College of Health and Human Services

Dean’s office 745-8912

Report to the Undergraduate Curriculum Committee

The following **Action Items** are submitted for consideration at the April 25, 2013 UCC meeting:

|  |  |
| --- | --- |
| **Type of Item** | **Description in Item and Contact Information** |
| Action | Proposal to Create a New Course  SPM 290 Sport Management Seminar  Contact: Darren Smith; darren.smith@wku.edu; 745-3175 |
| Action | Proposal to Create a New Course  SPM 305 Sport Event Management  Contact: Darren Smith; darren.smith@wku.edu; 745-3175 |
| Action | Proposal to Create a New Course  SPM 315 Sport Image Management  Contact: Darren Smith; darren.smith@wku.edu; 745-3175  Tricia Jordan; tricia.jordan@wku.edu, 745-6042 |
| Action | Proposal to Revise a Program  572 Sport Management  Contact: Darren Smith; darren.smith@wku.edu; 745-3175 |

Proposal Date: 3/21/2013

**College of Health and Human Services**

**Department of Kinesiology, Recreation & Sport**

**Proposal to Create a New Course**

**(Action Item)**

Contact Person: Darren Smith; [darren.smith@wku.edu](mailto:darren.smith@wku.edu); 745-3175

**1. Identification of proposed course:**

* 1. Course prefix and number: SPM 290
  2. Course title: Sport Management Seminar
  3. Abbreviated course title: Sport Management Seminar
  4. Credit hours : 3
  5. Type of course: S-Seminar
  6. Prerequisites: This course is restricted to students with a major code of 572P (Sport Management-Prep) or 572 (Sport Management).
  7. Course catalog listing: Exploration of sport management career planning including application materials, interviewing, and other professional issues.

**2. Rationale:**

* 1. Reason for developing the proposed course: This course is designed to prepare students for SPM 490 Internship in Sport and future employment. This course relates to the WKU Mission Statement by preparing students to be productive and engaged leaders in their field.
  2. Projected enrollment in the proposed course: 30 students. The Sport Management program grew to 235 majors in Fall of 2012. This is a required course. Course will be restricted to Sport Management Majors (572) and Sport Management - Prep Majors (572P).
  3. Relationship of the proposed course to courses now offered by the department:

This course works closely with SPM 490 – Internship in Sport by assisting the student with finding internship opportunities. The proposed course will assist students researching internships and jobs. The Recreation Administration Program has REC 320 – Recreation Seminar which deals with some of the same topics from a recreation perspective.

* 1. Relationship of the proposed course to courses offered in other departments:

Other departments have courses similar to this one, however this course will focus on the sport industry. School of Teacher Education has SPED 434 – Student Teaching Seminar which is designed as a pre-student teaching experience. Aero Space Studies has AERO 351/353-Air Force Leadership and Management-the Professional Officer which examines professionalism in the field. Business Management has BUS 253C – Business Seminar which explores essential skills that employers want. No courses were found dealing specifically with working in the market of sport management or administration.

* 1. Relationship of the proposed course to courses offered in other institutions:

The University of West Georgia offers a course SPMG 4584 Pre-Internship Seminar in Sport Management. Indiana State University offers RCSM 390 – internship Seminar. Missouri State offers REC 490 – Orientation to Internship. No similar course was identified at our benchmark institutions.

**3. Discussion of proposed course:**

* 1. Course objectives:

Upon completion of this course, students will:

* Understand the process of performing an internship/job search
* Develop a professional resume
* Write a letter of interest for a job in the sport management field
* Sit for an interview for a sport management job
* Communicate professionally during an interview
* Conduct and participate in a professional meeting
* Establish career goals and means of obtaining those goals
  1. Content outline:
* Self-Assessment
* Career goals and direction
* Searching for and researching a potential internship/job
* Preparing and writing a cover letter
* Preparing and writing a resume
* Preparing for an interview
* Selection and final planning for a sport management position
  1. Student expectations and requirements:

Completion of all course requirements which may include exams, papers, readings, discussions, and presentations.

* 1. Tentative texts and course materials:

Ammon, R., Walker, M., Seagle, E.E., & Smith, R. W. (2010). Internship in sport management. Venture Publishing; State College, PA

**4. Resources:**

* 1. Library resources: Existing resources.
  2. Computer resources: Existing resources.

