

Cover Sheet: Request 12349

Sport Management

Info

Process	Certificate New Ugrad/Pro
Status	Pending at PV - University Curriculum Committee (UCC)
Submitter	Sarah Eberhart seberhart@hhp.ufl.edu
Created	2/22/2018 12:56:26 PM
Updated	9/27/2018 12:37:14 PM
Description of request	The sport management certificate enables students to examine the interdisciplinary nature of the study of sport management, while applying fundamentals of business to the area of sport. The certificate is designed to allow students to select upper-division courses that pertain to a specific career focus in sport management.

Actions

Step	Status	Group	User	Comment	Updated
Department	Approved	HHP - Tourism, Recreation and Sport Management 012602000	Michael Sagas		2/22/2018
Undergrad Certificate SPM Catalog Copy.pdf					2/22/2018
College	Approved	HHP - College of Health and Human Performance	Christopher Janelle		2/23/2018
No document changes					
Office of Institutional Planning and Research	Commented	PV - Office of Institutional Planning and Research	Cathy Lebo	Email re: learning assessment methods. 5-3-18	5/4/2018
No document changes					
Office of Institutional Planning and Research	Approved	PV - Office of Institutional Planning and Research	Cathy Lebo		7/6/2018
Undergrad SPM Certificate Memo with SLO info.docx					5/31/2018
Associate Provost for Undergraduate Affairs	Approved	PV - Associate Provost for Undergraduate Affairs	Angela Lindner		9/27/2018
No document changes					
University Curriculum Committee	Pending	PV - University Curriculum Committee (UCC)			9/27/2018
No document changes					
Office of the Registrar					
No document changes					
OIPR Notified					
No document changes					
Student Academic Support System					
No document changes					
Catalog					

Step	Status	Group	User	Comment	Updated
No document changes					
Academic Assessment Committee Notified					
No document changes					
College Notified					
No document changes					

Certificate|New for request 12349

Info

Request: Sport Management

Description of request: The sport management certificate enables students to examine the interdisciplinary nature of the study of sport management, while applying fundamentals of business to the area of sport. The certificate is designed to allow students to select upper-division courses that pertain to a specific career focus in sport management.

Submitter: Sarah Eberhart seberhart@hhp.ufl.edu

Created: 2/22/2018 12:53:02 PM

Form version: 1

Responses

Certificate Name

Enter the name of the certificate. Example: Urban Pest Management.

Response:
Sport Management

Transcript Title

Enter the transcript title of the certificate. This is limited to 50 characters, including spaces.

Response:
Sport Management

Credits

Enter the total number of credit hours needed to complete the certificate program.

Response:
12

Level

Enter the program level of the certificate.

Response:
Baccalaureate

CIP Code

Enter the six digit Classification of Instructional Programs (CIP) code for the degree program associated with the proposed certificate. The code has the numerical format XX.XXXX. Contact the [Office of Institutional Planning and Research \(OIPR\)](#) to verify the CIP code for the existing degree program.

Response:
31.0504

Degree Program

Enter the degree program associated with the CIP code entered above (e.g. Accounting).

Response:

Sport Management

Effective Term

Enter the term (semester and year) that the certificate would start.

Response:
Earliest Available

Effective Year

Response:
Earliest Available

Certificate Description

Enter a description of the certificate. This is limited to 50 words or fewer.

Response:
The sport management certificate enables students to examine the interdisciplinary nature of the study of sport management, while applying fundamentals of business to the area of sport. The certificate is designed to allow students to select upper-division courses that pertain to a specific career focus in sport management.

Requirements for Admission

List any requirements for admission to this new certificate program such as grade point average, background in the discipline, current enrollment status, etc.. Please indicate if the certificate only accepts students of a particular status: for example, current UF graduate students, graduate students in a specific college, non-degree seeking students, or any student status.

Response:
Open to all UF students, except for students who are earning a degree in sport management.

Requirements for Completion

List all of requirements for completion of the certificate program, such as courses, internships, projects, etc. For each course, indicate prefix, number, title, # credits, and established grading scheme (letter graded, and/or S/U). The title should be identical to the official title of the course as listed in the Graduate Catalog at <http://gradcatalog.ufl.edu>.

