

# NEW PROGRAM PROPOSAL FORM

Name of Institution: **University of South Carolina Upstate**

Name of Program (include degree designation and all concentrations, options, or tracks):  
**Bachelor of Science in Sport Management**

Program Designation:

- |   |  |
|---|--|
| <input type="checkbox"/> Associate's Degree   | <input type="checkbox"/> Master's Degree   |
| <input checked="" type="checkbox"/> Bachelor's Degree: 4 Year   | <input type="checkbox"/> Specialist  |
| <input type="checkbox"/> Bachelor's Degree: 5 Year  | <input type="checkbox"/> Doctoral Degree: Research/Scholarship (e.g., Ph.D. and DMA) |
| <input type="checkbox"/> Doctoral Degree: Professional Practice (e.g., Ed.D., D.N.P., J.D., Pharm.D., and M.D.) |  |

Consider the program for supplemental Palmetto Fellows and LIFE Scholarship awards?

- ☐ Yes  
☒ No

Proposed Date of Implementation: **Fall 2025**

CIP Code: 31.0504 (Sport and Fitness Admin/Mgmt)

Delivery Site(s): 85750 (Online)

Delivery Mode:

- |   |   |
|---|---|
| <input checked="" type="checkbox"/> Traditional/face-to-face<br>*select if less than 25% online | <input checked="" type="checkbox"/> Distance Education<br><input checked="" type="checkbox"/> 100% online<br><input checked="" type="checkbox"/> Blended/hybrid (50% or more online)<br><input checked="" type="checkbox"/> Blended/hybrid (25-49% online)<br><input type="checkbox"/> Other distance education (explain if selected) |
|---|---|

How will this program meet the requirements of the Reach Act?

**Students will be required to take HIST U105 or HIST U106 as a part of their General Education Requirements, satisfying the Reach Act requirements.**

Program Contact Information (name, title, telephone number, and email address):

**Jim Kamla Ph.D., Professor, Human Performance and Health Chair**  
**864 503-5851, jkamla@uscupstate.edu**

Institutional Approvals and Dates of Approval (include department through Provost/Chief Academic Officer, President, and Board of Trustees approval):

**USC Upstate Department of Human Performance and Health – October 27, 2023**  
**USC Upstate College of Education, Human Performance, and Health – January 19, 2024**  
**USC Upstate Academic Affairs Committee – March 1, 2024**

**USC Upstate Faculty Senate – March 29, 2024**  
**USC Upstate Provost – April 22, 2024**  
**USC President and Board of Trustees – June 19, 2024**

## **Background Information**

State the nature and purpose of the proposed program, including target audience, centrality to institutional mission, and relation to the strategic plan.

The Society of Health and Physical Educators (SHAPE) America<sup>1</sup> defines sport management as, “Involving any combination of skills related to planning, organizing, directing, controlling, budgeting, leading, and evaluating within the context of an organization or department whose primary product or service is related to sport or physical activity.” Sport Management is an excellent major for students who want to combine their passion for sport with a desire to pursue a career in management. This major will help students to better understand the business behind sport as well as learn how to utilize the latest trends and technologies impacting the industry. This major teaches students how to utilize critical thinking, problem solving, and communication skills to effectively support sport organizations.

Sport Management could be an example of how students can promote global perspective and serve as a driver of economic growth. Sports are an integral part of many countries around the world. From pee wee league sports to the Olympics, the sport industry is estimated to create over \$2 trillion in global value<sup>2</sup>. Sport is found to be the sixth largest industry in the United States<sup>3</sup>. The Bureau of Labor and Statistics<sup>4</sup> projects employment in the entertainment and sport professions to grow faster than the average for all occupations from 2022 to 2023.

The proposed Sport Management major will educate students on how to guide this growth into economic success for the communities students will work in. This major will meet USC Upstate’s strategic plan by providing a career relevant major. USC Upstate is committed to advancing economic mobility, dedicated to economic growth, and providing innovative courses and programs in order to meet students’ needs. The Bureau of Labor Statistics<sup>4</sup> estimates 106,800 new job openings a year in the Sport Management field due to employment growth and the need to replace employees leaving the field.

One of the main goals for developing this program at USC Upstate is to create an applied major in sport management at USC Upstate. Many of our students are interested in sports and the management aspects of sports. This major will provide these students with a major that is both interesting to them and relevant to the time and community that surrounds Spartanburg, SC. The Spartanburg area is surrounded by Sport Management opportunities some of which include e.g., minor league hockey (Greenville Swamp Rabbits), minor league baseball (Greenville Drive, future Spartanburg team), professional basketball (Charlotte Hornets), professional football (Carolina Panthers), and many college athletic programs.

The Sport Management program being proposed was specifically designed with the Commission on Sport Management Accreditation (COSMA) in mind. If this program is accepted, the goal is to move towards COSMA accreditation within 5 years. Also, the curriculum was developed with a goal of future employment of enrolled students in mind. One of the differences being proposed with this program is that Upstate wants to offer a program that gives their students a strong experiential experience. Upstate students would have a minimum of at least 2 real-life experiences working in the sport management profession. This would come in the form of at least one field-experience and one internship. Students will be given the opportunity to choose up to 2 more field experiences (total of 3 field experiences) as a part of their major electives before they participate in their internship.

---

<sup>1</sup><https://www.shapeamerica.org/MemberPortal/career/fields/sport-management.aspx>

<sup>2</sup>Best & Howard. (2022).

<sup>3</sup><https://www.shapeamerica.org/MemberPortal/career/fields/sport-management.aspx>

<sup>4</sup><https://www.bls.gov>

### **Assessment of Need**

Provide an assessment of the need for the program for the institution, the state, the region, and beyond, if applicable.