**5. Budget implications:**

* 1. Proposed method of staffing: Current faculty will teach as part of normal load. The Sport Management program is hiring two new faculty members for Fall 2013. One faculty member is filling a vacant position that hasn’t been filled for over a year. The second position is a new position created in response to the rapid growth in the program.
  2. Special equipment needed: NONE
  3. Expendable materials needed: NONE
  4. Laboratory materials needed: NONE

**6. Proposed term for implementation:** Fall 2013

**7. Dates of prior committee approvals:**

KRS Department/Division: \_\_\_\_3/25/2013\_\_\_\_\_\_\_

CHHS Undergraduate Curriculum Committee April 8, 2013

Undergraduate Curriculum Committee \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

University Senate \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Attachment: Bibliography, Library Resources Form**, **Course Inventory Form**

Proposal Date: 3/21/2013

**College of Health and Human Services**

**Department of Kinesiology, Recreation & Sport**

**Proposal to Create a New Course**

**(Action Item)**

Contact Person: Darren Smith; [darren.smith@wku.edu](mailto:darren.smith@wku.edu); 745-3175

**1. Identification of proposed course:**

* 1. Course prefix and number: SPM 305
  2. Course title: Sport Event Management
  3. Abbreviated course title: Sport Event Management
  4. Credit hours : 3
  5. Type of course: L-Lecture
  6. Prerequisites/corequisites: none
  7. Course catalog listing: Addresses the management of sporting events and tournaments. Students will learn multiple methods of designing and implementing tournaments and special events.

**2. Rationale:**

* 1. Reason for developing the proposed course: Professionals are expected to understand how tournaments and events work and are conducted. Often, it is assumed because someone participated in a sport, they understand the rules of and process under which that sport was operated. Students need a broad understanding of sport rules, tournament development, and event management. This course is designed as an introduction into the realm of competitive sport. This course relates to the WKU mission statement by preparing students to develop programs for service to the community they work in as well as offering well designed programs for a global market.
  2. Projected enrollment in the proposed course: The sport management program reached 235 majors in spring 2012. It is expected that at least 35 students will take this course each time it is offered. This course will be open to enrollment for non-majors as well.
  3. Relationship of the proposed course to courses now offered by the department:

PE 333 – Coaching of Volleyball, PE 340 – Football Coaching; PE 341 Basketball Coaching, PE 342 Track & Field Coaching, and PE 343 Baseball Coaching are courses currently offered in the department. These courses are designed to examine individual sports from the coaching perspective. The proposed course is designed to examine the rules and tournament issues that may arise from the standpoint of the sport manager instead of the coach. REC 306 – Recreation Program Planning examines similar content as the proposed course but from the perspective of recreation opportunities.

* 1. Relationship of the proposed course to courses offered in other departments: FACS 375 – Meetings and Convention Management examines similar content from a general perspective of conventions, meetings, and trade shows/exhibitions.
  2. Relationship of the proposed course to courses offered in other institutions: The University of Louisville offers SPAD 525 – Sport Event Management. Eastern Kentucky University has PHE 220 – Team Sports. No similar course was identified at the benchmark institutions.

**3. Discussion of proposed course:**

* 1. Course objectives:

Upon completion of this course, students will be able to:

* Efficiently schedule and manage a tournament/special event
* Select a tournament type depending upon the sport
* Explain why the tournament style selection is important to the success of the event
* Develop a plan for managing and overseeing tournament/special events
* Develop and manage tournament/special events
* Create a plan for soliciting sponsorship for tournament/special events
* Develop a customer relation plan
* Determine the most effective use of media outlets
* Identify event location options
  1. Content outline:
* Types and selection of tournament styles
* Extended tournament design
* Creative tournament scheduling
* Event safety and security concerns
* Creating events
* Developing event budgets
* Identifying media sources
* Managing participants
* Managing customers/patrons
  1. Student expectations and requirements:

Completion of all course requirements which may include exams, papers, readings, discussions, and presentations.

* 1. Tentative texts and course materials:

Hanlan, T. (2009). The sport rule book: Essential rules, terms, and procedures for 54 sports (3rd edition). Human Kinetics; Champaign, IL.

Byl, J. (2006). Organizing successful tournaments (3rd edition). Human Kinetics; Champaign, IL.

Solomon, J. (2002). An insider’s guide to managing sporting events. Human Kinetics; Champaign, IL.