Response:
Students will be awarded the certificate if they complete the required course and three of the designated upper-division sport management courses with a grade of C or better in each course. All courses must be completed at UF.

Required course: SPM 2000 Intro to Sport Management, 3 credits, letter graded

Select 3 of the following courses (9 credits):

- SPM 3204 Ethical Issues in Sport, 3 credits, letter graded
- SPM 3012 Sport and Society, 3 credits, letter graded
- SPM 3306 Sport Marketing, 3 credits, letter graded
- SPM 3403 Sport Information Management, 3 credits, letter graded
- SPM 4104 Sport Facility Design and Management, 3 credits, letter graded
- SPM 4515 Sport Business/Finance, 3 credits, letter graded
- SPM 4723 Legal Issues in Sport, 3 credits, letter graded

Rationale and Place in Curriculum

Describe the rationale for offering this new certificate and having it on the transcript, its place in the curriculum, how it will enhance the quality of the existing program or department. Also describe its overlap with any existing certificates and programs, and a justification for any such overlap. Note that documentation of consultation will be expected for any certificate with overlapping content.

Response:

The department would like to offer the certificate due to the broad appeal of the subject matter across campus. There are degree programs offered on campus that require students to complete an area of specialization or outside concentration. These students are typically required to complete 12 credits of coursework for their degree requirement with their respective college. We would like to offer these students the ability to earn a certificate for successfully completing 12 credits of coursework in sport management. This certificate does not overlap with any other certificate currently offered at UF. The department is currently offering the necessary courses every fall and spring term to complete this certificate. The required course (SPM2000) is offered every fall, spring and summer term. If the demand increases for these courses we currently have the ability to enroll additional students, with an enrollment capacity of approximately 20%.

Student Learning Outcomes

List each student learning outcome with its associated courses, assessment type (e.g. course-related exam/assignment/grade, final paper/project/presentation, standardized exam, capstone) and method (e.g. rubric, faculty committee, single faculty member).

Response:

1. Discuss the interdisciplinary nature of the study of sport management.
2. Examine and explain the internal and external factors that influence and shape sport.
3. Explain what constitutes management and what constitutes an organization.
4. Apply the concepts of planning, organizing, leading, and evaluating organizational goals to sport organizations.
5. Use accepted techniques of discovery and critical thinking to solve problems independently and to evaluate opinions and outcomes within and outside of the sport management area.

Catalog copy:

Undergraduate Certificate

Sport Management

The sport management certificate enables students to examine the interdisciplinary nature of the study of sport management, while applying the fundamentals of business to the area of sport. The certificate is designed to allow students to select upper-division courses that pertain to a specific career focus in sport management.

College: Health and Human Performance

Department: Tourism, Recreation and Sport Management

Credits: 12, completed with minimum grades of C or better from all courses. Courses must be taken at UF.

Contact: 352-392-4042; 330 Florida Gym

Overview: This certificate is open to all undergraduates, except sport management majors.

Required courses:

Students will be awarded the certificate if they complete the required course and three of the following upper-division sport management courses with a grade of C or better in each course.

Courses:

Required course – SPM 2000 Intro to Sport Management 3 credits

Select 3 of the following courses (9 credits)

SPM 3204 Ethical Issues in Sport 3 credits

SPM 3012 Sport and Society 3 credits

SPM 3306 Sport Marketing (pre-requisite MAR3023) 3 credits

SPM 3403 Sport Information Management 3 credits

SPM 4104 Sport Facility Design and Management 3 credits

SPM 4515 Sport Business/Finance 3 credits

SPM 4723 Legal Issues in Sport 3 credits

TO: HHP Curriculum Committee
FROM: Department of Tourism, Recreation and Sport Management
DATE: February 7, 2018
RE: Proposal of Undergraduate Certificate in Sport Management

Certificate name: Sport Management

Transcript title: Sport Management

Credits: 12

CIP code & degree program associated with CIP: 31.0504

Effective term and year: Fall 2018

Certificate description: The sport management certificate enables students to examine the interdisciplinary nature of the study of sport management, while applying fundamentals of business to the area of sport. The certificate is designed to allow students to select upper-division courses that pertain to a specific career focus in sport management.

