



The University of Georgia

University Council
Athens, Georgia 30602

April 10, 2015

UNIVERSITY CURRICULUM COMMITTEE – 2014-2015

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Undergraduate Student Representative - Mr. William Heaton

Graduate Student Representative - Ms. Lauren E. Mullenbach

Dear Colleagues:

The attached proposal for a new minor in Sport Management will be an agenda item for the April 17, 2015, Full University Curriculum Committee meeting.

Sincerely,

William K. Vencill, Chair
University Curriculum Committee

cc: Provost Pamela S. Whitten
Dr. Rahul Shrivastav

PROPOSAL FOR MINOR PROGRAM OF STUDY

School/College: College of Education

Department/Division: Department of Kinesiology

Proposed Program: Sport Management

Proposed Starting Date for Program: Fall semester 2015

Rationale: Many students in the Terry College of Business and the Grady College of Journalism and Mass Communication are interested in careers involving sport business or journalism. Some students pursue a dual degree, but others do not want to prolong their program to take the required number of hours of sport management courses in the Department of Kinesiology. A minor requiring a fewer number of sport management courses will meet the needs of many of these students for a credential in sport management.

Program Description: The primary objective of the sport management undergraduate program is to provide students with the interdisciplinary knowledge, professional application, critical thinking, problem-solving, and leadership skills necessary to effectively manage sport and exercise programs. Students are provided with learning opportunities to acquire the ability to work with and through diverse groups of people to achieve stated organizational goals. Proficient application of business principles to the sport industry distinguishes this program. Students are also prepared to possess the competitive knowledge and skills to effectively communicate their ideas through both written and oral forms of presentations.

Required Course: 3 hours

KINS 3430 Introduction to Sport Management (3)

Electives - Category I 9 hours selected from the following courses:

ECON 4460/6460	Sports Economics (3)
KINS 3420	Managing the Legal Aspects of Sport (3)
KINS 4520/6520	Sport Finance (3)
KINS 4810	Sport Marketing (3)
KINS 4830	Sport Policy and Governance (3)
KINS 4840	Sport Event Management (3)
KINS 5210/7210	Sport and the Mass Media (3)

Electives - Category II 3 hours selected from the following courses:

KINS 3415	Philosophy and Ethics in Sport (3)
KINS 3440	History of Sport (3)
KINS 3560	Contemporary Issues in Sport (3)
KINS(AFAM) 3580	Sport and the Black Culture (3)
KINS(AFST) 4800/6800	Education and Sport in Africa (3)
KINS 4820	Social Aspects of Sport (3)
KINS 5140/7140	Current Problems in Kinesiology (3)

Total Hours: 15



September 3, 2014

University Curriculum Committee
Curriculum Systems
University of Georgia

To the Members of the University Curriculum Committee:

The Grady College of Journalism and Mass Communication supports the College of Education's proposed minor in Sport Management within the Department of Kinesiology. This is an interesting program that complements nicely the journalistic focus of our Sports Media certificate. It is likely that Grady students who are interested in sport management, rather than a journalism focus, may choose this minor.

We expect to establish links with this program as it launches. We look forward to expanding opportunities for our students and see this as a means to enhance the reputation of sports study within the University of Georgia and beyond.

Please let me know if I can provide any additional information.

Sincerely,

Alison Alexander
Professor and Associate Dean for Academic Affairs



The University of Georgia®

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Earl Davis Chair in Taxation

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MEMORANDUM

TO: Provost Pamela Whitten
FROM: Dean Benjamin Ayers ^{BA}
DATE: September 3, 2014
RE: Sports Management Minor

I support the submission of a request for a Sports Management Minor to be offered by the College of Education. The proposal was supported by Terry's Undergraduate Programs Committee on the condition that Terry's course in Sports Economics be included as an elective and this final proposal incorporates that change. The minor will be of interest to those Terry students who wish to combine their major in a functional area with a minor in the sports management industry. As such, it will complement rather than duplicate our current course offerings.

cc: Daniel Feldman, Senior Associate Dean
Laura Clark, Director of Undergraduate Programs

/abg