

APPENDIX J

Request for Authorization to Establish a Bachelor of Arts Degree in Motorsport Management at Winston-Salem State University

Introduction

Winston-Salem State University notified UNC-GA of its intent to plan a BA in Motorsport Management degree (CIP 31.9999) in November 2006. WSSU requests authorization to establish the degree in August 2007.

Program Description

The BS in Motorsport Management will allow students to pursue a broad core program within the academic area while completing an internship and one of two concentration areas: Motorsport Operations, and Motorsport Marketing and Event Planning. Students will be prepared to address management-related issues in a rapidly expanding consumer-driven marketplace. Coursework will be interdisciplinary with courses from the Department of Human Performance and Sport Sciences and the School of Business and Economics. Areas of preparation include: facility operations, event management, consumer and event marketing, race and operational logistics, ticket management, motorsport governance, and sponsorship development. Emphasis will be placed on decision-making, group dynamics, constructing and implementing budgets, and diversity issues as they relate to motorsports.

Program Need

The motorsports industry generates approximately 25,000 jobs in North Carolina. NASCAR in particular has become a powerful sports business in the state, national, and international marketplace, and WSSU is in a prime geographic location to all facets of stockcar racing in the region. As most aspects of motorsports continue to grow, the need for qualified personnel to fill management-related positions specific to motorsports should provide ample career placements for graduates of the programs. WSSU is a member of the NC Motorsport Association's Motorsports Education Coalition and the HBCU-NASCAR Consortium, which focuses on increasing the number and quality of job opportunities for African-American students in the racing industry. Recent legislative grants indicate the commitment of the NC General Assembly to promote this industry. The specialized academic preparation in motorsport management will be the first of its kind within an HBCU and one of only three in the nation.

Resources

Funding has been allocated by the Office of the Provost for two faculty positions established for the program. Current facility and computer resources are adequate for the initiation of the program, and a collaboration is being explored with Forsyth Technical Community College to share motorsport-related facilities. Opportunities will also be pursued for corporate partnerships and sponsorships.

Recommendation

It is recommended that the Board of Governors approve the request to establish a BA in Motorsport Management degree (CIP 50.0703) at Winston-Salem State University effective August 2007.