

Dr. Anthony Roy Day

Chair, Faculty Council

John Carroll University

Dear Professor Day,

Please find attached a proposal for a program in Sports Studies. This interdisciplinary program is the result of conversations among faculty from 9 departments. It responds to student interest in a sports studies program. We have already identified internship possibilities to meet the experiential requirement, and we believe we can identify donors to further support it.

Thank you for considering its referral to CAP and to the faculty.

Dr. Sheri Young, Chair, Department of Psychology

Dr. Kathleen Manning, Exercise Science and Physical Education

Dr. Mary Beadle, Russett Department of Communication and Theatre Studies

Dr. Walter Simmons, Chair, Department of Economics and Finance

Dr. John McBratney, Department of English

Dr. Jon Smith, Management, Marketing, and Logistics and Vice President

Dr. Tamba Nandi, Department of Philosophy

Dr. Jeanne Colleran, Dean

Dr. Earl Spurgin, Department of Philosophy

Proposal for an Interdisciplinary Program in Sports Studies: Major and Minor Tracks

We are proposing an interdisciplinary major that combines courses in communications, business, computer science, humanities, psychology, and ethics in order to prepare students to enter various fields of sports studies including sports promotion, sports management, and sports communication at secondary and collegiate educational institutions, in professional sports, and in wellness-related industries, such as corporate fitness management, etc. We also envision opportunities for students interested in working in health and wellness areas. We believe that while students may start by thinking of the “dream jobs” in professional sports organization –and some of our notable alumni have achieved this ambition—the program will increase awareness of many other career opportunities in sports studies.

We also believe that our program can offer some signature features that will distinguish our program from others. These include:

- in accordance with our Jesuit heritage, curriculum to prepare students to lead sports/wellness/recreational/ programs for disabled populations, aging populations or other demographics with special needs;
- Opportunities to combine the sports studies major with minors in entrepreneurship, business, leadership, or exercise science and athletic training;
- A global component that would be both curricular and experiential;
- Service and service-learning opportunities to complement internships ;
- John Carroll has received national attention for alumni in professional sports Management (primarily football);
- Assistance from alumni to place students in meaningful and prestigious internship opportunities;
- Cultivating a relationship with a graduate program at Ohio University for preferred or scholarship-supported admissions;
- Philanthropic gifts.

1. Description and Purpose for Program

Student experience

As indicated in the headnote, the major or minor will respond to significant student interest in sports studies, and it will do so in an interdisciplinary manner that integrates key components from several disciplines. The program will offer opportunities for students to tailor their interests in areas of wellness or developmental disorders or community programming as well as in the areas of sports administration at professional and educational institutions. It offers undergraduate courses for students who wish to enter the field of sports law. The design of this program highlights internships and other forms of experiential learning, and alumni have already indicated an interest in helping JCU to attain meaningful

learning opportunities. In sum, the proposal is motivated by several factors: expressed interest by students, increased enrollment of student athletes, expansion of health and wellness curricula, interest and capacity of faculty from several departments, availability of internships specifically for JCU students, and a relationship with Ohio University, one of the nationally-recognized graduate programs in sports administration. After consulting with Advancement, we have identified some philanthropic and partnership possibilities.

Relation to Academic Mission

Three points are pertinent here: the College of Arts and Sciences already offers many of the courses in the proposed curriculum (and requires some from BSOB), so the program is drawing together courses already within the scope of our mission. In addition to courses that are more applied in design, our students will be able to choose additional courses in which sports is a valuable lens on psychological, ethical, and humanistic issues. Thirdly, the program will meet several academic learning outcomes, specifically:

1. Demonstrate an integrative knowledge of human and natural worlds.
2. Develop habits of critical analysis and aesthetic appreciation.
4. Communicate skillfully in multiple forms of expression
7. Apply a framework for examining ethical dilemmas.
8. Employ leadership and collaborative skills.

These learning outcomes will be realized in the following ways: (1) the curriculum is interdisciplinary, and it calls upon students to integrate knowledge across a number of fields, and to further develop the habits of critical analysis (2). Communication (4) is an especially important skill in sports administration positions, and there are required courses in communication. The curriculum requires a course in ethical decision making (7), and the entire program emphasizes the development of leadership and collaborative skills (8).

