

BACKGROUND AND REQUEST

UNIVERSITY OF CINCINNATI Bachelor of Science in Sports Administration

EXECUTIVE SUMMARY/REQUEST

This program clearly meets Regents' standards for baccalaureate degrees. No concerns were identified in the review.

Request: University of Cincinnati requests approval for a Bachelor of Science in Sports Administration. The program will be housed at the College of Applied Science and administered by the Department of Business and Commerce.

Program Purpose/Mission: The Bachelor of Science in Sports Administration program prepares students in to be "work ready" for the local, regional, national and international sport management industry. The program will combine high level business and technical study with coop opportunities that provide students with direct workforce experience during the program. The College of Applied Science at the University of Cincinnati is one of the oldest technical schools in the United States, with nearly 175 years experience in offering technical education programs at both the associate and baccalaureate level.

Student demand for sport management education has driven the expansion of the field. There are currently 156 undergraduate programs in sports management (North American Society for Sport Management) and approximately 5 million people working in sport-related occupations in 2005. Graduates in sport management are prepared for a variety of administrative positions in professional sports, college athletics, and high school athletic administration as well as positions in sports associations. Positions are also available in the management of sport venues and events, the management of health, fitness and recreation facilities and positions with sporting goods firms.

Enrollments: UC anticipates an initial enrollment of 45 FTE students with growth to an enrollment of approximately 140 in the fifth year of the program. University of Dayton and Xavier University (both private institutions) offer sport management degree programs with a minor focus in general business. Wilmington College and Northern Kentucky University both offer programs with a primarily business focus. The proposed UC program is also structured to focus primarily in business.

Curriculum: The Bachelor of Science in Sports Administration consists of general business courses and sports administration core courses. The new program will include two quarter terms of cooperative education, beginning in the third year of the program and a capstone senior project experience in the fourth year.

Resource/Faculty Needs: The proposed program will be initially staffed by existing full-time faculty in the College of Applied Science and additional part-

time faculty. Additional faculty will be hired, based upon enrollments and two full-time faculty in sports administration (MS/Ph.D) will be required in the next few years.

End of Comment Period: December 3, 2007
No Comments Received, Recommend Approval

Approved		12/6/07
Eric D. Fingerhut, Chancellor		Date