



**SOUTH DAKOTA BOARD OF REGENTS
ACADEMIC AFFAIRS FORMS**

New Baccalaureate Degree Minor

UNIVERSITY:	USD
TITLE OF PROPOSED MINOR:	Sport Management
DEGREE(S) IN WHICH MINOR MAY BE EARNED:	B.A., B.S., B.B.A., B.F.A. (any non-KSM Sport Management undergraduate major)
EXISTING RELATED MAJORS OR MINORS:	B.S. Kinesiology and Sport Management (Sport Management Emphasis)
INTENDED DATE OF IMPLEMENTATION:	Fall 2018
PROPOSED CIP CODE:	31.0504
UNIVERSITY DEPARTMENT:	Kinesiology & Sport Management (KSM)
UNIVERSITY DIVISION:	School of Education (SOE)

University Approval

To the Board of Regents and the Executive Director: I certify that I have read this proposal, that I believe it to be accurate, and that it has been evaluated and approved as provided by university policy.

President of the University Date

1. Do you have a major in this field (place an "X" in the appropriate box)? Yes No

2. If you do not have a major in this field, explain how the proposed minor relates to your university mission.

3. What is the nature/purpose of the proposed minor?
 This minor will provide students with specialized knowledge in the management of sport organizations. The minor includes required courses aimed at developing basic skills necessary to understand and work in the sport industry (e.g., KSM 280: Governance & Ethics in Sport Management; KSM 384: Sport Budgeting & Finance), as well as electives allowing flexibility for specialized knowledge related to students' interest (e.g., Sport Marketing, Diversity Issues in Sport, Sport Psychology).

4. How will the proposed minor benefit students?
 Students will gain knowledge related to managing sport organizations, which will supplement knowledge gained in other majors. This 18-credit minor will include courses designed to provide students with specialized knowledge related specifically to management and business aspects of the sport industry. These skills would serve as a complement to those developed in programs

across the College of Business and others, particularly those majoring in marketing, business, and various sub-concentrations in media and journalism.

Given the increasing emphasis placed on athletics at the scholastic and collegiate levels- this minor would provide an important supplement to several School of Education majors. For example, students interested in education administration, school psychology, and physical education could all benefit from increased understanding of the organizational practices involved in delivering sport. The most natural linkage is, of course, with Physical Education majors- who themselves are responsible for the delivery of sport and physical activity at multiple levels. However, understanding business aspects of the sport industry is necessary for other education- based majors. An interesting trend in education, for example, has been the growth of sport-specific college prep academies, which house their own private schools, nationwide (e.g., IMG Academies, Bradenton, FL) and in the Upper Midwest (e.g., Gentry Academy, Vadnais Heights, MN). Further, large private schools often offer scholarships and other incentives to recruit school-aged athletes (e.g., O’Gorman High School, Sioux Falls, SD), understanding the financial importance of sporting success. At the collegiate level, sport is an important consideration for administrators. Last year, 260 universities sponsored NCAA sports and each had athletics budgets with more than \$2 million in both revenue and expenses, with some spending more than \$100 million annually on athletics alone. Therefore, the proper management of sport and physical activity is increasingly intertwined with education.

This minor would similarly be attractive to [Kinesiology and Sport Management \(KSM\)](#) majors pursuing a degree in Exercise Science. While the Exercise Science specialization focuses on the scientific study of human movement in the body, this minor would expose students to the business aspects of the organizations in which they hope to be employed. For example, many Exercise Science majors pursue professional school (e.g., Physical Therapy, Athletic Training) or work in fields related to strength and conditioning. In each of these areas, the predominant business model is a small, private practice. In such cases, individuals are often called upon to undertake more than simply the therapeutic or exercise related tasks learned in the Exercise Science major and various professional schools. These tasks can include charting, account management, marketing related tasks, and more. Thus, the supplementary knowledge provided by the Sport Management minor would be useful to these majors.

- 5. Describe the workforce demand for graduates in related fields, including national demand and demand within South Dakota.** *Provide data and examples; data sources may include but are not limited to the South Dakota Department of Labor, the US Bureau of Labor Statistics, Regental system dashboards, etc.*

According to the Bureau of Labor Statistics, the sport and entertainment industry employs more than 474,000 individuals in the US, including 5,560 in South Dakota. A study by Economic Modeling Specialists International found growth of 12.6% in sport related jobs nationwide post-recession. Further, recent developments (e.g., Sanford Premier Center) and the success of several local sport teams (e.g., Sioux Falls Stampede, SkyForce, Canaries, and Storm, as well as others in Rapid City and Sioux City, IA) are encouraging signs for growth of sport related professions in the area.

6. Provide estimated enrollments and completions in the table below and explain the methodology used in developing the estimates.

	Fiscal Years*			
	1 st	2 nd	3 rd	4 th
<i>Estimates</i>	FY 19	FY 20	FY 21	FY 22
Students enrolled in the minor (fall)	8	16	24	24
Completions by graduates	-	4	10	16

*Do not include current fiscal year.

