

2-27-2014

SR-13-14-64 APC

Marshall University

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**ACADEMIC PLANNING COMMITTEE
RECOMMENDATION**

SR-13-14-64 APC

The APC recommends the approval of the "Intent to Plan" for the Bachelor of Arts in Sport Management Degree Program.

RATIONALE:

The rationale goes as follows and as stated in the application: "The School of Kinesiology in the College of Health Professions is proposing to change the emphasis in Sport Management in the Bachelor of Arts Physical Education degree program to a Bachelor of Arts in Sport Management degree program. This degree program will have several areas of concentration. The program emphasis has four full-time faculty members. The Sport Management degree is fully funded through the College of Health Professions in the School of Kinesiology. None of the new concentrations would presently require any new funding or faculty. Several reasons are behind the change in degree. First, the current specialization track under physical education creates ambiguity and confusion. Graduates of our program are sometimes confused with physical education teachers by potential employers. Granting a Sport Management degree will more clearly indicate the training of our graduates. Second, creating a stand-alone degree program will facilitate program accreditation. The Commission on Sport Management Accreditation (COSMA) suggests that sport management programs should have "meaningful and effective linkages between the classroom and practitioners in the sport marketplace, thereby providing assurance of relevancy and currency in the academic programs." Such relevance is only enhanced by having a degree program name that reflects the academic area of inquiry, as kinesiology is understood to examine physical activity. Third, a B.A. in Sport Management will be more attractive to both students and professionals within the discipline. This will allow for future growth of the program through increased enrollment and faculty recruitment. Finally, the addition of several concentrations will create a niche for Marshall in underserved areas. This will allow Marshall to produce high quality undergraduates who meet the needs of a 21st century marketplace. Such graduates will only further the prestige of the university.

The Marshall University Sport Management faculty is committed to advancing our discipline, as well as student comprehension by utilizing state-of-the-art facilities to conduct, national, and internationally visible research, and teaching courses built on cutting edge knowledge. We are also committed to imparting both practical professional experiences through the cultivation of important affiliations with sport, recreation and fitness organizations, as well as academic knowledge through vigorous engagement with the theoretical principles of sport and physical activity. Practical experience can benefit our students through, internships, field trips, guest lectures, and pre-professional practicum hours. Theoretical knowledge can benefit our students through the ability to contextualize knowledge, think through problems, and articulate first principles."

FACULTY SENATE CHAIR:

APPROVED BY THE
FACULTY SENATE:



DATE: 2/27/2014

DISAPPROVED BY THE
FACULTY SENATE:

DATE: _____

UNIVERSITY PRESIDENT:

APPROVED: _____ DATE: 3/6/24

DISAPPROVED: _____ DATE: _____

COMMENTS: _____