According to the Bureau of Labor Statistics<sup>1</sup> careers in entertainment and sport management are projected to grow 19 percent from 2021 to 2031. The Bureau of Labor Statistics<sup>1</sup> also predicts that approximately 106,000 jobs will be available in this field during this decade.

The proposed USC Upstate Sport Management program will be targeting students from the Upstate region of South Carolina who want to attend a public university whose mission is “to be a leading regional public university that transforms the lives of diverse students, their families, and communities...”.<sup>3</sup>

According to <https://www.uscupstate.edu/about-the-university/usc-upstate/>, there are 15 Division I teams and 250 student athletes at USC Upstate. There are over 300 exercise and sport science majors and many Upstate students participate in intramural sports on campus. Having a sport management major at USC Upstate would allow our students who are interested in a career in sports to have one more option to pursue this goal.

Please see the letters of support for this program from Matt Martin, Daniel Feig, Dr. Jeffrey Stinson, and Mr. Bill Dunlap. Matt Martin is the current athletic director at the University of

South Carolina Upstate. Daniel Feig is the former athletic director at the University of South Carolina Upstate. Dr. Jeffrey Stinson is the Dean of the Johnson College of Business and Economics at the University of South Carolina Upstate. Mr. Bill Dunlap is the Chief Tourism Development Officer at OneSpartanburg, Inc.

---

<sup>1</sup><https://www.bls.gov>

<sup>2</sup><https://www.sportsdegrees.org/schools-by-state/south-carolina>

<sup>3</sup><https://www.uscupstate.edu/about-the-university/mission/>

### **Supporting Evidence of Anticipated Employment Opportunities**

Provide supporting evidence of anticipated employment opportunities for graduates.

The entire Upstate region of South Carolina had significant job growth in 2023. The U.S. Bureau of Labor Statistics (USBLS) reports that employment in the Upstate of South Carolina has steadily increased since 2010, and increased about 3% in the last year. For the region of Spartanburg, South Carolina, the OneSpartanburg reports a 2.9% increase in employment overall (1,742 jobs) in 2022. The 2022 report also indicates 36 projects invested \$3.2 billion in new capital and expansion. Sport venture development continues to remain a strategic focus for Spartanburg County as they continue to attract and recruit Sport for relocation or expansion within the economic development plan started in 2019. With growth across multiple industries, it is essential for USC Upstate to prepare graduates for leadership roles within various Sport fields.



**Matt Martin**  
 Vice Chancellor and Director of Athletics  
 800 University Way  
 Spartanburg, SC 29303  
 Phone: (864) 503-5140  
[mattmartin@uscupstate.edu](mailto:mattmartin@uscupstate.edu)

September 5, 2023

To whom it may concern:

As the new Vice Chancellor and Director of Athletics here at USC Upstate, I cannot overstate how supportive I am of a new academic major in Sports Management. Adding a major in Sports Management would not only be an enrollment driver for USC Upstate, but it would also positively impact our athletic department, intramurals, club sports, and the communities that make up the Upstate region.

With the unprecedented growth we are seeing throughout the Upstate, Spartanburg and its surrounding communities need educated, well-trained students and employees to help facilitate the explosion of youth sports, high school athletics, intercollegiate athletics, and professional sports in our area. As one of the fastest growing fields in the country, a sports management major has the potential to be a unique enrollment driver for USC Upstate, as there are many opportunities for students to gain practical experience through internships and practicums while earning their degree.

From my end, the USC Upstate Athletic Department could provide direct experiential learning opportunities across a variety of disciplines for our students, such as sports marketing, facility and event management, sport business and finance, corporate partnerships and ticketing, and many others. In addition to opportunities here at USC Upstate, prospective students could also gain valuable experience through the new minor league baseball franchise coming to Spartanburg in 2025, or the other two Division I athletic departments in the area, Wofford College and Furman University, both of which do not currently offer a major in sports management and would be thrilled to have access to USC Upstate students.

All in all, I believe the growth we are seeing in sports management education across the country uniquely aligns with the growth in sporting opportunities here in the Upstate region. The timing could not be better to pursue a new academic major in sports management here at USC Upstate.

If interested in discussing further, please do not hesitate to contact me at (605) 670-3572.

Sincerely,

Matt Martin  
 Vice Chancellor and Director of Athletics  
 University of South Carolina Upstate



## Department of Intercollegiate Athletics

Daniel Feig  
Vice Chancellor and Director of Athletics  
800 University Way  
Spartanburg, SC 29303  
Phone: 864.503.5140  
dfeig@uscupstate.edu

[www.upstatespartans.com](http://www.upstatespartans.com)

August 4, 2023

To whom it may concern:

I am writing in support of a new academic major at the University of South Carolina Upstate in Sports Management. Adding this major would have a significantly positive impact on not only the University, but more importantly the Spartanburg and Upstate South Carolina community!

At present, the University has no Sport Management major. Adding this major would add new students to the University, as Sport Management is a rapidly growing field across the country. In addition, adding students to the University would positively impact the community economically overall by adding more people into our community that are participating in our local economy.

Most importantly, there is a need for Sport Management majors in our community. The USC Upstate department of athletics is rapidly growing and is regularly hiring new staff. We almost exclusively hire from a population of candidates that have degrees in sport management. Similarly, the athletic departments across town at Wofford College and Converse University have similar hiring practices. Within our geographic footprint, there are over a dozen colleges in a 75 mile radius that have similar hiring practices in their athletic departments. As such, there is definitely a market for future sport management graduates in the Upstate of South Carolina.

If you have any follow-up questions, please do not hesitate to contact me (205) 523-2370.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Daniel Feig'.

