

REQUEST TO COLLEGE CURRICULUM COMMITTEE FOR CURRICULAR IMPROVEMENTS

DEPARTMENT: HPHE PROPOSED EFFECTIVE SEMESTER: Fall 2016 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
General education (select one)
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: Recreation/Sport Management: Recreation Management (RCMJ)

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)

- Lecture Lecture/lab/discussion Independent study
Lab or discussion Seminar or studio Supervision or practicum

CIP Code (Registrar's use only):

Chair/Director Date 10-13-15

Chair, College Curriculum Committee Date 10-27-15

Dean Mar K Kelly Date: 11-1-15 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

1. Explain briefly and clearly the proposed improvement.

This change will involve minor revisions to the Recreation Management Concentration in Recreation/Sport Management.

1. Delete COM 2000 (Human Communication Theory) and ECON 2020 (Principles of Macroeconomics) from the required cognates.
  2. Add COM 1000 (Communications and Community Engagement) and GEOG 2440 (Economic Geography) as required cognates.
  3. Move COM 1040 (Public Speaking) from a cognate option to an elective option.
2. Rationale. Give your reason(s) for the proposed improvement. (If your proposal includes prerequisites, justify those)

After a full academic year of the new Recreation/Sport Management program it has been determined that COM 2000 and ECON 2020 were not foundation courses needed by Recreation/Sport Management Students. Thus, COM 1000 and GEOG 2440 which are foundation courses will be added and COM 2000 and ECON 2020 will be dropped.

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.

See emails from Dr. Greg Veeck, who teaches GEOG 2440, approving the addition of GEOG 2440 as a Cognate and from Dr. Leigh Ford, Chair of the School of Communication, approving the inclusion of the COM 1000 as a required class. The departments of Communication and Economics have been notified of the removal of COM 2000 and ECON 2020.

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

No Effect

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.

The change in cognates will have no effect on current students to complete the program .

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?

The Recreation Management concentration has had steady enrollment over the past years and it's anticipated that enrollment will remain constant. The United States Government Occupational Outlook Handbook predicts job growth of 14% over the next 10 years.

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.)

Enrollment in the Recreation Management Concentration, which shares many of the same courses with the Sport Management Concentration is over 119 after the first year. This enrollment growth has led to the hiring of a new faculty member in 2015-16. We have increased class caps, added more sections and have handled growth in enrollment. In addition, we have been working with the College of Education and Human Development to make the process of advising easier and we will continue to work on making it smoother for students.

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 reapproval of an existing course.) N/A
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.

Upon completion of the Recreation Management Concentration, a student will have the ability to:

Explain the origins and role of recreation and sport in human culture.

Define leisure, recreation, sport, recreational activity and play.

Analyze various definitions of recreation and sport.

Explain the role of recreation and sport in our society.

Analyze the role of sport/recreation in modern culture.

Discuss the value of recreation/sport activity.

Identify and describe various sports and discuss the direct and indirect impact of recreation/sport on the economy.

Explain the role of marketing, social media and communication in recreation.

Develop job opportunities and professional development in sport and recreation.

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.

The curriculum change is the result of assessment of the program, talking with CEHD advisors and talking with the students currently enrolled in the Sport Management Concentration. It is also the result of meetings with the State of Michigan Sport Management Association.

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.

This curriculum proposal does not affect any transfer articulations. The program retains the same transferability.

See attached catalog copy.

## Recreation/Sport Management Major (122 hours)

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The Recreation/Sport Management Curriculum is designed to allow students to concentrate on either **Recreation Management** or **Sport Management**. The Recreation Management Concentration prepares students for leadership/administrative roles in public, non-profit, commercial, and recreational sport organizations. The Sport Management Concentration prepares students for roles in sport organizations on the interscholastic, intercollegiate, professional and recreational levels. The electives in this program allow for student flexibility in preparing for employment in any of the different areas in the fields of recreation and sport. Students in both concentrations will complete a supervised practicum and internship experience.

## General Education (37 hours)

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A list of approved General Education courses can be found in the "Graduation Requirements and Academic Advising" section of this catalog.