**4. Resources:**

* 1. Library resources: Existing resources.
  2. Computer resources: Existing resources.

**5. Budget implications:**

* 1. Proposed method of staffing: Current faculty will teach as part of normal load. The Sport Management program is hiring two new faculty members for Fall 2013. One faculty member is filling a vacant position that hasn’t been filled for over a year. The second position is a new position created in response to the rapid growth in the program. This is an elective course and will be offered as needed and on a rotation with other elective courses.
  2. Special equipment needed: NONE
  3. Expendable materials needed: NONE
  4. Laboratory materials needed: NONE

**6. Proposed term for implementation:** Fall 2013

**7. Dates of prior committee approvals:**

KRS Department: \_\_\_\_3/25/2013\_\_\_\_\_\_\_

CHHS Undergraduate Curriculum Committee April 8, 2013

Undergraduate Curriculum Committee \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

University Senate \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Attachment: Bibliography, Library Resources Form**, **Course Inventory Form**

Proposal Date: 3/21/2013

**College of Health and Human Services**

**Department of Kinesiology, Recreation & Sport**

**Proposal to Create a New Course**

**(Action Item)**

Contact Person: Darren Smith; [darren.smith@wku.edu](mailto:darren.smith@wku.edu); 745-3175

Tricia Jordan; [tricia.jordan@wku.edu](mailto:tricia.jordan@wku.edu), 745-6042

**1. Identification of proposed course:**

* 1. Course prefix and number: SPM 315
  2. Course title: Sport Image Management
  3. Abbreviated course title: Sport Image Management
  4. Credit hours: 3
  5. Type of course: L-Lecture
  6. Prerequisites/corequisites: none
  7. Course catalog listing: Introduces students to the management of image and response to crisis situation impacting organization within community sport, scholastic sport, campus recreational sport, intercollegiate athletics, and professional sport organizations.

**2. Rationale:**

* 1. Reason for developing the proposed course: This course introduces/expands upon information that is briefly discussed in SPM 452-Sport Leadership & Management by discussing the steps and processes that sport organizations go through to manage their image and brand. The course relates to the WKU mission statement by increasing a student’s perspective of socially responsible management of sport.
  2. Projected enrollment in the proposed course: 30 students. The program has grown to a population of 235 majors in spring of 2012. This course will be an elective course that these students can register for and take to complete elective hour requirements. This course is open to enrollment for non-majors as well.
  3. Relationship of the proposed course to courses now offered by the department: This elective course provides a more in-depth discussion of sport image management than what is discussed in SPM 452 – Sport Leadership & Management.
  4. Relationship of the proposed course to courses offered in other departments: This course is sport specific with discussion of concepts that may be generally discussed in JOUR 355 – Fundamentals of Public Relations.
  5. Relationship of the proposed course to courses offered in other institutions: Indiana University offers HPER-P 329 – Issues in Sport Communication which is a required course to gain a BS in Sport Communication taught in the Department of Kinesiology. Central Missouri State University offers SM 4400 – Sport Communication which is a required course for to gain the BS in Sport Management and is taught in the Sport Management Program. Quincy University offers SPM 364 – Public & Media Relations in Sport which is a required course for the BS in Sport Management and is taught in the Sport Management Program.

**3. Discussion of proposed course:**

* 1. Course objectives:

Upon completion of this course, students will be able to:

* Explain the history of image concerns in sport.
* Explain the history and growth of sport communication.
* Identify elements of sport communication and the strategic sport communication model.
* Explain crisis management in sport organizations.
* Identify the warning signs of potential crisis situations in sport.
* Explain how to manage media and community relations in sport.
* Manage potential crisis situations understanding how to prepare, recognize, respond and evaluate potential crises of image and reputation faced by sport organizations.
  1. Content outline:
* Image/reputation problems in sport
* Growth of sport communication
* Sport Strategic Communication Model
* Crisis and crisis management defined
* Managing media relations in sport
* Managing community relations in sport
* Reputation management in sport
* Issue management in sport
* Crisis preparation, recognition, response and evaluation in sport.
  1. Student expectations and requirements:

Completion of all course requirements including exams, papers, readings, discussions, and presentations.