Daniel Feig  
Vice Chancellor for Intercollegiate Athletics  
University of South Carolina Upstate

A Member of NCAA Division I and the Big South Conference



Johnson College of Business and Economics  
AACSB Accredited

August 8, 2023

To whom it may concern:

As the new dean of the Johnson College of Business & Economics at USC Upstate, I am happy to support the creation of the Sport Management major at the university. I have a background in developing and growing sport management programs at my previous institution. The proposed program, representing a partnership between the College of Education, Human Performance, and Health and the College of Business and Economics allows students the opportunity to develop a strong foundation of both contemporary sport and management practice. The university's NCAA Division I intercollegiate athletics program, along with a robust campus recreation and intramural program afford students many on-campus opportunities to apply their learning. Additionally, the city, county, state and region all see continued investment in sport, including a planned new minor league baseball stadium and surrounding development in Spartanburg. These projects will need qualified individuals to maximize their economic benefit. USC Upstate graduates can fill this critical workforce needs.

The curriculum has been intentionally designed to provide opportunities for students to gain practical experience while studying. Multiple practicum and internship opportunities will prepare students to be job-ready at graduation. Further, the curriculum is designed to be consistent with COSMA accreditation requirements, and to be expandable into multiple concentrations as the program grows (e.g, sport communication, sport business, sport law). The curriculum builds many transferable skill sets that will benefit students choosing to pursue careers outside of sport.

I am excited about the opportunity of helping to create and launch this program at USC Upstate. If there are any questions I can answer or additional information I can provide in support of the program, please let me know.

Respectfully,

A handwritten signature in blue ink, appearing to read "JL Stinson", with a long horizontal flourish extending to the right.

Jeffrey L. Stinson, Ph.D.  
Dean, Johnson College of Business and Economics  
University of South Carolina Upstate  
[JS257@uscupstate.edu](mailto:JS257@uscupstate.edu)  
864-503-5511





August 30, 2023

Jeff,

I am writing this letter in support of USC Upstate developing a sport management degree program. Sports tourism is a vibrant part of what we do at OneSpartanburg, Inc. We have three full-time employees that focus most of their time on identifying, recruiting and servicing sports tourism events in Spartanburg.

OneSpartanburg, Inc. hosts approximately 100-125 sports tourism events annually. Those events produced over 50,000 room nights in Spartanburg County last fiscal year. We are anticipating an economic impact of over \$25 million from sports tourism this current fiscal year.

As you can see, sports tourism is big business in Spartanburg County. We see the proposed program at USC Upstate to be a perfect fit for this community.

Regards,

Billy Dunlap

Chief Tourism Development Officer



**Transfer and Articulation**

Identify any special articulation agreements for the proposed program. Provide the articulation agreement or Memorandum of Agreement/Understanding.

There are no special transfer or articulation agreements in place for the proposed program.

**Employment Opportunities**

Occupation	State		National		Data Type and Source
	Expected Number of Jobs	Employment Projection	Expected Number of Jobs	Employment Projection	
Sport Event Coordinator	151 projected jobs in SC in 2031	17.8% growth from 2021 to 2031 in SC	16,600 openings projected each year	18% growth from 2021 to 2031	U.S. Bureau of Labor Statistics, Employment Projections program <a href="https://www.bls.gov/emp/tables/industry-occupation-matrix-industry.htm">https://www.bls.gov/emp/tables/industry-occupation-matrix-industry.htm</a>
Sport Marketing Coordinator	844 projected jobs in SC in 2031	7% growth from 2021 to 2031 in SC	35,300 openings projected each year	10% growth from 2021 to 2031	U.S. Bureau of Labor Statistics, Employment Projections program <a href="https://www.bls.gov/emp/tables/industry-occupation-matrix-industry.htm">https://www.bls.gov/emp/tables/industry-occupation-matrix-industry.htm</a>
Fitness Manager	493 projected jobs in SC in 2031	5.1% growth from 2021 to 2031 in SC	65,500 openings projected each year	19% growth from 2021 to 2031	U.S. Bureau of Labor Statistics, Employment Projections program <a href="https://www.bls.gov/emp/tables/industry-occupation-matrix-industry.htm">https://www.bls.gov/emp/tables/industry-occupation-matrix-industry.htm</a>
Athletic Director	66 projected jobs in SC in 2031	9.9% growth from 2021 to 2031 in SC	17,600 openings projected each year	7% growth from 2021 to 2031	U.S. Bureau of Labor Statistics, Employment Projections program <a href="https://www.bls.gov/emp/tables/industry-occupation-matrix-industry.htm">https://www.bls.gov/emp/tables/industry-occupation-matrix-industry.htm</a>
Facilities Manager	116 projected jobs in SC in 2031	6.9% growth from 2021 to 2031 in SC	31,900 openings projected each year	7% growth from 2021 to 2031	U.S. Bureau of Labor Statistics, Employment Projections program <a href="https://www.bls.gov/emp/tables/industry-occupation-matrix-industry.htm">https://www.bls.gov/emp/tables/industry-occupation-matrix-industry.htm</a>
Contract Negotiator	25.7 projected jobs in SC in 2031	13.8% growth from 2021 to 2031 in SC	500 openings projected each year	6% growth from 2021 to 2031	U.S. Bureau of Labor Statistics, Employment Projections program <a href="https://www.bls.gov/emp/tables/industry-occupation-matrix-industry.htm">https://www.bls.gov/emp/tables/industry-occupation-matrix-industry.htm</a>

**Description of the Program**

Projected Enrollment			
Year	Fall Headcount	Spring Headcount	Summer Headcount
2025-2026	15	19	
2026-2027	27	32	
2027-2028	35	44	
2028-2029	45	43	
2029-2030	45	43	

Explain how the enrollment projections were calculated.