Currently, the sport management major enrolls approximately 75 students, despite having been formed only seven years ago. The popularity of the major can be largely attributed to the growth of the formalized sport industry and popularity of the major nationwide. As such, several courses in the Sport Management curriculum have become popular elective courses for students in other majors- particularly those interested in working in the sport industry. As examples, KSM 384: Sport Budgeting & Finance and KSM 382: Sport Marketing enroll business and advertising/communications majors each year. Further, KSM 486: Legal Aspects of Sport has been popular with students from Sport Media and Marketing. Finally, students in the KSM- Exercise Science specialization often take sport management classes as electives. Given that many of these students are not currently required to take a minor, but are interested in the sport industry, we believe there will be instant interest in the minor. Further, given strategic marketing of the minor, we expect growth among students who may be interested in various professions or post-graduate studies.

7. What is the rationale for the curriculum? Demonstrate/provide evidence that the curriculum is consistent with current national standards.

Knowledge specific to sport and sport business is imperative to the development of students interested in the fields of athletics, coaching, recreation and sport management and will prepare them for the numerous career opportunities in this field. As a result the proposed minor has been modeled after numerous successful sport management programs throughout the United States. In addition, the Commission on Sport Management Accreditation (COSMA), the accrediting body for sport management, recognizes the importance of a minor in sport management programs.

8. Complete the tables below. Explain any exceptions to Board policy requested.

A. Distribution of Credit Hours

Sport Management (Minor)	Credit Hours	Percent
Requirements in minor	12	66.6%
Electives in minor	6	33.3%
Total	18	100%

B. Required Courses in the Minor

Prefix	Number	Course Title	Credit Hours	New (yes, no)
KSM	240	Organization and Administration of KSM	3	No
KSM	280	Governance & Ethics in Sport	3	No
KSM	384	Budgeting & Finance in Sport	3	No
KSM	450	Sport Facility & Event Management	3	No
Subtotal			12	

9. Elective Courses in the Minor: List courses available as electives in the program. Indicate any proposed new courses added specifically for the minor.

Prefix	Number	Course Title	Credit Hours	New (yes, no)
<i>Choose 2 of the Following (6 Credits)</i>				
KSM	244	American Sport in the 21 st Century	3	No
KSM	379	Diversity Issues in Sport	3	No
KSM	382	Sport Marketing	3	No
KSM	453	Sport Psychology	3	No
KSM	486	Sport Law	3	No
Subtotal			6	

10. What are the learning outcomes expected for all students who complete the minor? How will students achieve these outcomes?

Provide students with a wide base of knowledge that develops both critical thinking and practical skills related to the sport industry. Students will take courses that cover a number of foundational content areas in sport management.

11. What instructional approaches and technologies will instructors use to teach courses in the minor?

Instructors in sport management use a number of teaching techniques including, traditional lecture, experiential learning opportunities, and a flipped classroom approach. Instructors may use online periodicals, research databases, course management software (i.e., Desire2Learn), recorded audio/ video materials, and live interviews with industry experts via teleconference.

12. Delivery Location¹

A. Complete the following charts to indicate if the university seeks authorization to deliver the entire program on campus, at any off campus location (e.g., UC Sioux Falls, Capital University Center, Black Hills State University-Rapid City, etc.) or deliver the entire program through distance technology (e.g., as an online program)?

	Yes/No	Intended Start Date
On campus	Yes	Fall 2018

¹ The accreditation requirements of the Higher Learning Commission (HLC) require Board approval for a university to offer programs off-campus and through distance delivery.

	Yes/No	If Yes, list location(s)	Intended Start Date
Off campus	No		

	Yes/No	If Yes, identify delivery methods ²	Intended Start Date
Distance Delivery (online/other distance delivery methods)	No		

B. Complete the following chart to indicate if the university seeks authorization to deliver more than 50% but less than 100% of the certificate through distance learning (e.g., as an online program)?³

	Yes/No	If Yes, identify delivery methods	Intended Start Date
Distance Delivery (online/other distance delivery methods)	No		

13. Does the University request any exceptions to any Board policy for this minor? Explain any requests for exceptions to Board Policy.

None

14. Cost, Budget, and Resources: Explain the amount and source(s) of any one-time and continuing investments in personnel, professional development, release time, time redirected from other assignments, instructional technology & software, other operations and maintenance, facilities, etc., needed to implement the proposed minor.

All courses are currently offered, therefore additional resources relate only to increased capacity of rooms on campus.

15. New Course Approval: New courses required to implement the new minor may receive approval in conjunction with program approval or receive approval separately. Please check the appropriate statement (place an "X" in the appropriate box).

YES,
the university is seeking approval of new courses related to the proposed program in conjunction with program approval. All New Course Request forms are included as Appendix C and match those described in section 7.

NO,
the university is not seeking approval of all new courses related to the proposed program in conjunction with program approval; the institution will submit new course approval requests separately or at a later date in accordance with Academic Affairs Guidelines.

² Delivery methods are defined in [AAC Guideline 5.5](#).

³ This question responds to HLC definitions for distance delivery.