

APPENDIX M

Request for Authorization to Establish a Bachelor of Science Degree in Sports Studies at East Carolina University

Introduction

East Carolina State University notified the Office of the President of its intent to plan a Bachelor of Science Degree in Sports Studies (31.0599) on May 25, 2004. ECU now requests approval to establish the program effective August 2005.

Program Description

The proposed degree will examine the place of sport in culture and society and is intended for students who have an interest in sports but do not have an interest in becoming physical education teachers or clinicians in exercise physiology. Students will be encouraged to think critically about the nature of the sport experience by examining sport in society, sport psychology, history of sport, sport in media, and sport philosophy. Moreover, the study of sport as a part of social and cultural life enhances students' abilities to understand human behavior. Students will be required to take courses that provide a broad understanding of human movement in all its forms as well as courses in the complementary areas of recreation and leisure studies, communications, history, psychology, and philosophy. Although the proposed degree is not a professional degree, students will be required to declare a minor that will enable them to tailor their program to meet their more specific career goals. Graduates will be academically prepared for graduate study in socio-psychological study of sport or for a variety of careers.

The proposed degree will be housed in the Department of Exercise and Sport Science at ECU. The department developed a minor in sports studies last year that is proving to be popular. By year four, it is projected that there will be a total of 85 majors.

Program Need

In economic development terms, the 1997 annual economic value of the sports industry in the USA was in excess of \$400 billion. The sports industry is continuing to grow from an increased interest in fitness activity and sport activities. Although the proposed sport studies program will be somewhat unique in North Carolina, there are several sports studies programs in the USA that have significant enrollments (Miami University, Kent State University, University of Georgia, etc.) A poll of ECU students revealed an interest in the proposed sports studies program.

Resources

The proposed BS in Sports Studies will not require new resources. Faculty, courses, and facilities are already in existence for the degree program. The Department of Exercise and Sport Sciences has a number of faculty who are active researchers and teachers in this area of study.

Recommendation

It is recommended that the Board of Governors approve ECU's request to establish the Bachelor of Science in Sports Studies effective August 2005.