* 1. Tentative texts and course materials:
* Pedersen, P.M., Miloch, K.S., & Laucella, P.C. (2009). Strategic Sport Communication. Human Kinetics Publishing; ISBN-13: 978073606524
* Coombs, W.T. (2011). Ongoing Crisis Communication: Planning, Managing, and Responding. (3rd ed.). Sage Publications; ISBN-13: 9781412983105
* Zarenbam A.J., (2009). Crisis Communication: Theory & Practice. Sharpe, M.E., Inc.; ISBN-13: 978073606524

**4. Resources:**

* 1. Library resources: Resources already exist.
  2. Computer resources: Resources already exist.

**5. Budget implications:**

* 1. Proposed method of staffing: Current faculty will teach as part of normal load. The Sport Management program is hiring two new faculty members for Fall 2013. One faculty member is filling a vacant position that hasn’t been filled for over a year. The second position is a new position created in response to the rapid growth in the program.
  2. Special equipment needed: NONE
  3. Expendable materials needed: NONE
  4. Laboratory materials needed: NONE

**6. Proposed term for implementation:** Fall 2013

**7. Dates of prior committee approvals:**

KRS Department/Division: \_\_\_\_\_\_3/25/2013\_\_\_\_\_

CHHS Undergraduate Curriculum Committee \_\_\_\_ April 8, 2013\_\_\_\_\_

Undergraduate Curriculum Committee \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

University Senate \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Attachment: Library Resources Form**, **Course Inventory Form**

Proposal Date: 3/21/2013

**College of Health and Human Services**

**Department of Kinesiology, Recreation, & Sport**

**Proposal to Revise A Program**

**(Action Item)**

Contact Person: Darren Smith; [darren.smith@wku.edu](mailto:darren.smith@wku.edu); 745-3175

**1. Identification of program:**

* 1. Current program reference number: 572
  2. Current program title: Sport Management
  3. Credit hours: 51 hours

**2. Identification of the proposed program changes:**

* Amend Sport Program catalog description to accurately reflect proposed program changes and to correct a catalog error
* Remove ENG 100 & MATH 109 from prerequisite admission courses
* Add ACCT 200 & MGT 210 to prerequisite admission courses
* Remove ECON 202 from required courses
* Add SPM 290 to required course
* Add required elective courses to major and require students to take 15 hours from the listed choices
* Move SOCL 324, MKT 326, and ECON 323 from required courses to required elective courses
* Add SPM 300, SPM 305, SPM 310, SPM 315, SPM 456, JOUR 355, and PSY 340 to required elective courses
* Increase required credit hours in the major from 51 to 57

