

REQUEST TO COLLEGE CURRICULUM COMMITTEE FOR CURRICULAR IMPROVEMENTS

DEPARTMENT: HPHE PROPOSED EFFECTIVE SEMESTER: Fall, 2018 COLLEGE: CEHD

PROPOSED IMPROVEMENTS

Academic Program

- ☐ New degree*
☐ New major*
☐ New curriculum*
☐ New concentration*
☐ New certificate
☐ New minor
☒ Revised major
☐ Revised minor
☐ Admission requirements
☐ Graduation requirements
☐ Deletion ☐ Transfer
☐ Other (explain**)

Substantive Course Changes

- ☐ New course
☐ Pre or Co-requisites
☐ Deletion (required by others)
☐ Course #, different level
☐ Credit hours
☐ Enrollment restriction
☐ Course-level restriction
☐ Prefix ☐ Title and description
 (attach current & proposed)
☐ General education (select one)
 Not Applicable
☐ Other (explain**)

Misc. Course Changes

- ☐ Title
☐ Description (attach current & proposed)
☐ Deletion (not required by others)
☐ Course #, same level
☐ Variable credit
☐ Credit/no credit
☐ Cross-listing
☐ COGE reapproval
☐ Other (explain**)

** Other:

Title of degree, curriculum, major, minor, concentration, or certificate: Graduate Sport Management

Existing course prefix and #: Proposed course prefix and #: Credit hours:

Existing course title:

Proposed course title:

Existing course prerequisite & co-requisite(s):

Proposed course prerequisite(s)

If there are multiple prerequisites, connect with "and" or "or". To remove prerequisites, enter "none."

Proposed course co-requisite(s)

If there are multiple corequisites, they are always joined by "and."

Proposed course prerequisite(s) that can also be taken concurrently:

Is there a minimum grade for the prerequisites or corequisites?

The default grades are D for undergraduates and C for graduates.

Major/minor or classification restrictions:

List the Banner 4 character codes and whether they should be included or excluded.

For 5000 level prerequisites & corequisites: Do these apply to: (circle one) undergraduates graduates both

Specifications for University Schedule of Classes:

a. Course title (maximum of 30 spaces):

b. Multi-topic course: ☐ No ☐ Yes

c. Repeatable for credit: ☐ No ☐ Yes

d. Mandatory credit/no credit: ☐ No ☐ Yes

e. Type of class and contact hours per week (check type and indicate hours as appropriate)

1. ☐ Lecture

3. ☐ Lecture/lab/discussion

5. ☐ Independent study

2. ☐ Lab or discussion

4. ☐ Seminar or ☐ studio

6. ☐ Supervision or practicum

CIP Code (Registrar's use only):

Chair/Director

Date 10/12/2017

Chair, College Curriculum Committee

Date

Dean

Date:

Graduate Dean:

Date

Curriculum Manager: Return to dean ☐ Date

Forward to:

Date

Chair, COGE/ PEB / FS President

Date

FOR PROPOSALS REQUIRING GSC/USC REVIEW:

* ☐ Approve ☐ Disapprove

Chair, GSC/USC

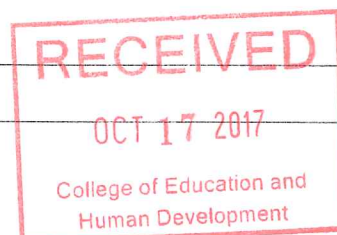
Date

* ☐ Approve ☐ Disapprove

Provost

Date

Revised May 2007. All previous forms are obsolete and should not be used.



1. Explain briefly and clearly the proposed improvement.

Graduate sport management programs are becoming flexible, online, and attempting to serve the needs of non-traditional students (students' with full time jobs, coaches, or others desire the degree, but don't have the time to sit in classes). The proposed changes will meet the needs of more students by adding flexibility of classes and scheduling, allowing the curriculum to quickly offer topics of interest, and still offer opportunities for fieldwork and internship.

2. Rationale. Give your reason(s) for the proposed improvement. (If your proposal includes prerequisites, justify those, too.)

The Graduate Sport Management Program has not been revised for approximately 6-8 years. In that time there has been phenomenal growth in the profession and competition for graduate students. The program at WMU consists of 12 required courses. This change will make the program flexible for students by adding courses and changing requirements. The change will require the same overall credits (36), yet there will be 6 required courses and 6 electives. By changing the program, we are giving students the opportunity to select elective courses that meet their interests. (The proposed program is illustrated in the attached appendix).

3. Effect on other colleges, departments or programs. If consultation with others is required, attach evidence of consultation and support. If objections have been raised, document the resolution. Demonstrate that the program you propose is not a duplication of an existing one.

There will be no effect on other colleges, departments or programs

4. Effect on your department's programs. Show how the proposed change fits with other departmental offerings.

There is another program within the HPHE Department, Coaching Sport Performance which is offers an M.A. entirely online. This change will add additional students to classes in that program. We have been advising sport management students to take classes in that program and that program has plenty of room for our students. (Dr. Zeljka Vidic is the Coordinator of that program and there is a letter of support attached to this packet).