## Baccalaureate-Level Writing Requirement

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Students who have chosen the Recreation/Sport Management major will satisfy the Baccalaureate-Level Writing requirement by successfully completing the following course:

- HPHE 4320 - Research and Writing in Recreation/Sport Credits: 3 hours

## Recreation Management Concentration (73 hours)

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### Required Cognates (20 hours)

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- BUS 1750 - Business Enterprise Credits: 3 hours
- COM 2000 - Human Communication Theory Credits: 3 hours
- CORP 2560 - Introduction to Community and Regional Planning Credits: 3 hours
- ECON 2020 - Principles of Macroeconomics Credits: 3 hours
- HPHE 1110 - Healthy Living Credits: 2 hours
- HPHE 1490 - Computer Applications in HPHE Credits: 3 hours

### Choose one from the following:

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- COM 1000 - Communication and Community Engagement Credits: 3 hours
- OR
- COM 1040 - Public Speaking Credits: 3 hours

### Required Recreation Management Courses (38 hours)

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- HPHE 1700 - Introduction to Recreation/Sport Management Credits: 3 hours
- HPHE 2100 - Event Strategic Planning for Special Events Credits: 3 hours
- HPHE 2720 - Administration of Recreational Sports Credits: 3 hours
- HPHE 2900 - Inclusive and Special Recreation Credits: 3 hours
- HPHE 3710 - Practical Recreational Programming and Leadership Credits: 3 hours
- HPHE 4320 - Research and Writing in Recreation/Sport Credits: 3 hours
- HPHE 3760 - Management of Recreational/Sport Credits: 3 hours
- HPHE 3990 - Practicum in Recreation/Sport Credits: 3 hours
- HPHE 4700 - Facilities and Risk Management Credits: 3 hours

### Current 2015-16 Catalog Copy

- HPHE 4720 - Recreation for the Aging **Credits: 3 hours**
- HPHE 4970 - Senior Seminar in Recreation/Sport **Credits: 2 hours**
- HPHE 4990 - Recreation/Sport Internship **Credits: 6 hours**

### Recreation Management Electives (Choose 15 hours)

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- ACTY 2100 - Principles of Accounting I **Credits: 3 hours**
- BLS 3050 - Introduction to Adults with Disabilities **Credits: 3 hours**
- COM 1000 - Communication and Community Engagement **Credits: 3 hours**
- (If not chosen as a cognate)
- CORP 5540 - Outdoor Recreation: Resources and Planning **Credits: 3 hours**
- ECON 2010 - Principles of Microeconomics **Credits: 3 hours**
- ECON 3090 - Women and the Economy **Credits: 3 hours**
- ECON 3150 - Sports Economics **Credits: 3 hours**
- ENGL 3060 - Rhetoric, Writing, and Culture **Credits: 3 hours**
- FIN 2420 - Entrepreneurial Finance **Credits: 3 hours**
- GEOG 2050 - Human Geography **Credits: 3 hours**
- GEOG 4260 - Natural Disasters and Risk Management **Credits: 3 hours**
- GEOS 3120 - Geology of the National Parks and Monuments **Credits: 3 hours**
- GRN 1000 - Introduction to Aging Studies **Credits: 3 hours**
- HIST 2120 - American Culture **Credits: 3 hours**
- HIST 2125 - Sport in American Culture **Credits: 3 hours**
- HPHE 1810 - First Aid **Credits: 2 hours**
- HPHE 2350 - Theory of Coaching **Credits: 2 hours**
- HPHE 3810 - Instructor First Aid **Credits: 2 hours**
- MKTG 2500 - Marketing Principles **Credits: 3 hours**
- MKTG 3800 - Sport Marketing **Credits: 3 hours**
- PHIL 2010 - Introduction to Ethics **Credits: 4 hours**

### Choose one from the following:

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- STAT 1600 - Statistics and Data Analysis **Credits: 3 hours**
- OR
- STAT 3660 - Introduction to Statistics **Credits: 4 hours**

### Sport Management Concentration (73 hours)

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### Required Cognates (17 hours)

