



# Academic Review Committee Request Form: New Program

**ARC Use Only:**  
ARC #: \_\_\_\_\_  
Program ID: \_\_\_\_\_  
Status: \_\_\_\_\_  
(A=Approved, I=Information Item, R=Returned)  
Date rec'd by ARC: \_\_\_\_\_

Please submit the ORIGINAL of this request form and supporting documents (along with an electronic version) to your unit ARC representative, who will deliver them to the Academic Review Committee.

## SECTION A: Program Information

Program Title: Minor in Sports Management

Originator(s) of the Proposal: Rikki Abzug (Management Convening Group)

Proposal Date: 10/04/2019

School(s): ASB Convening Group(s): Management Convening Group

Please attach a description of the proposed program, and all supporting documentation including the Provost's pre-approval.

## SECTION B: Approvals

### Reviewed and Approved by:

| Title                                  | Print name  | Sign | Date |
|--|-------------|------|------|
| Convener (if a convening group exists) | Rikki Abzug |      |      |
| Graduate Council Chair                 | N/A         |      |      |
| School Curriculum Committee chair      | Tim Burns   |      |      |
| Dean                                   | Ed Petkus   |      |      |
| CIPL (if applicable)                   |             |      |      |

### ARC Disposition:

- Information item only - no ARC approval necessary<sup>1</sup>
- ARC recommends approval by the Faculty Assembly
- ARC does NOT recommend approval by the Faculty Assembly

ARC Chair: \_\_\_\_\_ Date: \_\_\_\_\_  
print & sign

The ARC recommends the following:

### Office of the Provost Use Only:

Approved  Not Approved Provost Signature \_\_\_\_\_ Date: \_\_\_\_\_

<sup>1</sup> Only applies to non-credit-bearing certificate programs

**Anisfield School of Business**

**New Program Proposal:**

**Minor in Sports Management**

*Fall 2019*

**II. Curriculum Phase**

1. Mission and Learning Goals

Proposed Mission Statement for Minor in Sports Management

*The Anisfield School of Business Minor in Sports Management prepares students to have the knowledge, skills, tools, and competencies required to understand sport, sport industry, and sport-related issues through an interdisciplinary lens.*

2. Evaluation and Learning Outcomes Plan:

*Goal 1:*

**Foundation:** Our students will have a broad-based knowledge in the interdisciplinary areas of Sports Management.

*Outcome 1:*

Students will comprehend principles and practices in Sports Management.

*Goal 2:*

**Communication:** Our students will demonstrate effective written communication using appropriate current technology.

*Outcome 2:*

Students will compose well-written business documents.

Assessment Measures:

| <b>Learning Goal and Related Outcomes:</b>   | <b>Direct Measure(s)</b>   | <b>Indirect Measure(s)</b>                               |
|--|--|--|
| <p>Foundation: Our students will have a broad-based knowledge in the interdisciplinary areas of Sports Management.</p> <p>Outcome 1: Students will comprehend principles and practices in Sports Management.</p> | Rubric-based evaluation of students' analysis of business cases. The rubric will evaluate students' comprehension of principles and practice in Sports Management. | Syllabi Review and Student Perception of Learning Survey |
| <p>Communication: Our students will demonstrate effective written communication using appropriate current technology.</p> <p>Outcome 2: Students will compose well-written business documents.</p>               | Rubric-based evaluation of students' analysis of business cases. The rubric will evaluate how well students compose written business documents                     | Syllabi Review and Student Perception of Learning Survey |

The assessment process will take place over a four-year cycle with Management faculty assessing the program annually, evaluating each outcome twice in four years. The outcomes will be assessed in the required sport management course for the minor utilizing both direct and indirect measures. The management faculty, in conjunction with the School Assessment Committee will develop rubrics. The Management faculty will discuss results and closing the loop suggestions will be implemented as needed to close identified gaps in achievement of learning outcomes.

Alignment of Program Outcomes to Program Courses

Curriculum Map:

| <b>Learning Goal and Related Outcomes:</b>   | <b>MGMT302</b> | <b>MGMT 315</b> | <b>Elective Choices</b> |
|--|----------------|-----------------|-------------------------|
| Foundation: Our students will have a broad-based knowledge in the interdisciplinary areas of | X              | X               | X                       |

|   |   |   |   |
|---|---|---|---|
| Sports Management.<br><br>Outcome 1: Students will comprehend principles and practices in Sports Management.  |   |   |   |
| Communication: Our students will demonstrate effective written communication using appropriate current technology.<br><br>Outcome 2: Students will compose well-written business documents. | X | X | X |

### 3. Program’s Relationship to Mission and Institutional Strategic Plan

The Minor in Sports Management is in alignment with the College’s mission pillar of Interdisciplinary Analysis and is in an area of existing undergraduate expertise and anticipated high demand, in alignment with Strategic Plan Goals 1 and 3: Increasing Student Success and Student Engagement and Advancing Innovation. The minor is also in alignment with the Anisfield School of Business’s mission to provide students with a strong educational foundation for a lifetime of learning and for career achievement as responsible contributors and leaders.