We predict an initial enrollment in the implementation year of 15 students. This accounts for an estimated 10 students migrating over from other USC Upstate programs as well as transfers and new freshmen. The modest increase each year after implementation (2026-2029) represents new freshmen and new transfer students. Continued growth in enrollment is expected beyond the first cohort. We typically do not have any change in our program enrollment over the summer, so we have not projected any summer enrollment changes. Retention in other programs in Human Performance and Health (such as Exercise & Sport Science and Community Health) have an average 91% persistence to Spring and 82% retention to Fall. These averages were calculated in the projected enrollments. We anticipate 5-7 students graduating in Fall semesters and 5-10 students graduating in Spring, with up to 20 students graduating in Spring 2029.

Besides the general institutional admission requirements, are there any separate or additional admission requirements for the proposed program? If yes, explain.

☐ Yes

☒ No

## Curriculum

### New Courses

List and provide course descriptions for new courses.

- SPMG U200: Introduction to Sport Management (3) – Overview of the history and foundations of management as it relates to recreation, professional sports and the sport industry.
- SPMG U220: Legal Issues in Sport (3) – Exploration of major legal issues such as dispute resolution, tort, contract, labor, and antitrust laws in addition to risk management, gender equity, and the Americans with Disabilities Act.
- SPMG U320: Event and Facility Management (3) – Principles and processes involved in effective sport facility and event management. Concepts of facility design, planning, systems, risk management, marketing, and other related topics are explored. Prerequisites: SPMG U200 and SPMG U220.

- SPMG U325: Field Experience I (3-9) – Active observation of the field of sport management. Student will be required to complete 135 hours at an approved site. Students may retake this course for up to 9 credits. Prerequisites: SPMG U200 and SPMG U220.
- SPMG U405: Communication and Leadership in Sport (3) – Exploration of the history, principles, theoretical concepts, and individual or organization use of purposeful communication to achieve specific goals in sport. Prerequisites: SPMG U200 and SPMG U220
- SPMG U480: Sport Management Internship (6) - Guided practical experience in sport management. Students will be required to complete 250 hours of internship hours at an approved site. Prerequisite: Approved application for sport management internship.
- MKTG U357: Sport Marketing and Sponsorship (3) – Industry focus on the study of sport marketing. Work examines the range of promotional strategies and tactics used by different leagues/sport businesses to attract and retain sports fans. Additional topics include the nature of effective sports sponsorship campaigns.
- FINA U368: Revenue Generation and Finance in Sport Business (3) – Examination of historical and current practice in revenue generation and financing of sport organizations, including public and private sources of revenue.

Total Credit Hours: 121

Curriculum by Year					
Course Name	Credit Hours	Course Name	Credit Hours	Course Name	Credit Hours
Year 1					
Fall		Spring		Summer	
ENGL U101	3	ENGL U102	3		
MATH U121	3	MATH U102	3		
CSCI U138	3	SPMG U220	3		
Arts & Humanities I	3	PSYC U101	3		
SPMG U200	3	ECON U222	3		
Total Semester Hours	15	Total Semester Hours	15	Total Semester Hours	
Year 2					
Fall		Spring		Summer	
SPCH U201	3	JOUR U328	3		
SPMG U320	3	Major Elective	3		
Foreign Language	3	HIST*	3		
SPMG U325	3	Major Elective	3		
Major Elective	3	EDPH U318	3		
Total Semester Hours	15	Total Semester Hours	15	Total Semester Hours	

\*Reach Act: The following USC Upstate courses have been identified as REACH-compliant:

HIST 105: History of the United States to 1877

HIST 106: History of the United States from 1865

The REACH Act course could be completed in the Gen Ed History category.

Course Name	Credit Hours	Course Name	Credit Hours	Course Name	Credit Hours
<b>Year 3</b>					
<b>Fall</b>		<b>Spring</b>		<b>Summer</b>	
MKTG U350	3	FINA U367	3		
Major Elective	3	Major Elective	3		
Major Elective	3	MGMT U371	3		
Natural Science/Lab	4	SOCY U101	3		
Arts & Humanities II	3	Major Elective	3		
Total Semester Hours	15	Total Semester Hours	15	Total Semester Hours	
<b>Year 4</b>					
<b>Fall</b>		<b>Spring</b>		<b>Summer</b>	
MGMT U380	3	Major Elective	3		
SPMG U405	3	SPMG U480	6		
MKTG U357	3	Major Elective	3		
PSYC U309	3	FINA U368	3		
Major Elective	3				
Total Semester Hours	15	Total Semester Hours	15	Total Semester Hours	
<b>Year 5</b>					
<b>Fall</b>		<b>Spring</b>		<b>Summer</b>	
Total Semester Hours		Total Semester Hours		Total Semester Hours	

### Similar Programs in South Carolina offered by Public and Independent Institutions

Identify the similar programs offered and describe the similarities and differences for each program.

