**Cover Sheet: Request 12349**

**Sport Management**

**Info**

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<tr>
<td>Submitter</td>
<td>Sarah Eberhart <a href="mailto:seberhart@hhp.ufl.edu">seberhart@hhp.ufl.edu</a></td>
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**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**

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<td>Michael Sagas</td>
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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:
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.
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

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 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