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- BUS 1750 - Business Enterprise **Credits: 3 hours**
- COM 2000 - Human Communication Theory **Credits: 3 hours**
- ECON 2020 - Principles of Macroeconomics **Credits: 3 hours**
- HPHE 1110 - Healthy Living **Credits: 2 hours**
- HPHE 1490 - Computer Applications in HPHE **Credits: 3 hours**

### Choose one from the following:

---

- COM 1000 - Communication and Community Engagement **Credits: 3 hours**
- OR

## Current 2015-16 Catalog Copy

- COM 1040 - Public Speaking **Credits:** 3 hours

### Required HPHE Courses (32 hours)

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- HPHE 1700 - Introduction to Recreation/Sport Management **Credits:** 3 hours
- HPHE 2720 - Administration of Recreational Sports **Credits:** 3 hours
- HPHE 3710 - Practical Recreational Programming and Leadership **Credits:** 3 hours
- HPHE 4320 - Research and Writing in Recreation/Sport **Credits:** 3 hours
- HPHE 3760 - Management of Recreational/Sport **Credits:** 3 hours
- HPHE 3990 - Practicum in Recreation/Sport **Credits:** 3 hours
- HPHE 4700 - Facilities and Risk Management **Credits:** 3 hours
- HPHE 5610 - Legal Issues in Sport **Credits:** 3 hours
- HPHE 4970 - Senior Seminar in Recreation/Sport **Credits:** 2 hours
- HPHE 4990 - Recreation/Sport Internship **Credits:** 6 hours

### Additional General Business Courses (15 hours)

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- ACTY 2100 - Principles of Accounting I **Credits:** 3 hours
- CIS 2700 - Business-Driven Information Technology **Credits:** 3 hours
- MGMT 2500 - Organizational Behavior **Credits:** 3 hours
- MKTG 2500 - Marketing Principles **Credits:** 3 hours

### Choose one from the following:

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- FIN 3200 - Business Finance **Credits:** 3 hours
- OR
- LAW 3800 - Legal Environment **Credits:** 3 hours

### Note:

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General Business minor courses are included in this program. Please contact the Haworth College of Business Advising Office for details.

### Required Electives ( Choose 9 hours)

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- COM 1000 - Communication and Community Engagement **Credits:** 3 hours
- (If not chosen as a cognate)
- ECON 2010 - Principles of Microeconomics **Credits:** 3 hours
- ECON 3150 - Sports Economics **Credits:** 3 hours
- FIN 2420 - Entrepreneurial Finance **Credits:** 3 hours
- HIST 2125 - Sport in American Culture **Credits:** 3 hours
- HPHE 1810 - First Aid **Credits:** 2 hours
- HPHE 2350 - Theory of Coaching **Credits:** 2 hours
- HPHE 3810 - Instructor First Aid **Credits:** 2 hours
- MKTG 3800 - Sport Marketing **Credits:** 3 hours
- PHIL 2010 - Introduction to Ethics **Credits:** 4 hours

### Choose one from the following:

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- OR
- STAT 3660 - Introduction to Statistics **Credits:** 4 hours

## Recreation/Sport Management Major (122 hours)

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## General Education (37 hours)

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A list of approved General Education courses can be found in the “Graduation Requirements and Academic Advising” section of this catalog.

## Baccalaureate-Level Writing Requirement

---

Students who have chosen the Recreation/Sport Management major will satisfy the Baccalaureate-Level Writing requirement by successfully completing the following course:

- HPHE 4320 - Research and Writing in Recreation/Sport **Credits:** 3 hours

## Recreation Management Concentration (70 hours)

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### Required Cognates (17 hours)

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- BUS 1750 - Business Enterprise **Credits:** 3 hours
- COM 1000 - Communication and Community Engagement **Credits:** 3 hours
- CORP 2560 - Introduction to Community and Regional Planning **Credits:** 3 hours
- GEOG 2440 - Economic Geography **Credits:** 3 hours
- HPHE 1110 - Healthy Living **Credits:** 2 hours
- HPHE 1490 - Computer Applications in HPHE **Credits:** 3 hours