Program Name and Designation	Total Credit Hours	Institution	Number of Undergraduate Sport Management Degrees Awarded 2022-2023	Similarities	Differences
Sport Management – Bachelor of Science	120	Bob Jones University	15	Some similar required classes. The university is located in the Upstate region.	They are a private institution. There are many faith-based courses required throughout the curriculum. Upstate will offer more field experience and internship opportunities for their students. Bob Jones University houses their Sport Management program in the Division of Health Sciences. Upstate will house Sport Management in the College of Education, Human Performance, and Health and will have a strong partnership with the George Dean Johnson, Jr. College of Business and Economics. This will ensure that Upstate Sport Management majors will have a rounded education in Sport Management.
Sport Management – Bachelor of Science	121	Claflin University	17	Some similar required classes.	Claflin is a private faith-based University. Upstate will also provide a wider variety of courses students can pick from to meet the program's requirements. Not in the Upstate region. Claflin University houses Sport Management in the School of Education. Upstate will house Sport Management in the College of Education, Human Performance, and Health and will have a strong partnership with the George Dean Johnson, Jr. College of Business and Economics. This will ensure that Upstate Sport Management majors



					will have a rounded education in Sport Management.
Community Recreation & Sport Management	120	Clemson University	0	Similar general education requirements. The university is located in the Upstate region.	Clemson's program is a track in the B.S. in Parks, Recreation and Tourism Management major. Clemson University also offers this major as a master's program not an undergraduate major. Upstate will offer more sport management specific courses. Upstate will offer more opportunities for field experiences and internships. Clemson University houses Sport Management in the Department of Parks, Recreation, and Tourism Management. Upstate will house Sport Management in the College of Education, Human Performance, and Health and will have a strong partnership with the George Dean Johnson, Jr. College of Business and Economics. This will ensure that Upstate Sport Management majors will have a rounded education in Sport Management. Clemson is also a much larger institution than USC Upstate.
Recreation and Sport Management – Bachelor of Science	120	Coastal Carolina	119	Similar courses required for the major.	Coastal Carolina requires more accounting classes. Coastal Carolina has a lot of recreation type of courses as electives where Upstate's program will be concentrated on Sport Management. Upstate will also provide more opportunity for field experiences and internship. Coastal Carolina is not in the Upstate region. Coastal Carolina houses their Sport Management program in the Conway Medical Center College of Health and Human Performance. Upstate will house Sport Management in the College of Education, Human

					Performance, and Health and will have a strong partnership with the George Dean Johnson, Jr. College of Business and Economics. This will ensure that Upstate Sport Management majors will have a rounded education in Sport Management.
Sport Management – Bachelor of Science	120	Columbia International University	15	Some similar required courses and general education requirements.	Upstate's program will allow sport management majors much more field experience and internship opportunities. Columbia International University is a faith focused curriculum. Columbia International University is a private college whose student population is much different than Upstate's. Upstate will house Sport Management in the College of Education, Human Performance, and Health and will have a strong partnership with the George Dean Johnson, Jr. College of Business and Economics. This will ensure that Upstate Sport Management majors will have a rounded education in Sport Management.
Sport Management – Bachelor of Science	124	Erskine College	5	Similar course requirements. Erskine offers many field experiences and an internship.	Erskine is a private faith-based university and USC Upstate is a public university. Erskine's curriculum is more centered on the business aspect of Sport Management than what Upstate is offering. Upstate will house Sport Management in the College of Education, Human Performance, and Health and will have a strong partnership with the George Dean Johnson, Jr. College of Business and Economics. This will ensure that Upstate Sport Management majors will have a rounded education in Sport Management.

Sport Management – Bachelor of Science	120	Limestone College	0	Offer similar courses.	Limestone is a private faith-based college. Limestone requires more business courses whereas Upstate's program will require a more holistic approach to sport management. Since Upstate will house Sport Management in the College of Education, Human Performance, and Health and will have a strong partnership with the George Dean Johnson, Jr. College of Business and Economics, USC Upstate Sport Management majors will have a well-rounded education in Sport Management.
Sport Management – Bachelor of Science	120	Newberry College	19	Similar course requirements.	Newberry is a private faith-based college. While it is close to USC Upstate, the universities target different types of students. The Sport Management program at Newberry College is housed in the Sport Professions department. Upstate will house Sport Management in the College of Education, Human Performance, and Health and will have a strong partnership with the George Dean Johnson, Jr. College of Business and Economics. This will ensure that Upstate Sport Management majors will have a rounded education in Sport Management.
Sport Management		North Greenville University	17	Some similar business courses.	Upstate's program has more opportunities for field experiences. North Greenville's program does not allow students as many choices of courses to take to meet major requirements. North Greenville is a faith-based University. North Greenville University houses their Sport Management program within the College of Business and Entrepreneurship. Upstate will house

					Sport Management in the College of Education, Human Performance, and Health and will have a strong partnership with the George Dean Johnson, Jr. College of Business and Economics. This will ensure that Upstate Sport Management majors will have a rounded education in Sport Management.
Recreation and Sport Management – Bachelor of Science	120	Southern Wesleyan University	NA	Similar course requirements.	Upstate's program will offer more opportunities for field experience. Southern Wesleyan does offer 3 different concentration tracks. Southern Wesleyan University is a faith-based university. Southern Wesleyan's Sport Management is much more recreation based than what USC Upstate is proposing. Southern Wesleyan's Sport Management program is housed in the Department of Social Science. North Greenville University houses their Sport Management program within the College of Business and Entrepreneurship. Upstate will house Sport Management in the College of Education, Human Performance, and Health and will have a strong partnership with the George Dean Johnson, Jr. College of Business and Economics. This will ensure that Upstate Sport Management majors will have a rounded education in Sport Management.
Sport Management – Bachelor of Science	123	The Citadel College	11	Similar course requirements.	The Citadel is a place where students can go to prepare them to serve their country in civil or military pursuits. The Sport Management program at the Citadel is a master's level degree. USC Upstate will be an undergraduate degree. The Sport Management