5. Effects on enrolled students: Are program conflicts avoided? Will your proposal make it easier or harder for students to meet graduation requirements? Can students complete the program in a reasonable time? Show that you have considered scheduling needs and demands on students' time. If a required course will be offered during summer only, provide a rationale.

This change will have no effect on currently enrolled students. Those enrolled will be given the opportunity to substitute courses from the new program for some of the old classes. It terms of the new program, it will make it easier for a student to graduate for several reasons: 1). More classes will be available online; 2) There is flexibility in scheduling because a student will have more of a choice to fulfill classes, and 3) with some additional classes offered in the summer it may enable students to take additional classes and complete the degree quicker.

6. Student or external market demand. What is your anticipated student audience? What evidence of student or market demand or need exists? What is the estimated enrollment? What other factors make your proposal beneficial to students?

Demand for the Graduate Sport Management Program has been very steady with about 40-50 students enrolled each academic year. This change will encourage more students to enroll in the program because of the added flexibility to the program. This change might encourage more people to pursue the MA because they will be able to take more classes online. Several students pursuing the MA have full time jobs, are coaches, or teachers, and the added flexibility of the schedule allows them to take courses in the program.

This change could encourage students to pursue a degree in both programs (Sport Management and Coaching Sport Performance) (we have had several students do that) which is good for both programs (adds a third year to a Master's Degree). We anticipate a slight increase in the program because it gives students more flexibility to enter the program.

7. Effects on resources. Explain how your proposal would affect department and University resources, including faculty, equipment, space, technology, and library holdings. Tell how you will staff additions to the program. If more advising will be needed, how will you provide for it? How often will course(s) be offered? What will be the initial one-time costs and the ongoing base-funding costs for the proposed program? (Attach additional pages, as necessary.)

Due to the enrollment increase in Sport Management in Fall, 2016 we added a Term Position to handle more classes. We just hired 2 new FTE for Fall 2017. That brings our faculty to 4 full time which is perfect for the increase in enrollment. Those hires will include duties in the Graduate Program which will enable us to teach all the classes.

8. General education criteria. For a general education course, indicate how this course will meet the criteria for the area or proficiency. (See the General Education Policy for descriptions of each area and proficiency and the criteria. Attach additional pages as necessary. Attach a syllabus if (a) proposing a new course, (b) requesting certification for baccalaureate-level writing, or (c) requesting re-approval of an existing course.) Not Applicable
9. List the learning outcomes for the proposed course or the revised or proposed major, minor, or concentration. These are the outcomes that the department will use for future assessments of the course or program.
 1. Upon completion of the Graduate Program in Sport Management, students will gain a strong foundation in the management of sport.
 2. Upon completion of the Graduate Program in Sport Management, students will understand the ethical principles required of professionals in the field.
 3. Upon completion of the Graduate Program in Sport Management, students will have gained real world knowledge through internships, field work, and other experiences.
 4. Upon completion of the Graduate Program in Sport Management, students will come to appreciate the role of sport in society not just in the United States, but internationally.
 5. Upon completion of the Graduate Program in Sport Management, students will understand the role of professional organizations such as NASSM.
10. Describe how this curriculum change is a response to assessment outcomes that are part of a departmental or college assessment plan or informal assessment activities.

Approximately 5 years ago, the North American Society for Sport Management instituted a curriculum accreditation program for Sport Management. With the addition of faculty, we will move toward COSMA Accreditation. Accreditation can only happen when we are fully staffed. We are now full staff which will allow us to move forward on accreditation for COSM. These changes are also an attempt to meet the recommendations from the APR&P that was conducted at WMU. It recommended updating as well as adding some flexibility in the program.

11. (Undergraduate proposals only) Describe, in detail, how this curriculum change affects transfer articulation for Michigan community colleges. For course changes, include detail on necessary changes to transfer articulation from Michigan community college courses. For new majors or minors, describe transfer guidelines to be developed with Michigan community colleges. For revisions to majors or minors, describe necessary revisions to Michigan community college guidelines. Department chairs should seek assistance from college advising directors or from the admissions office in completing this section.

Present M.A. in Sport Management

Class	Number	Credits
Research Procedures in HPHE	HPHE 6900	3
Analytical Techniques in HPER	HPHE 6920	3
Sociocultural Influences in Sport	HPHE 6930	3
Governance and Administration of Sport	HPHE 6600	3
Legal Issues in Sport	HPHE 5610	3
Ethics in Sport	HPHE 6630	3
Marketing & Sales in Sport	HPHE 6640	3
Economic & Financial Management in Sport	HPHE 6650	3
Human Resource Management in Sport	HPHE 6660	3
Planning and Mgmt of Sport Facilities & Events	HPHE 6690	3
Non-Thesis Option		
Research Project/Independent Study	HPHE 7100	3
Professional Field Experience	HPHE 7120	3
Thesis	HPHE 7000	6
Total Credits		36