Requirements for admission: Open to all UF students, except for students who are earning a degree in sport management.

Requirements for completion:

Students will be awarded the certificate if they complete the required course and three of the designated upper-division sport management courses with a grade of C or better in each course. All courses must be completed at UF.

Required course: SPM 2000 Intro to Sport Management, 3 credits, letter graded

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- SPM 4723 Legal Issues in Sport, 3 credits, letter graded

Rationale and placement in curriculum: The department would like to offer the certificate because of the broad appeal of the subject matter across campus. There are degree programs offered on campus that require students to complete an area of specialization or outside concentration. These students are typically required to complete 12 credits of coursework for their degree requirement with their respective college. We would like to offer these students the ability to earn a certificate for successfully completing 12 credits of coursework in sport management. This certificate does not overlap with any other certificate currently offered at UF. The department is currently offering the necessary courses every fall and spring term to complete this certificate. The required course (SPM2000) is offered every fall, spring and summer term. If the demand increases for these courses we currently have the ability to enroll additional students, with an enrollment capacity of approximately 20%.

Student learning outcomes:

Content

1. Discuss the interdisciplinary nature of the study of sport management.

This learning outcome is **introduced** in the following course:

- a. SPM2000 Introduction to Sport Management

This learning outcome is **reinforced** in the following courses:

- b. SPM3012 Sport and Society
- c. SPM3204 Ethical Issues in Sport
- d. SPM3306 Sport Marketing
- e. SPM4515 Sport Business and Finance
- f. SPM4723 Legal Issues in Sport

This learning outcome is **assessed** in the following courses:

- a. SPM2000 Introduction to Sport Management
- b. SPM3012 Sport & Society

2. Examine and explain the internal and external factors that influence and shape sport.

This learning outcome is **introduced** in SPM3204 Ethical Issues in Sport; and **reinforced and assessed** in the following courses:

- a. SPM3012 Sport & Society
- b. SPM3306 Sport Marketing
- c. SPM4515 Sport Business and Finance
- d. SPM4723 Legal Issues in Sport

Communication

- 3. Effectively produce, interpret and analyze written text, oral messages and multimedia presentations used in sport management related settings.**

This learning outcome is **introduced, reinforced and assessed** in the following courses:

- a. SPM3204 Ethical Issues in Sport
- b. SPM3306 Sport Marketing
- c. SPM4515 Sport Business and Finance
- d. SPM 3403 Sport Information Management

Critical Thinking

- 4. Use accepted techniques of discovery and critical thinking to solve problems independently and to evaluate opinions and outcomes within and outside of the sport management area.**

This learning outcome is **introduced, reinforced and assessed** in the following courses:

- a. SPM3012 Sport & Society
- b. SPM3204 Ethical Issues in Sport
- c. SPM3306 Sport Marketing
- d. SPM4515 Sport Business and Finance
- e. SPM4723 Legal Issues in Sport

Assessment Procedures:

The Certificate in Sport Management SLOs will be assessed on a two-year Assessment Cycle. An Assessment Committee, made up of three sport management faculty members, will examine data regarding one of the two content knowledge SLOs each year, the critical thinking SLO every other year, and the communication SLO every other year.

The Certificate in Sport Management Assessment Committee will collect data throughout the academic year in preparation for the annual evaluation of SLOs. The Committee will meet each May at the end of the academic year to analyze and assess the data.

The Assessment Committee will receive the following data:

A random sample of each identified assignment for the assessment from the seven different courses that are available to certificate students. The grading rubric and assigned grade from each professor will also be provided to the Assessment Committee as a form of direct assessment data.

Assignments from each of the following courses will be provided to the committee when assessing an SLO related to the material in the course:

SPM 2000 (final assignment)- SLO 1

SPM 3012 (final paper) - SLO 1, 2, & 4

SPM 3204 (final project) - SLO 3 & 4

SPM 3306 (marketing plan project) – SLO 2, 3 & 4

SPM 3403 (two writing assignments) – SLO 3

SPM 4515 (final budgeting project) - SLO 2, 3 & 4

SPM 4723 (legal case study assignment) - SLO 2 & 4