#### Program’s Impact on Other College Programs

Given the inherent interdisciplinary nature of Sports Management, introducing a new minor will support enrollment in other disciplines, especially in SOCI, COMM, ECON, and EXSS.

### 4. Program Need:

#### Employer Demand and Projected Job Growth

According to the Bureau of Labor Statistics, the outlook for growth for scouts and coaches will increase by 13 percent, while other related workers in the sport industry are expected to grow by 10 percent from 2016 to 2026, faster than average for all occupations.

(<https://www.bls.gov/ooh/entertainment-and-sports/coaches-and-scouts.htm>). Further, the Bureau of Labor Statistic’s Occupational Outlook Handbook also notes that “the median annual wage for entertainment and sports occupation was \$42,940 in May 2018, which was higher than the median annual wage for all occupations of \$38.640. While no doubt skewed by the multi-million dollar salaries of major league ball players and matinee performing artists, the salary, plus job growth, coupled with student/parent inquiry numbers all present a favorable outlook for attracting students to the minor.

Comparison to Similar Programs in the State:

Of 22 comparable NJ public and private colleges only 7 (including 3 Rutgers campuses) have minors in Sports Management (see below) although 10 schools (including 3 Rutgers campuses) offer a major in addition or instead. Neither of Ramapo's close competitors, Montclair State University or The College of New Jersey, offer this type of minor. Thus, offering a Sports Management minor has the potential to serve as a competitive advantage for Ramapo College in the recruitment of new first-year and transfer students.

| <b>College</b>                     | <b>Concentration in Sport (Management)</b> | <b>Minor in Sport (Management)</b> | <b>Major in Sport (Management)</b> |
|------------------------------------|--|------------------------------------|------------------------------------|
| Centenary College                  | Yes  | No                                 | No                                 |
| College of Saint Elizabeth         | No   | No                                 | Yes                                |
| Drew University                    | No   | No                                 | No                                 |
| Fairleigh Dickinson University     | Yes  | Yes                                | Yes                                |
| Felician University                | No   | No                                 | Exercise Sports Science            |
| Kean University                    | No   | No                                 | No                                 |
| Monmouth University                | No   | Sport Communication                | No                                 |
| Montclair State University         | Sports, Events, Tourism MKTG               | No                                 | No                                 |
| New Jersey City University         | No   | No                                 | Yes                                |
| New Jersey Institute of Technology | No   | No                                 | No                                 |

|                                    |     |                |                               |
|------------------------------------|-----|----------------|-------------------------------|
| Rider University                   | No  | Sports Studies | Yes (co-major)                |
| Rowan University                   | No  | No             | Sport Communication and Media |
| Rutgers University / Camden        |     | Yes            | Yes                           |
| Rutgers University / New Brunswick |     | Yes            | Yes                           |
| Rutgers University / Newark        | No  | Yes            | Yes                           |
| Seton Hall University              | Yes | Yes            | Yes                           |
| St. Peter's University             |     | Yes            | Yes                           |
| Stevens Institute of Technology    | No  | No             | No                            |
| Stockton University                | No  | No             | No                            |
| The College of New Jersey          | No  | No             | No                            |
| Thomas Edison State University     | No  | No             | No                            |
| William Paterson University        |     | Yes            | Yes                           |

#### 5. Student Demand

Anecdotally, 20-30 management majors each year inquire about the possibility of minoring (or concentrating) in Sports Management. This provides further evidence of an existing demand for this program.

#### 6. Program Resources:

No additional resources are anticipated at this time. Should there be a significant increase in demand for management or psychology courses/and or an unanticipated reduction of Management or Psychology faculty, appropriate resources may be needed at that time.

#### 7. Degree Requirements:

The Minor in Sports Management requires the completion of 20 credits

#### Required Courses - 8 Credits

MGMT 302 Managing Organizational Behavior

MGMT 315 Sport and Event Management

#### Elective Courses – 12 Credits (choose 3 of 4 options):

SOCI 203 Sociology of Sport

ECON 330 Economics of the Sport Industry (pre-reqs will be waived for minors)

COMM 368 Producing Digital Sports (pre-reqs will be waived for minors)

