

## **Request for Authorization to Establish a Bachelor of Science in Sport Management at Elizabeth City State University**

Elizabeth City State University requests authorization to establish a B.S. in Sport Management degree program (CIP 31.0504).

### **Program Description**

The department of Health and Physical Education at Elizabeth City State University is requesting authorization to establish a new degree program in Sport Management. Since 2004, the department is currently offering Sport Management as a concentration under the Bachelor of Science degree program in Physical Education. Graduates in this program are prepared to begin careers with professional sports teams, athletic departments, sports communication, sports agencies, health and fitness facilities, and parks and recreation organizations. The Bachelor of Science in Sport Management will also prepare students for advanced study in graduate programs in Business and Management. The 124 semester credit hour Sport Management Program requires course work in economics, business, organizational leadership, sport law, human resources management, business and economic statistics, sport finance, public speaking, mass media, sports psychology, marketing and media, and information systems. The course of study also requires a supervised internship during the senior year. As with the existing program, the proposed degree will have concentrations in sport communication, marketing and promotion.

### **Relevance to Institutional Mission and Strategic Plan**

The proposed program is consistent with ECSU's institutional mission and strategic plan, as the program of study has been offered since 2004 as a concentration under the Bachelor of Science degree program in Physical Education.

### **Highlights from UNC-GA Data Template**

Four UNC institutions offer a baccalaureate degree program in sport and fitness administration/management (NCA&T, NCSU, WCU, and WSSU); the total enrollment in these four programs has increased by 14% in the past three years, Fall 2007 – Fall 2010. Fifteen private institutions offer a similar degree. Elizabeth City State University has established no new programs in the past three years, and has discontinued three baccalaureate programs.

### **Outcome of Consultation with Disciplinary Panel**

The panel included faculty members from ECU, NCSU, and WSSU in addition to the ECSU faculty presenters. Discussion focused on the overall curriculum, required internship, and the content included in some of the major courses. There was consensus on the desirability of offering this program at ECSU.

### **Student Demand**

Since 2004, the Sport Management concentration at ECSU has graduated nearly fifty students. ECSU states there is significant demand by students for this program. According to the

proposal, many students are interested in opening businesses that manage professional athletes, while others have indicated a desire to work at the governance offices for athletics and sports. ECSU projects enrollment of the program in its fourth year will be 50 full-time upper division students.

### **Opportunities for Graduates of the Program**

The occupational outlook for sports managers, according to the U.S. Bureau of Labor and Statistics, predicts that employment for sports agents should grow at an average rate through 2016. The proposal states that a significant number of students come to ECSU wanting to major in physical education; they anticipate careers in athletics as sport managers, promoters, broadcasters, and sport marketing professionals.

### **Resource Implications**

**Resource needs:** Because the proposed program is based on the existing curricula in the Sport Management concentration under the Bachelor of Science degree program in Physical Education, no additional faculty positions, courses, library resources, equipment, or physical facilities are needed to implement this new program.

**Resources allocated:** In the 2010-11 year, ECSU allocated from existing resources two new faculty positions in support of this program.

**Estimated cost to the State:** Based on the University funding formula, in the fourth year, ECSU would generate additional state appropriations of approximately \$119,000 if fully funded by the General Assembly.

### **Recommendation**

It is recommended that the Board of Governors approve Elizabeth City State University's request to establish a B.S. in Sport Management degree program (CIP 31.0504).

### General Information Template for Academic Program Review

***Degree Area and Level:***

B.S. in Sport Management (CIP 31.0504) at Elizabeth City State University

***Addressing UNC Tomorrow:***

This proposed program would address several Recommendations within the UNC Tomorrow Report including the components to enhance Our Global Readiness (Recommendation 4.1), Our Citizens and Their Future: Access to Higher Education (Recommendation 4.2), and Our Communities and Their Economic Transformations (Recommendation 4.4).