In addition, the learning outcomes specific to this program are:

1. Students will demonstrate ethical leadership in the area of sports, wellness or recreational administration;
2. Students will communicate effectively in written, oral, and technological media;
3. Students will attain fiscal literacy;
4. Students will demonstrate problem-solving skills needed for management and leadership.

Prevalence of Program at Other Institutions:

There are some 350 sports management programs in the United States though only 11 are nationally accredited by the Commission on Sports Management Accreditation. There are 35 programs in Ohio, with Ohio University being the most prominent. (They have a Center for Sports Administration with

undergraduate and graduate programs, and are one of the 11 nationally accredited programs; we intend to cultivate a partnership with their graduate program.) We identified 10 programs from peer/competitor schools to examine: Ashland, Baldwin Wallace, Canisius, Miami University, Mount Union, Ohio Dominican, Ohio Northern, Ohio University, Wheeling Jesuit, Xavier.

In general, these programs have courses in the following areas:

- Introduction to Sports Mgmt. course
- Ethics/sociology/psychology of sport or SM courses
- Business finance, economics, management, statistics, marketing
- SM-specific courses: facility/event management, legal issues, marketing, sales/promotion
- Internships and or practicums

The programs are housed in one of three areas: Education, Business, or Health. Consequently, the program requirements reflect where they are housed. Of the peer schools, John Carroll's program is most like that of Canisius as we will also be promoting an alumni network and local partnerships as part of the curriculum. Their program, like ours, integrates the business courses with a variety of course work from other disciplines.

Capacity and Distinction: From the survey of sports management/sports studies programs, we believe that John Carroll can offer a strong and distinctive program:

First, we already offer the most common core courses listed above. We have the capacity to develop others.

Secondly, we think there is an advantage to having the program stand on its own, thus emphasizing its true interdisciplinary and integrative qualities. Unlike other programs, the curriculum is "deeper," offering multiple choices within each area, and highlighting an integrated skill set of business, communication, ethics, statistics, psychological and humanistic perspectives, and information management.

Third, we have developed a series of small clustered courses from which students can choose as they shape particular career emphases.

Fourth, the curriculum allows students to double major or select complementary minors.

Fifth, we have strong alumni connections to develop the experiential component.

Sixth, we have a national reputation for professional sports management.

In Northeast Ohio, the primary competition would be from Baldwin Wallace and Cleveland State. We believe we can differentiate our program from both of these programs.

Cleveland State's program is housed in their Health and Human Performance College as part of teacher licensure and counseling programs. It emphasizes the Physical Education aspects more than the managerial ones.

Baldwin Wallace requires that their student take 37 hours of coursework and an internship. They require students to also double major in either Public Relations or Business Administration. JCU's curriculum incorporates the appropriate business courses in the program, and it emphasizes writing and communication skills as well.

Drawing Students from Other Programs or Conflict: This program would be a unique addition to John Carroll's curriculum. There are no programs with similar goals.

Program Curriculum

A. Curriculum for Major: Required Courses (44-46 hours total)

I.	*Introduction to Sports Studies	1 credit
	<u>New Course:</u> Overview of integrated discipline of sports studies, with attention <u>To such topics as:</u> range of career possibilities, interdisciplinary skills needed for effective leadership; communication; special populations. Course will include guest lectures and be facilitated by the director of the program.	
II.	Statistics	
	Mt 122 Statistics	3 credit
III.	Business Courses:	
	AC 201-202 Principles of Accounting	6 credits
	MML 325 Organizational Management	3 credits
	Or	
	PE 408 Organization and Administration of Athletics	
	EC 201-202 Principles of Economics	6 credit
IV.	Information Systems	
	CS 150 Database Systems	3 credits
	Or	
	BS 107, 108, 108 Business Information Systems	
V.	Psychological, Social, and Humanistic Perspectives	
	PS 310 Sports Psychology	3 credits
	HS 155 Sports in American Society	
	SOC XXX* Sociology and Sports	
	<u>New course:</u> Athletics and sports as a lens on social identity, race, class,	

Gender, ethnicity, nationalism.

EN 299 Sports and Literature

EN or CO XXX* Sports on Screen and Print

New Course: representations of athletes and sports in
Film, non-fiction, and fiction.