					program at the Citadel is much requires much more business courses than the proposed Upstate program.
Sport and Entertainment Management – Bachelor of Science	120	University of South Carolina	296	Similar general education requirements. Similar opportunities for field experiences and internships. Similar program of study	The University of South Carolina is a very big university. It has one of the premier sport and entertainment management programs in the country. Upstate will concentrate on just sport management and not on entertainment. The University of South Carolina houses their Sport Management program in the College of Hospitality, Retail, and Sport Management. Upstate will house Sport Management in the College of Education, Human Performance, and Health and will have a strong partnership with the George Dean Johnson, Jr. College of Business and Economics. This will ensure that Upstate Sport Management majors will have a rounded education in Sport Management.
Sport Management – Bachelor of Science	120	Winthrop University	22	Similar course requirements.	Upstate's program will offer more opportunities for students to learn in field experience opportunities. The Sport Management program at Winthrop University is housed in the PE, Sport, & Human Performance Department. The University of South Carolina houses their Sport Management program in the College of Hospitality, Retail, and Sport Management. Upstate will house Sport Management in the College of Education, Human Performance, and Health and will have a strong partnership with the George Dean Johnson, Jr. College of Business and Economics. This will ensure that Upstate Sport Management majors

					will have a rounded education in Sport Management.
--	--	--	--	--	--

## Faculty

<b>Rank and Full- or Part-time</b>	<b>Courses Taught for the Program</b>	<b>Academic Degrees and Coursework Relevant to Courses Taught, Including Institution and Major</b>	<b>Other Qualifications and Relevant Professional Experience (e.g., licensures, certifications, years in industry, etc.)</b>
Associate Professor	MGMT U371: Principles of Organizational Management	Ph.D. in Information Systems from Clemson University	The proposed instructor's research focuses on social media and virtual communities and appears in journals such as MIS Quarterly and Communications of the Association for Information Systems.
Assistant Professor	MKTG U350: Principles of Marketing	Ph.D from University of Nebraska at Lincoln	The proposed instructor recently published work in <i>Social Science Quarterly</i> . Her teaching experience includes Introduction to Marketing, Marketing Communications Strategy and Contemporary Marketing. Prior to joining academia, The proposed instructor worked in the Corporate Treasury at Koch Industries, Inc.
Adjunct Instructor	EDPH U318: Sport Ethics	Ph.D in Education from the University of Glasgow, Scotland	The proposed instructor played professional soccer for the Doncaster Rovers in England as well as collegiately at the University of South Carolina Upstate. He also coached at the NCAA 1 level at the University of North Florida and the University of South Carolina Upstate.
Adjunct Instructor	SPMG U200: Introduction to Sport Management	M.S. in Physical Education Recreation: Sports Administration from Eastern Washington University	The proposed instructor is currently the Vice Chancellor & Director of Athletics at USC Upstate. He has numerous years working in athletic administration at various universities. He also has experience in brand management as well as managing business development for Idaho Vandals Sports Properties.
Adjunct Instructor	SPMG U220: Legal Issues in Sport	Earned his Juris Doctor at the University of Iowa	The proposed instructor has many years of experience in working in higher education. He is currently the Dean of Students at USC Upstate.
Adjunct Instructor	SPMG U320: Sport Event and Facility Management  SPMG U405: Communications and Leadership in Sport	Ph.D. in Curriculum and Instruction from Virginia Polytechnic Institute and State University	The proposed instructor has worked in Athletic Compliance for over 20 years. He is currently the Associate Athletic Director for Compliance at USC Upstate. The proposed instructor has extensive experience in operating and supervising game day operations.
Adjunct Instructor	SPMG U325: Sport Management Field Experience  SPMG U480: Sport Management Internship	M.S. in Higher Education Administration from Georgia Southern	The proposed instructor is currently the Associate Athletics Director for Student-Athlete Enrichment/Senior Woman Administrator. She has worked in college athletics for 10 years. She currently serves as the athletic academic advisor, sport administrator for Women's Basketball and Women's Soccer, student-athlete advisor committee chair, Deputy Title IX Coordinator, and Senior Woman Administrator.

Professor	PSYC U309: Psychology of Personality	Ph.D in Psychology from the University of Iowa	The proposed instructor teaches classes in personality psychology, human/animal interaction, psychology and film, person perception, personality assessment, and behavioral assessment.
Adjunct Instructor	MGMT U374: Management of Human Resources	M.S. in Human Resources and Development from Clemson University	The proposed instructor has 30+ years of experience. Has practice providing support and insights to optimize team capabilities.
– Senior Instructor	JOUR U328: Fundamentals of Public Relations	M.A. in Professional Communication from Clemson University	The proposed instructor has 10 years teaching experience in higher education. She has many years of experience writing and editing as well as marketing and working in public relations field.
Adjunct Instructor	MKTG U357: Sport Marketing and Sponsorship	TBA	TBA
Professor and Dean	FINA U368: Revenue Generation & Finance in Sport Business	Ph.D. in Marketing from the University of Oregon	The proposed instructor's primary research interests include fundraising in higher education and intercollegiate athletics. He has published in numerous journals including the Journal of Sport Management, Sport Marketing Quarterly, Sport Management Review, and Journal of Issues in Intercollegiate Athletics.

Total FTE needed to support the proposed program:

Faculty: 23

Staff:

Administration:

### **Faculty, Staff, and Administrative Personnel**

Discuss the Faculty, Staff, and Administrative Personnel needs of the program.

The College of Education, Human Performance, and Health (CoEHPH) will not ask for any new tenure track faculty members as we start this program. To start with, we feel confident that we can hire adjunct instructors to teach the new courses that will be created for this program. However, as the program grows, CoEHPH will ask for two new tenure track faculty members to lead this program in 2026-2027. The request for two new full-time tenure faculty members will be based upon the average load for a full-time tenure track faculty member. The average full-time faculty member load is usually 12 credits. Since there will be classes that come out to 24 new credits, we would ask for two new full-time tenure faculty positions to begin the 2026-2027 academic year.

### **Resources**

#### **Library and Learning Resources**

Explain how current library/learning collections, databases, resources, and services specific to the discipline, including those provided by PASCAL, can support the proposed program. Identify additional library resources needed.