***Role of Program in Relation to State and Regional Needs:***

According to the proposal, “Graduates in sport management will be prepared to begin careers in areas with professional sport teams, collegiate athletic departments, sport communications and public relation firms, sport agencies, health and fitness facilities, and parks, and recreation organizations.”

***US Labor Department Analysis:***

– Summary – N/A

***Availability of Program Statewide (Enrollment and Degrees Awarded in Last 3 Years):***

- Public universities

Upper Division Enrollment			Academic Year						
			Fall 07	Spr 08	Fall 08	Spr 09	Fall 09	Spr 10	Fall 10
NCA&T	Sport and Fitness Administration/Management	BS	133	150	166	204	167	178	177
NCSU	Sport and Fitness Administration/Management	BS	151	162	163	169	175	179	167
WCU	Sport and Fitness Administration/Management	BS	48	62	57	60	52	60	48
WSSU	Sport and Fitness Administration/Management	BS	51	52	44	41	43	41	45

Number of Degrees Awarded			Academic Year		
			2007-2008	2008-2009	2009-2010
NCA&T	Sport and Fitness Administration/Management	BS	30	57	53
NCSU	Sport and Fitness Administration/Management	BS	53	81	81
WCU	Sport and Fitness Administration/Management	BS	34	23	31
WSSU	Sport and Fitness Administration/Management	BS	14	16	18

## Appendix G

- *Private universities*

Barton College	BS Sport Management
Belmont Abbey College	BA Sport Management
Catawba College	BS Sport Management
Elon University	BS Sport and Event Management
Gardner-Webb University	BS Sport Management
Guilford College	BS Sport Management
Johnson C. Smith University	BS Sport Management
Lees-McRae College	BS Sport Management
Lenoir-Rhyne University	BA Sports Management
Livingstone College	BS Sport Management
Mars Hill College	BS Recreation and Sport Management
Mount Olive College	BA and BS Recreation and Leisure Studies: Sport Management
Pfeiffer University	BA Sports Management
Saint Augustines College	BS Sport Management
Wingate College	BS Sport Management

Source: National Center for Education Statistics - <http://nces.ed.gov/collegenavigator/>

**Available in Online or Distance Format from UNC institutions:** N/A

**Available from Academic Common Market:** North Carolina does not participate in the ACM at the undergraduate level.

**ECSU Campus enrollment and degrees awarded in similar programs at the Bachelors level:**  
*(Based on two CIP digits – 31 CIP is the summary group for Parks, Recreation, Leisure, and Fitness Studies under which Sport Management is listed as a program.)*  
 ECSU does not offer any undergraduate degrees in the 31 CIP.

Appendix G

***Campus Average of enrollment and degrees awarded per degree program in this area at the Bachelors level over the last 3 Academic Years, Fall 2007-Fall 2010:***

*(Based on two CIP digits – 31 CIP is the summary group for Parks, Recreation, Leisure, and Fitness Studies under which Sport Management is listed as a program.)*

<b>Campus Average</b>			
	Number of Active Programs	Upper Division Enrollment per Semester	Degrees Awarded per Year
ASU	2	179	55
ECU	2	123	64
NCA&T	1	168	47
NCCU	2	73	20
NCSU	2	181	81
UNC-CH	1	402	177
UNCC	1	214	44
UNCG	2	185	63
UNCP	1	94	46
UNCW	2	77	51
WCU	2	49	28
WSSU	3	58	16
Campus Average:		150	58

***ECSU Campus Degree Programs added in the past three years:***

- Bachelor
  - N/A
- Master
  - N/A
- Doctoral
  - N/A

***ECSU Campus Degree Programs discontinued in the past three years:***

- Bachelor
  - BS Special Education: Mental Retardation (03/20/2009)
  - BS Special Education: Learning Disabilities (03/20/2009)
  - BS Music Industry Studies (02/11/2011)
- Master
  - N/A
- Doctoral
  - N/A