feasibility of implementation and appropriateness of objectives for the degree offered.
2. Include any further observations important to the evaluation of this program proposal and provide any recommendations for the proposed program.