### Required Recreation Management Courses (38 hours)

---

- HPHE 1700 - Introduction to Recreation/Sport Management **Credits:** 3 hours
- HPHE 2100 - Event Strategic Planning for Special Events **Credits:** 3 hours
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- HPHE 4700 - Facilities and Risk Management **Credits:** 3 hours
- HPHE 4720 - Recreation for the Aging **Credits:** 3 hours
- HPHE 4970 - Senior Seminar in Recreation/Sport **Credits:** 2 hours
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## Proposed 2016-17 Catalog Copy

### Recreation Management Electives (Choose 15 hours)

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- ACTY 2100 - Principles of Accounting I **Credits:** 3 hours
- BLS 3050 - Introduction to Adults with Disabilities **Credits:** 3 hours
- COM 1040 - Public Speaking **Credits:** 3 hours
- CORP 5540 - Outdoor Recreation: Resources and Planning **Credits:** 3 hours
- ECON 2010 - Principles of Microeconomics **Credits:** 3 hours
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- GRN 1000 - Introduction to Aging Studies **Credits:** 3 hours
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- HIST 2125 - Sport in American Culture **Credits:** 3 hours
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- HPHE 2350 - Theory of Coaching **Credits:** 2 hours
- HPHE 3810 - Instructor First Aid **Credits:** 2 hours
- MKTG 2500 - Marketing Principles **Credits:** 3 hours
- MKTG 3800 - Sport Marketing **Credits:** 3 hours
- PHIL 2010 - Introduction to Ethics **Credits:** 4 hours

### Choose one from the following:

- 
- STAT 1600 - Statistics and Data Analysis **Credits:** 3 hours
  - OR
  - STAT 3660 - Introduction to Statistics **Credits:** 4 hours

### Sport Management Concentration (70-86 hours)

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#### Required Cognates (14 hours)

- 
- BUS 1750 - Business Enterprise **Credits:** 3 hours
  - COM 1000 - Communication and Community Engagement **Credits:** 3 hours
  - GEOG 2440 - Economic Geography **Credits:** 3 hours
  - HPHE 1110 - Healthy Living **Credits:** 2 hours
  - HPHE 1490 - Computer Applications in HPHE **Credits:** 3 hours

#### Required HPHE Courses (32 hours)

- 
- HPHE 1700 - Introduction to Recreation/Sport Management **Credits:** 3 hours
  - HPHE 2720 - Administration of Recreational Sports **Credits:** 3 hours
  - HPHE 3710 - Practical Recreational Programming and Leadership **Credits:** 3 hours
  - HPHE 4320 - Research and Writing in Recreation/Sport **Credits:** 3 hours
  - HPHE 3760 - Management of Recreational/Sport **Credits:** 3 hours
  - HPHE 3980 - Sport Media **Credits:** 3 hours
  - HPHE 4700 - Facilities and Risk Management **Credits:** 3 hours



## Proposed 2016-17 Catalog Copy

- HPHE 5610 - Legal Issues in Sport **Credits:** 3 hours
- HPHE 4970 - Senior Seminar in Recreation/Sport **Credits:** 2 hours
- HPHE 4990 - Recreation/Sport Internship **Credits:** 6 hours

### Required Electives (Choose 9 hours)

---

- ACTY 2100 - Principles of Accounting I **Credits:** 3 hours
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### Choose one from the following:

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- STAT 1600 - Statistics and Data Analysis **Credits:** 3 hours
- OR
- STAT 3660 - Introduction to Statistics **Credits:** 4 hours

Required Minor—Choose one of the approved minors listed below (15-31 hours)

(Laurie/Registrar—can you please link each minor to the catalog entry so students can see the classes for each minor?)

Minors in the College of Education and Human Development

- Coaching Minor (Non-Teaching) (31 hours)
- Event Management Minor (15 hours)

Minors in the School of Communication (Must meet School of Communication requirements)

- Communication Minor (18 hours)
- Journalism Minor (18 hours)

Minor in the Haworth College of Business (Must meet College of Business requirements)

- General Business Minor (18 hours)

Students can also petition the Sport Management Program Coordinator to approve another minor.