XXX Global Perspectives on Sport

New Course: Examination of athletics as related to national identities and
Economies, as well as sport as a global phenomenon through international
Competitions.

XXX Sport, Culture, and Society

New Course Effect of sports on culture, individual and social identities.

VI.	Ethics		
	PL 312	Ethics in Sport	3 credits
	PE 435	Ethical Problems in Athletics	
	PL 311	Business Ethics	
	PL 370	Philosophy of Social Class	
VII.	Communication and Integrated Marketing/Business Writing		
	CO 315	Integrated Marketing & Communication	3 credits
	En or BS XXX	Business Writing	3
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			31 credits
VIII.	Two additional courses from one of the following clusters. Students elect to complete the major with one of the following clusters.		6 credits

A. Sports and Wellness Promotion

CO 440. EVENT PLANNING 3 cr.

CO399. Special Topics 3 credits

CO 4IX .Designing and pitching an integrated communications campaign for a campus or
community client. Theory becomes practice as students develop strategic direction for an
assigned client.

B. Sports Communication

CO 226. Sports Broadcasting 3 cr.

CO 397. Writing for Television, Radio, and New Media 3 cr.

EN 300 Professional Writing, 3 cr.

Co XXX Digital Advertising : New course to introduce students to multiple, integrated communication platforms.

Leadership

LP 101, 102, 201 (1 credit courses) and 201 (2 cr) Introduction to Leadership
AR 203 Problem Solving (1 cr)
BI 383 Project Management (3 cr)
CO 400 Organizational Communication (3cr)
MN 395 Leadership Skills (3cr)
PS 359 Industrial Psychology (3cr)

C. Entrepreneurship

ER 101 Creativity, Invention, and Innovation (1 cr)
ER 102 Idea Development (2 cr)
ER 203 Introduction to Entrepreneurship (3 cr)
ER 305 Accounting and Finance for Entrepreneurs (3 cr)
ER 306 Entrepreneurial Marketing and Sales (3cr)

D. Negotiations and Law

MN 463 Business Law 1 (3cr)
XXX Negotiation

New Course: Negotiations Course to be developed that examines principles and tactics of negotiation, dispute resolution, and reaching agreement. Perhaps developed as an on-line course in conjunction with existing courses at other universities.

XXX Introduction to Sports law

New Course: Drawing upon the sports law certificate offered at Marquette University Law School, this course will offer undergraduates an introduction to fundamentals of sports law, such as: Legal and Business Issues in Baseball, Legal and Business Issues in Collegiate Athletics, Legal Issues in Youth, High School, and Recreational Sports, and Sports Industry Governance.

E. Sports and Wellness for Special Populations

PE 420 Disabilities: Learning, Movement, and Program Development (3cr)
PS 407 Psychology of Autism (3cr)
PS 455 Child and Adolescent Psychopathology (3cr)
SC 285 Aging, Health, and Society (3cr)

IX. Experiential requirement (Internship) 4-6 credits

Students in the major are required to complete 2 internships or shadowing positions for a total of 4-6 credits. Major must complete one 3 credit hour external internship, and they may choose between A & C for additional credit.

A. Students are placed in on-campus work in areas having to do with marketing, facilities supervision, public relations, sports information, news reportage, broadcasting, event planning. (1-2 credits)

or

B. External Internship: 3 credits

To be arranged with area sports organizations, athletic facilities, education institutions, recreational facilities. Minimum commitment of 90 hours per semester

or

C. Short term external shadowing (45 hours per semester for 1 credit)

X. Capstone Course : Sports Studies Professional Development Seminar (3 credits)

TOTAL for major: 44-46 credit hours

Minor: 24 hours: Statistics, Management, Organizational Information, Sports Psychology, Ethics and two electives, and internship.

Organization and Administration of Program

Reporting. The program in Spots Studies in an interdisciplinary program that will report to the Dean of the College of Arts and Sciences. In this respect, it is similar to the other interdisciplinary CAS programs, such as Women and Gender Studies or Peace, Justice, and Human Rights.