#### And/or two of the following:

EXSS 120 Theories of Coaching

EXSS 145 Athletic Injury Management

EXSS 203 Stress Management

Course descriptions are in Appendix I

## **Appendix I: Course Descriptions**

**MANAGING ORGANIZATIONAL BEHAVIOR (MGMT 302):** This course provides an introduction to the theory and practice fundamental to understanding behavior in contemporary organizations. Literature on the impact of organizations on individuals and society is reviewed. Multicultural relations are covered. Through lectures, assigned reading, group projects, in-class exercises, and video topical human issues of the workplace at individual, group, and organizational levels are studied. Contemporary organizational behavior seeks to achieve the ultimate goal of sustained high performance for organizations and their employees. The course presents current strategies and techniques organizations use to meet the challenges and opportunities that goal presents. Organizations seek to maximize performance in an ever-evolving, diverse, competitive, transparent, and international environment. Workers are increasingly educated and expectant, and external stakeholders are increasingly alert. You will learn principles, applications, and tools basic to effective management of organizational behavior today. The areas the course covers, and skills it builds, are consistently cited as central to contemporary workplace success and satisfaction. Topics include change, coaching, communication, conflict, decision-making, diversity, delegation/empowerment, feedback, globalization, goal setting, interviewing, leadership, motivation, organizational culture, perception, performance assessment, office politics, stress, and teamwork. This course is among ASB common core courses, and supports your progress on four learning goals and objectives. Individual, group, and organizational dynamics and processes are addressed through active and experiential learning. Essential interpersonal skills are inventoried and developed. Cases are analyzed and discussed.

**SPORT AND EVENT MANAGEMENT (MGMT 315):** This course prepares students to plan, manage and sustain effective sport and recreation experiences and events in private, public and commercial settings. There are emphases on entrepreneurship, leadership, and environmentally-responsible management of various aspects of these dynamic and growing industries. Through case analyses, videos, and interactive online work, students develop an understanding of both organizational effectiveness and skills applicable to the sport and recreation event professions. Students will build a foundation in philosophy of sport management, apply the fundamentals of business administration and hone their critical thinking skills as they learn to evaluate effectiveness and environmental sustainability in sport management functions.

**SOCIOLOGY of SPORT (SOCI 203):** In exploring the cultural meanings people have produced via sports, this course devotes particular attention to symbolic social and political meanings pertaining to social control, nationalism, and patriotism. In addressing these symbolic meanings, the course probes whether these symbolic meanings prop up social hierarchies and exacerbate inequality, or challenge these hierarchies and mitigate inequality. The course's review of sports and social norms considers both the role that



sports play in creating and sustaining certain social norms, such as norms pertaining to competition, cooperation, and violence, and how sports generates deviance, crime, and corruption. The course's examination of the structural and institutional dimensions of sports focuses on the relationship between sports and social ratification, particularly with respect to race, social class, and sex/gender. The course delves into the specific social and economic-based forces and mechanisms that contribute to stratification, and attempts to address whether sports should be viewed as an engine of opportunity and social mobility, or a system of exploitation and a replicator of inequality. Lastly, Sociology of Sport addresses the role that sports have played in promoting social change. The course inquires into how some people and organizations have used sports as a platform to challenge inequality and social hierarchies, and how other people and organizations have resisted such efforts to change the status quo.

**ECONOMICS OF THE SPORT INDUSTRY (ECON 330):** The course analyzes the economic behaviors and decisions made by economic agents in the field of athletics, whether it is professional or amateur. Topics covered include labor markets of professional leagues, the pricing of sports events, player and team movements, revenue sharing mechanisms, salary cap management, the NCAA, and the wage effects of athletic participation in NCAA or NAIA sports. This is a reading and discussion intensive class.

**PRODUCING DIGITAL SPORTS (COMM 368):** This course will take a detailed look at the elements of sports reporting and provide advanced training in multimedia production and digital storytelling techniques. Students will examine the relationship between sports and media in today's society and understand how sports directly impacts social values and social change. Readings include news reports of sporting events, editorials, feature profiles and critical reviews of sports films and television shows. Students will be able to identify and access sources vital to good sports reporting, understand basic style, form and guidelines followed in written coverage of sports events, and cover an event using multiple platforms, including digital tools, social media, infographics, photos and audio/video.

**THEORIES OF COACHING (EXSS 120):** This course is a study of concepts in coaching athletic teams. Through class readings and discussions, this course will provide an understanding of coaching theory, the perfecting of skills, and off-season and pre-season training. Other topics will include specialization in sports, coaching diverse athletes, sportsmanship and the use of illegal performance-enhancing drugs with sports. The class will learn that coaching is not just about X's and O's and winning, but also developing athletes both physically and socially.

**ATHLETIC INJURY MANAGEMENT (EXSS 145):** An introductory course which delves into the specialized area of athletic injuries. The course covers understanding the mechanisms of injuries as well as the care, prevention, and treatment of those injuries. A background knowledge will be established in the areas of human anatomy,

physiology, first aid and emergency action principles, through theory and practical applications. Please note there will be an additional course fee.

**STRESS MANAGEMENT (EXSS 203):** Techniques for reducing the symptoms of stress will be explained and performed. These consist of relieving headaches, insomnia, muscle tension and back pain. The class will also include gentle stretching, meditation, deep breathing exercises and discussions on healthy lifestyles. Students will be required to keep a journal. Please wear comfortable clothing.