The USC Upstate library staffing, holdings, and electronic access are sufficient to support this major at this time. At this time, it is believed that no additional library resources are needed. As the program develops, the library is prepared to acquire and subscribe to additional resources, including books, journals, databases, and audiovisual resources.



Currently in its collection, the library has approximately 154,000 print volumes and access to more than 1 million ebooks. In addition, the library has access to 225,000 periodicals (both online and in print); 143,000 audiovisual resources (both streaming and physical media); and more than 330 databases. These databases and other e-resources provide indexing, full-text articles from scholar journals and magazines, books, primary source documents, media, and other study and research materials.

The library subscribes to the major databases and journals that support current programs in Exercise Science, Physical Education, Health, Psychology, and Business (Management). Databases include *SPORTDiscus with Full Text*, *Medline Ultimate*, *Sports Medicine and Education Index*, *APA PsycInfo*, *EBSCOhost Psychology Databases*, *Education Research Complete*, and *Business Source Ultimate*, among others. Periodicals include *Case Studies in Sport Management*; *International Journal of Sport Management*; *International Journal of Sport Policy*; *Journal of Applied Sport Management*; *Journal of Global Sport Management*; *Journal of Sport Administration & Supervision*; *Journal of Sports Economics*; *Sport, Business, and Management: An International Journal*; *Sport Management Education Journal*; and *Sports Business Journal*.

All e-resources (books, articles, databases, media, et al.) are available to students via remote access using their University logon and password. The library belongs to the statewide consortium known as PASCAL (Partnership Among South Carolina Academic Libraries). Upon finding a needed item, students may request it electronically and it will be delivered in a timely manner to any PASCAL location including the USC Upstate library. Materials unavailable from within the state are requested through interlibrary loan.

The USC Upstate Library has 11 FTE library faculty positions and 11 FTE library staff positions. The library is open a total of 94.5 hours per week during the fall and spring terms and is open on a 24/5 schedule during final exam periods. Circulation, course reserves, interlibrary loan, instruction, and individualized research assistance are offered to students, faculty, and staff, both in person and virtually.

### **Student Support Services**

Explain how current academic support services will support the proposed program. Identify new services needed and provide any estimated costs associated with these services.

No new academic support services will be required for this new major. Currently students have access to professional advisors, library, tutoring, career services, and many other services required for students to have a positive academic experience. There is no anticipation of further student support services needed.

### **Physical Resources/Facilities**

Identify the physical facilities needed to support the program and the institution's plan for meeting the requirements.

The new Sport Management would not need any new facilities. The HEC and URC have sufficient facilities to support this new major.

### **Equipment**

Identify new instructional equipment needed for the proposed program.

No new instructional equipment will be needed to support the Sport Management major.

**Impact on Existing Programs**

Will the proposed program impact existing degree programs or services at the institution (e.g., course offerings or enrollment)? If yes, explain.

☒ Yes

☐ No

The Sport Management major will have a positive impact on existing degree programs. Students will be required to take classes in psychology, communication, management, journalism, finance, and marketing. This will increase the number of students needing these courses.

### Financial Support

Sources of Financing for the Program by Year												
Category	1 <sup>st</sup>		2 <sup>nd</sup>		3 <sup>rd</sup>		4 <sup>th</sup>		5 <sup>th</sup>		Grand Total	
	New	Total	New	Total	New	Total	New	Total	New	Total	New	Total
Tuition Funding	190,536	190,536	330,636	521,172	442,716	963,888	493,152	1,457,040	493,152	1,950,192	1,950,192	1,950,192
Program-Specific Fees	0	0	0	0	0	0	0	0	0	0	0	0
Special State Appropriation	0	0	0	0	0	0	0	0	0	0	0	0
Reallocation of Existing Funds	0	0	0	0	0	0	0	0	0	0	0	0
Federal, Grant, or Other Funding	0	0	0	0	0	0	0	0	0	0	0	0
<b>Total</b>	190,536	190,536	330,636	521,172	442,716	963,888	493,152	1,457,040	493,152	1,950,192	1,950,192	1,950,192
Estimated Costs Associated with Implementing the Program by Year												
Category	1 <sup>st</sup>		2 <sup>nd</sup>		3 <sup>rd</sup>		4 <sup>th</sup>		5 <sup>th</sup>		Grand Total	
	New	Total	New	Total	New	Total	New	Total	New	Total	New	Total
Program Administration and Faculty/Staff Salaries	15,960	15,960	224,000	239,960	15,960	256,920	0	256,920	0	256,920	256,920	1,026,680
Facilities, Equipment, Supplies, and Materials	0	0	0	0	0	0	0	0	0	0	0	0
Library Resources	0	0	0	0	0	0	0	0	0	0	0	0
Other (specify)	0	0	0	0	0	0	0	0	0	0	0	0
<b>Total</b>	15,960	15,960	224,000	239,960	15,960	256,920	0	256,920	0	256,920	255,920	1,026,680
<b>Net Total</b> (Sources of Financing Minus	174,576	174,576	106,636	281,212	426,756	706,968	493,152	1,200,120	493,152	1,693,272	1,694,272	923,512

Estimated Costs)												
---------------------	--	--	--	--	--	--	--	--	--	--	--	--

### Revenue/Sources of Financing Explanation

Financing for this degree is levied directly from student tuition. The enrollment projection is based on a conservative estimate of students enrolled in this new program. We anticipate that more students will enroll in this program but want to be as conservative as possible for the time-being.

We are projecting a total of 15 students enrolled in the first Fall semester. Tuition at USC Upstate is currently \$5,604 per semester. Assuming the tuition remains the same, the tuition revenue for the first year will total 190,536 the second year will be \$330,636, third year will be \$442,716, fourth year will be \$493,152, and the fifth year \$493,152.