Proposed M.A. in Sport Management

	Classes	Credits	Semester: F=Fall, SP=Spring,	Online=O, In class=C, Both=B
Research Core (6 Credits Required)				
Research Procedures in HPHE	HPHE 6900	3	F	B
Analytical Techniques in HPHE	HPHE 6920	3	S	B
Sport Management Core (12 Credits Required)				
Governance and Administration	HPHE 6600	3	F	O
Ethics in Sport	HPHE 6630	3	F	O
Marketing and Sales in Sport	HPHE 6640	3	F	C
Legal Issues in Sport	HPHE 5610	3	Sp	O
Elective Classes (15 Credits Required)				
Human Resource Management	HPHE 6660	3	F	C
Issues in Sport Media	HPHE 6981	3		C
Planning and Mgmt of Sport Facilities	HPHE 6690	3	Sp	C
Principles and Practices of Effective Coaching	HPHE 6350	3	Sp	
Sociology of Sport and Physical Activity	HPHE 6950	3	Sp	O
Psychological Preparation and Mental Training	HPHE 6930	3	Sp	O
Economic and Financial Management in Sport	HPHE 6650	3	Sp	O
Computers in Sport Management	HPHE 6940	3	Sp	C
Special Topics in Sport	HPHE 6651	3	SU	C
Capstone Course (3 credits Required-Advisor Assigned)				
Independent Study	HPHE 7100	3	F, SP, SU	
Professional Field Experience	HPHE 7120	3	F, SP, SU	
Thesis	HPHE 7000	3		
Total Required		36		

Current Catalog Copy

The M.A. in Sport Management is a 36-credit program designed to prepare students to blend general management skills with the specific demands of managing sport organizations. Sport management majors acquire a strong foundation in management theory, financial management, communication, ethics, marketing and promotion, and legal aspects of sport. Specific courses in the sport management curriculum provide students with an understanding of the role of sports in society, the role of management in sports, and the opportunity to apply their knowledge in sports-related internships. Towards this end, all courses are designed to meet and/or exceed national standards set forth by the Commission of Sport Management Accreditation, and instruction will focus on both theoretical and applied knowledge.

Proposed Catalog Copy

Master of Arts in Sport Management (36 credit hours)

Advisor: Dr. James B. Lewis

Room TBD Student Recreation Center

The M.A. in Sport Management is a 36-credit program designed to prepare students to blend general management skills with the specific demands of managing a variety of levels of sport organizations. Sport management majors acquire a strong foundation in management theory, financial management, communication, ethics, marketing and promotion, sport media and legal aspects of sport. Specific courses in the sport management curriculum provide students with an understanding of the role of sports in society, the role of management in sports, and the opportunity to apply their knowledge in sport-related internships. Toward this end, all courses are designed to meet and/or exceed national standards set forth by the Commission of Sport Management Accreditation, and instruction will focus on both theoretical and applied knowledge.

Admission Requirements

Meet university graduate admissions standards, success completion of an undergraduate major or minor or equivalent appropriate for intended emphasis area, submission of a letter of intent to include education, career and/or research goals and philosophy, current resume and two letters of recommendation. Applicants should refer to the program website for future admissions requirements.

			Semester: F=Fall, SP=Spring, SU=Summer	Online=O, In class=C, Both=B
Research Core (6 Credits Required)	Classes	Credits		
Research Procedures in HPHE	HPHE 6900	3	F	B
Analytical Techniques in HPHE	HPHE 6920	3	S	B
Sport Management Core (12 Credits Required)				
Governance and Administration	HPHE 6600	3	F	O
Ethics in Sport	HPHE 6630	3	F	O
Marketing and Sales in Sport	HPHE 6640	3	F	C
Legal Issues in Sport	HPHE 5610	3	Sp	O
Elective Classes (15 Credits Required)				
Human Resource Management	HPHE 6660	3	F	C
Issues in Sport Media	HPHE 6981	3		C
Planning and Mgmt of Sport Facilities	HPHE 6690	3	Sp	C
Principles and Practices of Effective Coaching	HPHE 6350	3	Sp	
Sociology of Sport and Physical Activity	HPHE 6950	3	Sp	O
Psychological Preparation and Mental Training	HPHE 6930	3	Sp	O
Economic and Financial Management in Sport	HPHE 6650	3	Sp	O
Computers in Sport Management	HPHE 6940	3	Sp	C
Special Topics in Sport	HPHE 6651	3	SU	C
Capstone Course (3 credits Required-Advisor Assigned)				

Independent Study	HPHE 7100	3	F, SP, SU	
Professional Field Experience	HPHE 7120	3	F, SP, SU	
Thesis	HPHE 7000	3		
Total Required		36		

October 16, 2017

To Whom It May Concern,

As the Program Coordinator for the M.A. Coaching Sport Performance, I approve the addition of the following courses to the Graduate Sport Management Program:

- **HPHE 6350** – Principles and Practices of Effective Coaching, 3 credits
- **HPHE 6910** – Psychological Preparation and Mental Training for Sport and Physical Activity, 3 credits
- **HPHE 6930** – Sociology of Sport and Physical Activity, 3 credits

Please do not hesitate to contact me in case you have any further questions.

Thank you,

Zeljka Vidic, Ph.D.
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