Director: A part-time director will be selected to lead the program until such time that it has built enough capacity to warrant a full-time director. The director may be chosen from within the University or external to it. The appointment will be for a four-year period, and it is renewable, via recommendation of the Dean and appointment by the Provost. The duties of the director include the following:

1. Oversight of scheduling
2. Student advising
3. New Course development
4. Management of Interns
5. Oversight of advisory board
6. Budget
7. Approval, with advisory committee, of courses in program

8. Annual report
9. Assessment

Advisory Board of between 10-12 participants:

Director of Program

5 Chairs or their designees from the departments offering required course work

2 Representatives from JCU Athletic Staff, as recommended by Dr. Mark McCarthy

1-2 Representatives from the National Association of Collegiate Directors of Athletics

1-2 alumni in sports administration.

Will need to hire some specialized adjunct faculty to offer courses outside of current faculty expertise.

Implementation Time table (upon approval)

1. Director will be selected before Fall, 2014;
2. Advisory Board will be assembled in Fall 2014
3. Introduction to Sports Studies will be offered in Spring 2015
4. Internship placement will begin in Fall of 2014
5. Course already in the bulletin will be offered in fall 2014, if possible, and spring 2015.
Chairs will be involved in developing a three-year rotation of classes to be disseminated to students
6. Summer, 2014: development of website and marketing materials
7. Course development grants: possible awarded in summer 2014, to be awarded every summer as needed
8. Collaboration with enrollment division immediately upon approval
9. Assessment begins spring 2015

Assessment

Course Level: All courses approved for the program will list the program learning outcomes that will be addressed in whole or in part through the course. A statement of the assessment methods that will be used must be articulated. Instructors must retain results of assessments, submit a brief report to the director, and retain results to be used in the program review.

Program: Using an abbreviated version of the departmental academic program review template, the sports studies program will be reviewed on a 4 year cycle once it is established,

Development of Program: During the first 4 years of its development, the director of the program will submit an annual report to the Dean of the College which specifies strengths and needs of the program and preliminary assessment of student learning.

Indicators of Success: Surveys will be sent to program graduates, records kept of employment and further degree study, and indication of student satisfaction will be evaluated through exit interviews.

Budget

Operational (start up)

Director:	\$25,000 if external; 2 CLR or equivalent if internal
New Course Development	7,000 annually
Stipends for Guest Speakers	1,000 annually
Travel stipend for director	4,000 annually
Publicity	1,000 annually
	38,000
Revenue Sources:	grants to begin a 200,000 endowment 8,000 annually
	Seek alumni gifts
	Enhanced, higher pay enrollment

Sports Studies Program Development:

Dr. Sheri Young, Chair, Department of Psychology

Dr. Kathleen Manning, Exercise Science and Physical Education

Dr. Mary Beadle, Russert Department of Communication and Theatre Studies

Dr. Walter Simmons, Chair, Department of Economics and Finance

Dr. John McBratney, Department of English

Dr. Jon Smith, Management, Marketing, and Logistics and Vice President

Dr. Tamba Nandi, Department of Philosophy

Dr. Jeanne Colleran, Dean

Dr. Earl Spurgin, Department of Philosophy

Letters of support

Mr. Brian Williams, Vice President for Enrollment

Dr. Jeanne Colleran, Dean

To: Dr. Roy Day, Chair, Faculty Council

From: Dr. Jeanne Colleran, Dean, CAS

RE: Letter of Support for Sports Studies

The Sport Studies Program will provide an excellent curricular opportunity for students interested in preparing for careers in sports management, public relations and marketing, sports information, community and recreational planning and management, sports law, coaching in professional, amateur and educational settings, work in wellness and fitness careers, and managing sports for special populations.

As it has been constructed, JCU's program will offer an interdisciplinary experience that will ask students to think about the strategic, tactical, or managerial aspects of their careers within the context of our University mission, namely with a concern for ethics, complex and responsible decision making, and integrity. Because the study of sports inevitably involves reflection on culture, economics, education, gender, race, class, media, and politics, this program is well-suited to the College of Arts and Sciences. By integrating coursework from across (at least) eight disciplines, the program asks our students to master a range of skills and to test these through challenging and meaningful internships.

This field is attractive to future students; in fact, current students have inquired into the creation of such a program. In speaking with alumni, I have become aware of a rich network of connections which can assist our students in experiential learning and in jobs after graduation.

I enthusiastically recommend its acceptance.