### Budget Justification

There is no source of revenue other than tuition forecast for the first five years of the program. We anticipate enrolling both incoming first-year and transfer students into the program beginning Fall semester 2025. The first year would require 4 new course sections, all anticipated to be offered by adjunct instructors (4 x \$3990 at current pay rates). Two tenure track positions estimated at \$80,000 base salary + 40% benefits are proposed for the second year. With continuing and transfer students, we anticipate needing to offer all but the senior level courses by the second year. Introductory courses are estimated to need sections in both fall and spring. By year three, the full curriculum will need to be offered, with multiple sections of introductory courses. Two new additional adjunct sections are estimated. By year 4 we expect the curriculum to stabilize and be fully staffed with the two tenure track positions and an additional six adjunct taught sections.

### **Evaluation and Assessment**

<b>Program Objectives</b>	<b>Student Learning Outcomes Aligned to Program Objectives</b>	<b>Methods of Assessment</b>
The USC Upstate Sport Management program will provide students with a strong foundational knowledge of sport and sport management	<ol style="list-style-type: none"><li>1. Students will be able to define sport and sport management</li><li>2. Students will know and understand the historical roots, social issues, psychology, and evolution of sport management</li><li>3. Students will know and understand management concepts essential for sports management</li><li>4. Students will know and understand the governing bodies and policies of the sports management profession</li><li>5. Students will know and understand the impact of international sport on sport management</li></ol>	<ol style="list-style-type: none"><li>1. Written Quizzes</li><li>2. Written Exams</li><li>3. Papers</li><li>4. Projects/Presentations</li></ol>

The USC Upstate Sport Management program will provide students with an understanding of the functions of sport management	<ol style="list-style-type: none"> <li>1. Students will know, understand, and experience sport operations as well as event and facilities management</li> <li>2. Students will know, understand, and experience sport marketing, sales, and public relations</li> <li>3. Students will know, understand, and experience sports media and communications</li> <li>4. Students will know, understand, and experience sport finance, budgeting, accounting, and economics</li> </ol>	<ol style="list-style-type: none"> <li>1. Written Quizzes</li> <li>2. Written Exams</li> <li>3. Papers</li> <li>4. Projects/Presentations</li> <li>5. Observation Journals</li> <li>6. Observation Log</li> </ol>
The USC Upstate Sport Management program will provide students with an understanding of the sport management environment	<ol style="list-style-type: none"> <li>1. Students will know and understand the legal and risk management aspects of sport management</li> <li>2. Students will know and understand ethical facets of sport management</li> <li>3. Students will know and understand the effects of diversity and sociological issues in sport management</li> <li>4. Students will know, understand, and experience the latest technologies used in sport management</li> </ol>	<ol style="list-style-type: none"> <li>1. Written Quizzes</li> <li>2. Written Exams</li> <li>3. Papers</li> <li>4. Projects/Presentations</li> <li>5. Technology Assignment</li> </ol>
The USC Upstate Sport Management program will provide students with many integrative experiences	<ol style="list-style-type: none"> <li>1. Students will participate in an internship experience</li> <li>2. Students will participate in a field experience</li> <li>3. Students will be provided many experiential learning opportunities</li> <li>4. Students will participate in a capstone experience (chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://www.cosmaweb.org/uploads/2/4/9/4/24949946/accreditation_principles_march_2022.pdf)</li> </ol>	<ol style="list-style-type: none"> <li>1. Observation Journal</li> <li>2. Portfolio</li> <li>3. Observation Hours Log</li> <li>4. Attendance at Professional Development Experience</li> </ol>

Explain how the proposed program, including all program objectives, will be evaluated, along with plans to track employment. Describe how assessment data will be used.

As part of the university-wide assessment and continuous improvement efforts, the BS in Sport Management program will be assessed yearly by our Assessment Committee. A program Continuous Improvement Blueprint and Scorecard report is prepared by the program Assessment Coordinator and submitted to the university committee each Fall. This report highlights findings from the previous year's assessment data in program learning outcomes and student success data and outlines action plans for the next year to ensure that continuous improvement is carried out. Assessment data will be utilized to determine curricular changes. Assessment of this program is essential for determining if students are learning the material that the instructors are teaching. Instructors will be able to make improvements to the curriculum on the strengths and weaknesses demonstrated on the assessments.

Employment is tracked at the university level via a 3-month-out survey administered to all graduates. Beyond this timeframe, the department will work with the Office of Alumni Relations to maintain contact with and accurate records of graduates in order to track employment and maintain alumni engagement with the program. The Sport Management program plans on tracking employment by collecting questionnaires from seniors as they are about to graduate in order to determine what are their future plans (graduate school, employment, if employment, where etc.). The plan is to then send out questionnaires to all graduates one year after they have graduated to determine if they are in graduate school or if they are employed. We would also like to know where they may be pursuing their graduate degree or where they are currently employed.

### **Accreditation and Licensure/Certification**

Will the institution seek program-specific accreditation (e.g., CAEP, ABET, NASM, etc.)? If yes, describe the institution's plans to seek accreditation, including the expected timeline.

☒ Yes

☐ No

USC Upstate will seek COSMA accreditation in the future. We would like to start this process as soon as we move forward with hiring tenure track faculty for this program.

Will the proposed program lead to licensure or certification? If yes, identify the licensure or certification.

☐ Yes

☒ No

Explain how the program will prepare students for this licensure or certification.

If the program is an Educator Preparation Program, does the proposed certification area require national recognition from a Specialized Professional Association (SPA)? If yes, describe the institution's plans to seek national recognition, including the expected timeline.

☐ Yes

☒ No