**WMU Webmail Plus****lewisj@wmich.edu**

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**Re: Sport Managment**

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**From :** Leigh Arden Ford <leigh.ford@wmich.edu>

Wed, Sep 16, 2015 03:07 PM

**Subject :** Re: Sport Managment**To :** James B Lewis <james.lewis@wmich.edu>**Cc :** Laura R Ciccantell <laura.ciccantell@wmich.edu>

Dear Jim,

We held our first faculty meeting today. The faculty approved changes you outlined in this email.

We look forward to having these students select a COM or JRN minor!

Leigh

---

**From:** "James B Lewis" <james.lewis@wmich.edu>**To:** "Leigh Ford" <leigh.ford@wmich.edu>**Cc:** "Laura R Ciccantell" <laura.ciccantell@wmich.edu>, "James Lewis" <james.lewis@wmich.edu>**Sent:** Tuesday, September 8, 2015 9:29:32 AM**Subject:** Sport Managment

Leigh:

Last academic year we started a new Major, Recreation/Sport Management with a concentration in Sport Management or Recreation Management. It has been very successful and enrollment has really grown. This year we are tweaking a few things. These are the following tweaks we are going to make and we would like to ask you for an e-mail of support:

-In both concentrations COM 2000 was a required Cognate Course.

-For Cognates students were given a choice of COM 1000 or COM 1040.

**Change we are requesting:**

COM 1000 will be a required Cognate  
COM 1040 will become an elective Course.

**Additional Change**

The Sport Management Concentration requires a Minor. The only choice of a minor was General Business (2014) We would like to add Communication and Journalism as choices.

Communications has always been a popular minor for students enrolled in Recreation. We would like to make that choice an option for students who enroll in Sport Management.

Please let me know if you have any questions.

Jim Lewis

--

James B. Lewis, Ph.D.

Associate Professor

Department of Human Performance  
and Health Education

Western Michigan University

Kalamazoo, MI 49008-5426

(269) 387-2697

<http://www.wmich.edu/humanperformance/recreation/index.html>

<http://homepages.wmich.edu/~lewisj>

"If you want to make God laugh, tell him what you have planned for tomorrow"

"All that is necessary for the triumph of evil is that good men do nothing"

Edmund Burke

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**From:** "James B Lewis" <james.lewis@wmich.edu>**To:** "Leigh Ford" <leigh.ford@wmich.edu>**Cc:** "Laura R Ciccantell" <laura.ciccantell@wmich.edu>, "James Lewis" <james.lewis@wmich.edu>**Sent:** Tuesday, September 8, 2015 9:29:32 AM**Subject:** Sport Managment

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James B. Lewis, Ph.D.

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**WMU Webmail Plus****lewisj@wmich.edu**

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**Re: GEOG 2440--Welcome, welcome**

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**From :** Gregory Veeck <gregory.veeck@wmich.edu> Wed, Aug 26, 2015 10:26 AM**Subject :** Re: GEOG 2440--Welcome, welcome**To :** James B Lewis <james.lewis@wmich.edu>**Cc :** Benjamin Ofori-Amoah <ben.ofori@wmich.edu>

Dear Jim: I hope your summer went well and you are ready for the new year. I would be delighted to have my course included in the recreation/sports management program. I enjoy the class and students also seem to like the class and material. I can send course reviews from the WMU evaluation system (ICES?) to you if that would be useful. There is room in the class at this time but we may have to move the class to another slightly larger classroom in the future. Thanks for thinking of my Geography class as an addition to your program.

With best wishes,

Greg Veeck  
Geography  
2114 Wood Hall  
269-387-3420

----- James B Lewis <james.lewis@wmich.edu> wrote:

>

Greg:

I spoke to you last year about this, but we would like to add GEOG 2440 as a required Cognate Course in our Recreation/Sport Management Course. That class comes highly recommended by the College of Education Advising Office. If you are okay with that, could you write me a short e-mail saying that it is okay so I can forward it to the curriculum committee? Let me know if you have questions.

Jim

BTW-Enrollment has continued to climb for our program which means we could add about 3-10 students to the class although I am not positive.

--

James B. Lewis, Ph.D.  
Associate Professor  
Department of Human Performance  
and Health Education  
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