**3. Detailed program description:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Current Catalog Description | |  | Proposed Catalog Description | |
| The Bachelor of Science degree in sport management (reference number 572P / 572) is a program which prepares students for successful careers within the sport industry. To be admitted to the program, students must obtain a  minimum of an overall WKU GPA of 2.5 and complete **ENG 100**, COMM 145 or 161, ECON 202, MKT 220, SPM 200, and **MATH 109** or higher with a minimum of a grade of C in each course. Students must complete **51 hours** of the  following courses for the major: SPM 200, 404, 402, 450, 452, 454, 490, **ECON 323, SOCL 324**, ACCT 200, **ECON 202**, MKT 220, MKT 326 and MGT 210 and then use the remaining 25 hours to either: 1) take other electives of interest to the student or 2) select a minor that best prepares them for entry level positions related to their interest within the sport industry. Complementary minors include but are not limited to: athletic coaching, broadcasting, business administration, and facility and event management. | |  | The Bachelor of Science degree in sport management (reference number 572P / 572) is a program which prepares students for successful careers within the sport industry and **requires 57 semester hours.** To be admitted to the program, students must obtain a  minimum of an overall WKU GPA of 2.5 and complete **ACCT 200**, COMM 145 or 161, ECON 202, MKT 220, SPM 200, and **MGT 210** or higher with a minimum of a grade of C in each course. Students must complete **42** **hours** of the following **required core courses** for the major: SPM 200, **290,** 404, 402, 450, 452, 454, 490, ACCT 200, MKT 220, and MGT 210. **Students must also complete 15 hours from the following list of required elective courses: SPM 300, SPM 305, SPM 310, SPM 315, SPM 456, ECON 323, SOCL 324, JOUR 355, or PSY 340. Prior to being allowed to take the SPM 490 course, students must have completed all courses required in the major except SPM 490 and have a minimum 2.8 GPA in all major courses. The remaining hours required to meet the Universities’ requirement of 120 hours could be used to either:** 1) take other electives of interest to the student or 2) select a minor that best prepares them for entry level positions related to their interest within the sport industry. Complementary minors include but are not limited to: athletic coaching, broadcasting, business administration, **economics, finance, nonprofit administration, community recreation,** and facility & event management. | |
|  |  |  |  |  |
| Required Courses | **51** |  | Required **Core** Courses | **42** |
| SPM 200 – Intro. to Sport Mgmt. | 3 | SPM 200 – Intro to Sport Mgmt. | 3 |
| ACCT 200 – Into. Accounting | 3 | ACCT 200 – Into. Accounting | 3 |
|  |  | **SPM 290 – Sport Mgmt Seminar** | **3** |
| **ECON 202 – Prin of Economics-Micro** | **3** |  |  |
| MKT 220 – Basic Market Concepts | 3 | MKT 220 – Basic Market Concepts | 3 |
| MGT 210 – Organization & Mgmt | 3 | MGT 210 – Organization & Mgmt | 3 |
| SPM 402 – Fiscal Practices in Sport | 3 | SPM 402 – Fiscal Practices in Sport | 3 |
| SPM 404 – Sport Facility Mgmt. | 3 | SPM 404 – Sport Facility Mgmt. | 3 |
| SPM 450 – Sport Law | 3 | SPM 450 – Sport Law | 3 |
| SPM 452 – Sport Lead & Mgmt. | 3 | SPM 452 – Sport Lead & Mgmt. | 3 |
| SPM 454 – Sport Governance | 3 | SPM 454 – Sport Governance | 3 |
| SPM 490 – Internship in Sport | 12 |  | SPM 490 – Internship in Sport | 12 |
|  |  |  |  |  |
|  |  |  | **Required Elective Courses (select from the following)** | **15** |
|  |  |  | **SPM 300 – Public Policy of Sport** | **3** |
|  |  |  | **SPM 305 – Sport Event Mgmt.** | **3** |
|  |  |  | **SPM 310 – Sport Ethics & Morals** | **3** |
|  |  |  | **SPM 315 – Sport Image Mgmt.** | **3** |
|  |  |  | **SPM 456 – Adv. Studies in Sport** | **3** |
| **ECON 323 – Economics of Sport** | **3** |  | **ECON 323 – Economics of Sport** | **3** |
| **SOCL 324- Sociology of Sport** | **3** |  | **SOCL 324 – Sociology of Sport** | **3** |
| **MKT 326- Sport Marketing** | **3** |  | **MKT 326 – Sport Marketing** | **3** |
|  |  |  | **JOUR 355 – Fundamentals of Public Relations** | **3** |
|  |  |  | **PSY 340 – Sport Psychology** | **3** |
| **Total Hours** | **51** |  | **Total Hours** | **57** |

**4. Rationale for the proposed program change:**

* Catalog description changes are needed due to the proposed changes in the program. The 2.8 GPA requirement for admission to SPM 490 was approved when program was created, but in error was not listed in course catalog
* Suggested changes bring program in compliance with current Commission of Sport Management Accreditation Common Professional Component (COSMA CPC) standards
* ENG 100 and MATH 109 are useful courses but not foundational courses for admission to Sport Management Program and thus are being removed from admission requirements
* ACCT 200 and MGT 210 are being added to the admission courses because they are foundational courses that benefit a Sport Management student in upper level sport management courses
* ECON 202 is being removed from required courses in the major, but counts towards general education course, fulfills a prerequisite requirement for ECON 323 – Economics of Sport, and serves as a foundational course for other courses that are required or may be chosen as required electives.
* SPM 290 is a course that will improve students’ abilities to seek employment and volunteer opportunities in the sport industry and will directly assist students with the required course SPM 490-Internship in Sport
* SOCL 324, ECON 323, and MKT 326 are important courses in the major that students can continue to take as elective courses
* SPM 300, SPM 305, SPM 310, SPM 315, SPM 456, JOUR 355, and PSY 340 added as electives provides students with flexibility in the Sport Management Program
* The change in program hour requirements from 51 hours to 57 hours is reflective of the proposed changes in course requirements

**5. Proposed term for implementation:** Fall 2013

**6. Dates of prior committee approvals:**

KRS Department: \_\_\_\_3/25/13\_\_\_\_\_\_\_\_\_

CHHS Undergraduate Curriculum Committee \_\_\_April 8, 2013\_\_\_\_\_

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