

**Motion for Adding, Modifying, or Dropping a Program
Undergraduate Curriculum Committee
Fontbonne University**

Title of Motion: Add Minor in Sports Management

Date Submitted: October 22, 2010

Submitted By: Dr. Erin McNary, Assistant Professor and Director of Sports Management;
Steve Rankin, Director of Curriculum and Assessment

Department/College: Eckelkamp College of Global Business & Professional Studies

Nature of Change: **Add New Program:** **Modify Program:** **Drop Program:**

- Major**
- Minor**
- Concentration**
- Certificate**

It is moved that the Eckelkamp College of Global Business & Professional Studies be allowed to offer a Minor in Sports Management.

Rationale/Evidence of Need. Include how this new program aligns with Fontbonne's mission and strategic plan. Since the sports industry is pervasive, many academic disciplines cover issues related to sports. In order for students to explore these issues in depth, offering a minor would provide the opportunity to acquire this knowledge. Past students majoring in business administration as well as other majors on campus have shown an interest in a minor in sports management to increase their knowledge of the sports industry as well as provide them with career opportunities and a resume differentiator upon graduation. The minor diversifies the student's skill set specific to the sports industry and prepares the student to not only work in their major field of study but also prepares them to work in areas of sports business. Specifically, courses in introductory concepts, marketing, leadership and governance, law, international business, sociology or psychology will be offered to provide the student with a comprehensive perspective of the sports industry. Also, because of the demand of sports specific courses, the minor may attract new students not necessarily wanting to major in sports management. Other universities in the St. Louis area offer a sports management major but not all offer a sports management minor, so this is a differentiating factor.

The proposed Minor in Sports Management links directly to the strategic plans of both the university and the Eckelkamp College of Global Business and Professional Studies. The connections between the proposed minor and the 2008-2011 strategic plans occur directly and overlap in an integrated manner. Specifically, the proposal is supported by University tactic II.4.d to increase emphasis on minors; as well as University tactic II.4.b and College goal II.4 to assist in enrollment growth. The proposed minor also represents additional diversification to the College's offerings and this change is supported by Fontbonne tactic II.3.g.

Proposed Date of Implementation: Fall 2011

Projected Enrollment: 10 students annually

Financial Impact (describe/list projected amounts): N/A—All of the courses listed in the Sports Management Minor are existing courses in the Sports Management Major and will be taught regardless of this motion passing. There is no financial impact.

- **Faculty**
- **New Library Holdings**
- **Equipment**
- **Audio-visual / software**

Effect on currently enrolled students: None

Does the proposed program replace an existing one? No

New Program Objectives/Outcomes: N/A

Course Listings for New Program:

List all courses required for the new program. Include course number/title and credit hours for each course. If new courses are being proposed, please complete the Motion to Modify, Add, or Drop a Course Form for each course.

<u>Existing Courses</u>	<u>Credit Hours</u>
BUS 365 International Business	3
SPT 101 Introduction to Sports Management	3
SPT 300 Legal Issues in Sports	3
SPT 310 Social Aspects of Sports	3
Or	
SPT 320 Sports Psychology	3
SPT 330 Leadership & Governance in Sports	3
SPT 350 Sports Marketing	3

Does this new program affect another department/college? YES NO
If yes, has this department/college approved of this new program?

Additional information:

If approved, distribute to the following:

- Catalog
- Registrar
- Fontbonne Policy Manual Volume I
- Advisors' Manual
- Student Handbook
- Part-time Faculty Manual
- Staff Handbook
- Other: