



DEPARTMENT OF
HIGHER EDUCATION &
WORKFORCE DEVELOPMENT

New Program Report

Date Submitted:

03/09/2022

Institution

Missouri Southern State University

Site Information

Implementation Date:

8/1/2022 12:00:00 AM

Added Site(s):

Selected Site(s):

Missouri Southern State University, 3950 E. Newman Road, Joplin, MO, 64801-1595

CIP Information

CIP Code:

310504

CIP Description:

A program that prepares individuals to apply business, coaching and physical education principles to the organization, administration and management of athletic programs and teams, fitness/rehabilitation facilities and health clubs, sport recreation services, and related services. Includes instruction in program planning and development; business and financial management principles; sales, marketing and recruitment; event promotion, scheduling and management; facilities management; public relations; legal aspects of sports; and applicable health and safety standards.

CIP Program Title:

Sport and Fitness Administration/Management

Institution Program Title:

Sport and Recreation Management

Degree Level/Type

Degree Level:

Bachelor's Degree

Degree Type:

Bachelor of Science

Options Added:

Collaborative Program:

N

Mode of Delivery

Current Mode of Delivery

Classroom

Student Preparation

Special Admissions Procedure or Student Qualifications required:

n/a



**DEPARTMENT OF
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New Program Report

Specific Population Characteristics to be served:

n/a

Faculty Characteristics

Special Requirements for Assignment of Teaching for this Degree/Certificate:

All full-time and part-time faculty will meet HLC qualification guidelines. Full-time faculty will perform teaching, service and scholarship as detailed in the faculty handbook.

Estimate Percentage of Credit Hours that will be assigned to full time faculty:

Approximately 80% of credit hours will be taught by full-time faculty.

Expectations for professional activities, special student contact, teaching/learning innovation:

Faculty expectations include student advising, departmental meetings, university & community service, and scholarly activity

Student Enrollment Projections Year One-Five

Year 1	Full Time: 25	Part Time: 5	
Year 2	Full Time: 35	Part Time: 5	
Year 3	Full Time: 55	Part Time: 5	Number of Graduates: 15
Year 4	Full Time: 75	Part Time: 5	
Year 5	Full Time: 95	Part Time: 5	Number of Graduates: 25

Percentage Statement:

100.00

Program Accreditation

Institutional Plans for Accreditation:

The Commission on Sport Management Accreditation (COSMA) requires at least one program graduate for at least two years; at that time, we will apply for organizational membership and begin the accreditation process.

Program Structure

Total Credits:

120

Residency Requirements:

30 credit hours (standard institutional requirement for undergraduate programs)

General Education Total Credits:

42

Major Requirements Total Credits:

60

Course(s) Added

COURSE NUMBER	CREDITS	COURSE TITLE
SRM 410	3	Organization & Administration in Sport & Recreation



DEPARTMENT OF HIGHER EDUCATION & WORKFORCE DEVELOPMENT

New Program Report

FIN 101	3	Introduction to Personal Financial Planning
MGMT 237	3	Using Information Systems
SRM 101	3	Introduction to Sport & Recreation Management
SRM 300	3	Marketing & Promotion in Sport & Recreation
SRM 320	3	Risk Management & Legal Issues in Sport & Recreation
COMM 211	3	Introduction to Public Relations
SRM 400	3	Social Media & Analytics in Sport & Recreation
GB 320	3	Business Communications
SRM 330	3	Sport & Recreation Finance: Budget & Revenue Management
SRM 491	3	Sport & Recreation Internship
SRM 310	3	Facility & Event Management in Sport & Recreation
KINE 220	2	First Aid & Sport Safety
KINE 367	3	Socio-Psychological Aspects of Physical Education
LDSP	3	Introduction to Leadership

Free Elective Credits:

13

Internship or other Capstone Experience:

SRM 491 Sport & Recreation Internship

Assurances

I certify that the program is clearly within the institution's CBHE-approved mission. The proposed new program must be consistent with the institutional mission, as well as the principal planning priorities of the public institution, as set forth in the public institution's approved plan or plan update.

I certify that the program will be offered within the proposing institution's main campus or CBHE-approved off-site location.

I certify that the program will not unnecessarily duplicate an existing program of another Missouri institution in accordance with 6 CSR 10-4.010, subsection (9)(C) Submission of Academic Information, Data and New Programs.

I certify that the program will build upon existing programs and faculty expertise.

I certify that the program can be launched with minimal expense and falls within the institution's current operating budget.



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New Program Report

I certify that the institution has conducted research on the feasibility of the proposal and it is likely the program will be successful. Institutions' decision to implement a program shall be based upon demand and/or need for the program in terms of meeting present and future needs of the locale, state, and nation based upon societal needs, and/or student needs.

Contact Information

First and Last Name: WENDY
MCGRANE

Email: mcgrane-w@mssu.edu

Phone: 417-625-9801

MISSOURI SOUTHERN STATE UNIVERSITY

COURSE SYLLABUS

SCHOOL: Plaster College of Business & Department of Kinesiology

DEPARTMENT: Sport and Recreation Management

COURSE TITLE: Introduction to Sport & Recreation Management

COURSE CIP NO: 31.0504

CREDIT: 3 cr. hrs.

PREPARED BY: Jeffrey Zimmerman

DATE APPROVED BY DEPARTMENT: 10-5-2021

SIGNATURE: _____
Dr. Thomas Schmidt, Associate Dean, Plaster College of Business

SIGNATURE: _____
Dr. Sheri Beeler, Department Chair, Kinesiology

COURSE DESCRIPTION FOR CATALOG

SRM 101 3 hrs. cr.
Introduction to Sport & Recreation Management
Fall

This course is designed to introduce students to the sport and recreation management industry. The historical and philosophical perspectives of sport and leisure will be discussed with a specific emphasis on service areas and career options in recreation and sport.

No Prerequisites

LEARNING OBJECTIVES

At the successful completion of this course, students will:

1. Describe the history, philosophy and development of the recreation and sport professions.
2. Explore the areas of professional content and career choices which exist in the sport and recreation industries.
2. Judge the value of professional associations within the industry.
3. Discuss the roles and inter-relationships of diverse leisure service systems.
4. Understand how leisure services enhance individual, group, and community quality of life.

5. Understand the current issues and trends in the recreation and sport professions.

TIME ON TASK

In 34 CFR 600.2 of the final regulations, a credit hour for Federal programs, including the Federal student financial assistance programs, is defined as--An amount of work represented in intended learning outcomes and verified by evidence of student achievement that is an institutionally established equivalency that reasonably approximates not less than: One hour of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work each week of a traditional 16 week face-to face class. Accordingly, in this course students should expect to spend a minimum of six to nine hours on this course for each week of the 16-week class.

MISSOURI SOUTHERN STATE UNIVERSITY
College Curriculum Oversight Committee/Academic Policies Committee

Proposal for a NEW COURSE

1. **College:** College of Business & Department of Kinesiology
Department: Sport & Recreation Management **Date:** 10-28-2021
2. **Title:** Introduction to Sport & Recreation Management **Course #:** SRM 101 **CIP Code:** 31.0504
3. **Credit Hrs:** 3 **Lecture:** 3 **Lab:** 0
4. **Date first offered:** Fall 2022 **To be offered:** Fall X, **Spring** _____, **Summer** _____
5. **COURSE DESCRIPTION:** Attach a syllabus prepared according to established guidelines.
6. **Will this course duplicate any courses now offered? No, for which degree?**
7. **This course is designed for which curricula? Will it be cross-listed?**

This course will be part of the B.S. in Sport & Recreation Management.
The course will not be cross-listed

8. **How does this course address the student learning objectives for the curricula?**

This course will introduce students to the sport and recreation management industry. Thus, it will directly address Sport and Recreation Management student learning objective #1: Students will be able to demonstrate core foundational knowledge in sport and recreation management.

9. **Will this course be required or elective? If this course will be required, which majors will require it?**

The course will be required in the B.S. in Sport and Recreation Management.

10. **Has this course been approved by the faculty of the department(s) concerned?**

Yes

11. **Expected enrollment per semester:** 20

12. **If this course is approved –**

- a. **Will additional staff be needed?** No
- b. **Will additional space, equipment, special library materials, or any major expense be involved?**
No
- c. **Will a special fee be assessed of a student enrolling in this course?**
No
- d. **Will students incur additional expenses for study abroad travel?** No

(IF THE ANSWER TO ANY PART OF QUESTION 12 IS "YES", PLEASE EXPLAIN.)

APPROVED

_____, Date: _____
Department Chair

Holly Haddock Date: 10-29-21
School Dean

_____, Date: _____
Department Chair

[Signature] Date: 10-29-21
School Dean

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Academic Policies _____	Faculty Senate _____	Board of Governors _____

Proposal No. _____

MISSOURI SOUTHERN STATE UNIVERSITY
College Curriculum Oversight Committee/Academic Policies Committee

Proposal for a NEW COURSE

1. College: College of Business & Department of Kinesiology
Department: Sport & Recreation Management Date: 10-29-2021
2. Title: Marketing & Promotion in Sport and Recreation Management
Course #: SRM 300 CIP Code: 31.0504
3. Credit Hrs: 3 Lecture: 3 Lab: 0
4. Date first offered: Fall 2022 To be offered: Fall ____ Spring X, Summer ____
5. COURSE DESCRIPTION: Attach a syllabus prepared according to established guidelines.
6. Will this course duplicate any courses now offered? No, for which degree?
7. This course is designed for which curricula? Will it be cross-listed?

This course will be part of the B.S. in Sport & Recreation Management.
The course will not be cross-listed.

8. How does this course address the student learning objectives for the curricula?

This course applies marketing, promotion, and sales tools and techniques to the specific domain of sporting events, sporting activities, and sports related products. It will directly address Sport and Recreation Management student learning objective #1: Students will be able to demonstrate core foundational knowledge in sport and recreation management.

9. Will this course be required or elective? If this course will be required, which majors will require it?

The course will be required in the B.S. in Sport and Recreation Management.

10. Has this course been approved by the faculty of the department(s) concerned?
Yes

11. Expected enrollment per semester: 20

12. If this course is approved –

- a. Will additional staff be needed? No
- b. Will additional space, equipment, special library materials, or any major expense be involved?
No
- c. Will a special fee be assessed of a student enrolling in this course?
No
- d. Will students incur additional expenses for study abroad travel? No

(IF THE ANSWER TO ANY PART OF QUESTION 12 IS "YES", PLEASE EXPLAIN.)

APPROVED

_____ Date: _____
Department Chair

Holly Woodgett Date: 10-29-21
School Dean

_____ Date: _____
Department Chair

[Signature] Date: 10-29-21
School Dean

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Academic Policies _____	Faculty Senate _____ Board of Governors _____

MISSOURI SOUTHERN STATE UNIVERSITY
COURSE SYLLABUS

SCHOOL: Plaster College of Business & Kinesiology

DEPARTMENT: Sport and Recreation Management

COURSE TITLE: Marketing & Promotion in Sport & Recreation Management

COURSE CIP NO: 31.0504

CREDIT: 3 cr. hrs.

PREPARED BY: Jeffrey Zimmerman

DATE APPROVED BY DEPARTMENT: 10-5-2021

SIGNATURE: _____
Dr. Thomas Schmidt, Associate Dean, Plaster College of Business

SIGNATURE: _____
Dr. Sheri Beeler, Department Chair, Kinesiology

COURSE DESCRIPTION FOR CATALOG

SRM 300 3 hrs. cr.

Marketing & Promotion in Sport and Recreation Management

Spring

This course applies marketing, promotion, and sales tools and techniques to the specific domain of sporting events, sporting activities, and sports related products. Topics include: marketing through sport sponsorships, endorsements, naming rights, licensing, marketing and management, marketing of sports segmentation, distribution product decisions, pricing, promotion and emerging issues in sports marketing.

Prerequisite: ENG 102, SRM 101

LEARNING OBJECTIVES

At the successful completion of this course, students will:

1. Gain a broad overview of sports marketing.
2. Identify the strengths and weaknesses of four forms of sports marketing.

3. Employ concepts of segmentation, targeting and positioning to develop and/or analyze existing sports marketing strategies.
4. Identify the 4 P's of marketing (Product, Price, Place, Promotion) as they apply to sports marketing and their relationship with positioning and branding goals of organizations.
5. Acquire and evaluate marketing research in order to develop, implement and modify sports marketing strategies.
6. Develop a sports marketing plan.

TIME ON TASK

In 34 CFR 600.2 of the final regulations, a credit hour for Federal programs, including the Federal student financial assistance programs, is defined as--An amount of work represented in intended learning outcomes and verified by evidence of student achievement that is an institutionally established equivalency that reasonably approximates not less than: One hour of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work each week of a traditional 16 week face-to face class. Accordingly, in this course students should expect to spend a minimum of six to nine hours on this course for each week of the 16-week class.

Proposal No. _____

MISSOURI SOUTHERN STATE UNIVERSITY
College Curriculum Oversight Committee/Academic Policies Committee

Proposal for a NEW COURSE

1. College: College of Business & Department of Kinesiology
Department: Sport & Recreation Management Date: 10-29-2021
2. Title: Facility & Event Management in Sport and Recreation
Course #: SRM 310 CIP Code: 31.0504
3. Credit Hrs: 3 Lecture: 3 Lab: 0
4. Date first offered: Fall 2022 To be offered: Fall X Spring _____, Summer _____
5. COURSE DESCRIPTION: Attach a syllabus prepared according to established guidelines.
6. Will this course duplicate any courses now offered? No, for which degree?
7. This course is designed for which curricula? Will it be cross-listed?

This course will be part of the B.S. in Sport & Recreation Management.
The course will not be cross-listed.
8. How does this course address the student learning objectives for the curricula?
 1. This course focuses on planning, maintaining, and managing simple and multi-purpose sport/recreational facilities and associated sport events. It will directly address Sport and Recreation Management student learning objective:
 - #1: Students will be able to demonstrate core foundational knowledge in sport and recreation management,
 - #3: Students will be able to apply critical thinking and reasoning skills as sports and recreation management professionals.
 - #4: Students will be able to analyze situations and apply the principles of appropriate leadership and management skills and behaviors related to sport and recreation management and leadership responsibilities.
9. Will this course be required or elective? If this course will be required, which majors will require it?

The course will be required in the B.S. in Sport and Recreation Management.
10. Has this course been approved by the faculty of the department(s) concerned?
Yes
11. Expected enrollment per semester: 20
12. If this course is approved –
 - a. Will additional staff be needed? No
 - b. Will additional space, equipment, special library materials, or any major expense be involved?
No
 - c. Will a special fee be assessed of a student enrolling in this course?

No
d. Will students incur additional expenses for study abroad travel? No

(IF THE ANSWER TO ANY PART OF QUESTION 12 IS "YES", PLEASE EXPLAIN.)

APPROVED

_____ Date: _____
Department Chair

[Signature] Date: 10-29-21
School Dean

_____ Date: _____
Department Chair

[Signature] Date: 12-22-21
School Dean

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Academic Policies _____	Faculty Senate _____ Board of Governors _____

MISSOURI SOUTHERN STATE UNIVERSITY
COURSE SYLLABUS

SCHOOL: Plaster College of Business & Department of Kinesiology

DEPARTMENT: Sport and Recreation Management

COURSE TITLE: Facility & Event Management in Sport and Recreation

COURSE CIP NO: 31.0504

CREDIT: 3 cr. hrs.

PREPARED BY: Jeffrey Zimmerman

DATE APPROVED BY DEPARTMENT: 10-5-2021

SIGNATURE: _____
Dr. Thomas Schmidt, Associate Dean, Plaster College of Business

SIGNATURE: _____
Dr. Sheri Beeler, Department Chair, Kinesiology

COURSE DESCRIPTION FOR CATALOG

SRM 310 3 hrs. cr.

Facility & Event Management in Sport and Recreation

Fall

This course focuses on planning, maintaining, and managing simple and multi-purpose sport/recreational facilities and associated sport events. Students will become familiar with management techniques and strategies necessary for proper event promotion, implementation, and evaluation. Emphasis is placed on the relationship between facility design and event success/failure.

Prerequisite: SRM 101

LEARNING OBJECTIVES

At the successful completion of this course, students will:

- A. Explain the basic issues related to planning facilities, including site selection, design and the construction process.
- B. Explain the different forms of public and private funding of sport facilities and ethical issues involved in utilizing public funds.
- C. Describe the process involved in event planning and management.
- D. Explain the event and facility issues pertinent to participants, spectators and sponsors.
- E. Describe the operation of venues and events including staffing, box office management, security, concessions, and maintenance.
- F. Explain the legal issues facing event and facility management including the risk management process.

TIME ON TASK

In 34 CFR 600.2 of the final regulations, a credit hour for Federal programs, including the Federal student financial assistance programs, is defined as--An amount of work represented in intended learning outcomes and verified by evidence of student achievement that is an institutionally established equivalency that reasonably approximates not less than: One hour of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work each week of a traditional 16 week face-to face class. Accordingly, in this course students should expect to spend a minimum of six to nine hours on this course for each week of the 16-week class.

Proposal No. _____

MISSOURI SOUTHERN STATE UNIVERSITY
College Curriculum Oversight Committee/Academic Policies Committee

Proposal for a NEW COURSE

1. College: College of Business & Department of Kinesiology
Department: Sport & Recreation Management Date: 10-29-2021
2. Title: Risk Management & Legal Issues in Sport and Recreation
Course #: SRM 320 CIP Code: 31.0504
3. Credit Hrs: 3 Lecture: 3 Lab: 0
4. Date first offered: Fall 2022 To be offered: Fall ____ Spring X, Summer _____
5. COURSE DESCRIPTION: Attach a syllabus prepared according to established guidelines.
6. Will this course duplicate any courses now offered? No, for which degree?
7. This course is designed for which curricula? Will it be cross-listed?

This course will be part of the B.S. in Sport & Recreation Management.
The course will not be cross-listed.

8. How does this course address the student learning objectives for the curricula?

The discipline of risk management is introduced and covers the framework for the strategic sports risk management process. It will directly address Sport and Recreation Management student learning objectives:

#1: Students will be able to demonstrate core foundational knowledge in sport and recreation management.

#5: Students will be able to identify risks for sport and recreation organizations and analyze the impact of risk management strategies.

9. Will this course be required or elective? If this course will be required, which majors will require it?

The course will be required in the B.S. in Sport and Recreation Management.

10. Has this course been approved by the faculty of the department(s) concerned?
Yes

11. Expected enrollment per semester: 20

12. If this course is approved –

- a. Will additional staff be needed? No
- b. Will additional space, equipment, special library materials, or any major expense be involved?
No
- c. Will a special fee be assessed of a student enrolling in this course?
No
- d. Will students incur additional expenses for study abroad travel? No

(IF THE ANSWER TO ANY PART OF QUESTION 12 IS "YES", PLEASE EXPLAIN.)

APPROVED

_____ Date: _____
Department Chair

_____ Date: _____
School Dean

_____ Date: _____
Department Chair

_____ Date: _____
School Dean

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	Board of Governors _____

MISSOURI SOUTHERN STATE UNIVERSITY
COURSE SYLLABUS

SCHOOL: Plaster College of Business & Department of Kinesiology

DEPARTMENT: Sport and Recreation Management

COURSE TITLE: Risk Management & Legal Issues in Sport and Recreation

COURSE CIP NO: 31.0504

CREDIT: 3 cr. hrs.

PREPARED BY: Jeffrey Zimmerman

DATE APPROVED BY DEPARTMENT: 10-5-2021

SIGNATURE: _____

Dr. Thomas Schmidt, Associate Dean, Plaster College of Business

SIGNATURE: _____

Dr. Sheri Beeler, Department Chair, Kinesiology

COURSE DESCRIPTION FOR CATALOG

SRM 320 3 hrs. cr.

Risk Management & Legal Issues in Sport and Recreation

Spring

The discipline of risk management is introduced and covers the framework for the strategic sports risk management process. Various elements of the sport risk management process are assessed with a view to develop an understanding of the practical approach to risk management in sport.

Prerequisite: ENG 102, SRM 101

LEARNING OBJECTIVES

At the successful completion of this course, students will:

1. Identify the risks for sport organizations and examine risk reduction strategies for the organization.
2. Analyze the impact risk management has on the business of sport.

3. Apply risk management concepts to the sports environment.
4. Analyze and evaluate risk management concepts in sports environment.
5. Apply risk management sport concepts in the context of "real-world" examples.

TIME ON TASK

In 34 CFR 600.2 of the final regulations, a credit hour for Federal programs, including the Federal student financial assistance programs, is defined as--An amount of work represented in intended learning outcomes and verified by evidence of student achievement that is an institutionally established equivalency that reasonably approximates not less than: One hour of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work each week of a traditional 16 week face-to face class. Accordingly, in this course students should expect to spend a minimum of six to nine hours on this course for each week of the 16-week class.

Proposal No. _____

MISSOURI SOUTHERN STATE UNIVERSITY
College Curriculum Oversight Committee/Academic Policies Committee

Proposal for a NEW COURSE

1. College: College of Business & Department of Kinesiology
Department: Sport & Recreation Management Date: 10-29-2021
2. Title: Sport & Recreation Finance: Budget and Revenue Management
Course #: SRM 330 CIP Code: 31.0504
3. Credit Hrs: 3 Lecture: 3 Lab: 0
4. Date first offered: Fall 2022 To be offered: Fall X Spring _____ Summer _____
5. COURSE DESCRIPTION: Attach a syllabus prepared according to established guidelines.
6. Will this course duplicate any courses now offered? No, for which degree?
7. This course is designed for which curricula? Will it be cross-listed?

This course will be part of the B.S. in Sport & Recreation Management.
The course will not be cross-listed.

8. How does this course address the student learning objectives for the curricula?

This course focuses on the application of principles and practices of financial management as it applies to organizations in the sport industry. It will directly address Sport and Recreation Management student learning objectives:

#1: Students will be able to demonstrate core foundational knowledge in sport and recreation management.

#3: Students will be able to capably communicate, orally and in writing, as a sport and recreation management professional within various sport settings.

#4: Students will be able to apply critical thinking and reasoning skills as sports and recreation management professionals.

9. Will this course be required or elective? If this course will be required, which majors will require it?

The course will be required in the B.S. in Sport and Recreation Management.

10. Has this course been approved by the faculty of the department(s) concerned?
Yes

11. Expected enrollment per semester: 20

12. If this course is approved –

- a. Will additional staff be needed? No
- b. Will additional space, equipment, special library materials, or any major expense be involved?
No
- c. Will a special fee be assessed of a student enrolling in this course?
No

d. Will students incur additional expenses for study abroad travel? No

(IF THE ANSWER TO ANY PART OF QUESTION 12 IS "YES", PLEASE EXPLAIN.)

APPROVED

Department Chair Date: _____

Department Chair Date: _____

School Dean Date: 10-29-21

School Dean Date: 10-29-21

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Academic Policies _____ Faculty Senate _____ Board of Governors _____

MISSOURI SOUTHERN STATE UNIVERSITY

COURSE SYLLABUS

SCHOOL: Plaster College of Business & Kinesiology

DEPARTMENT: Sport and Recreation Management

COURSE TITLE: Sport & Recreation Finance: Budget & Revenue Management

COURSE CIP NO:

CREDIT: 3 cr. hrs.

PREPARED BY: Jeffrey Zimmerman

DATE APPROVED BY DEPARTMENT: 10-5-2021

SIGNATURE: _____

Dr. Thomas Schmidt, Associate Dean, Plaster College of Business

SIGNATURE: _____

Dr. Sheri Beeler, Department Chair, Kinesiology

COURSE DESCRIPTION FOR CATALOG

SRM 330 3 hrs. cr.

Sport & Recreation Finance: Budget & Revenue Management

Fall

This course focuses on the application of principles and practices of financial management as it applies to organizations in the sport industry. Included in the course are the basics of accounting, budgets and budgeting systems, performance measures and financial statement evaluation for the purpose of cost analysis and planning.

Prerequisite: MATH 125 or higher, SRM 101

LEARNING OBJECTIVES

At the successful completion of this course, students will:

1. Recognize financial statements, spreadsheets and principles of accountability in sport organizations.

2. Identify sources of revenue for financing sport, including public sector vs. private sector.
3. Describe principles of budgeting, including types, development, for-profit and not-for-profit and use as a method of control, organization and reallocation.
4. Describe, analyze and apply fundamental financial terms, principles and methods of financial control in sport organizations.
5. Comprehend common revenue streams and typical expenses in sport enterprises.

TIME ON TASK

In 34 CFR 600.2 of the final regulations, a credit hour for Federal programs, including the Federal student financial assistance programs, is defined as--An amount of work represented in intended learning outcomes and verified by evidence of student achievement that is an institutionally established equivalency that reasonably approximates not less than: One hour of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work each week of a traditional 16 week face-to face class. Accordingly, in this course students should expect to spend a minimum of six to nine hours on this course for each week of the 16-week class.

MISSOURI SOUTHERN STATE UNIVERSITY
College Curriculum Oversight Committee/Academic Policies Committee

Proposal for a NEW COURSE

1. College: College of Business & Department of Kinesiology
Department: Sport & Recreation Management Date: 10-28-2021

2. Title: Social Media & Analytics In Sport and Recreation Management
Course #: SRM 400 CIP Code: 31.0504

3. Credit Hrs: 3 Lecture: 3 Lab: 0

4. Date first offered: Fall 2022 To be offered: Fall Spring X Summer__

5. COURSE DESCRIPTION: Attach a syllabus prepared according to established guidelines.

6. Will this course duplicate any courses now offered? No, for which degree?

7. This course is designed for which curricula? Will it be cross-listed?

This course will be part of the B.S. in Sport & Recreation Management.
The course will not be cross-listed.

8. How does this course address the student learning objectives for the curricula?

In this course students will develop their ability to effectively manage various digital and social media tools.
It will directly address Sport and Recreation Management student learning objectives:

#1: Students will be able to demonstrate core foundational knowledge in sport and recreation management.

#2: Students will be able to capably communicate, orally and in writing, as a sport and recreation management professional within various sport settings.

#3: Students will be able to apply critical thinking and reasoning skills as sport and recreation management professionals.

#6: Students will be able to utilize and leverage technology in ways that add value to the organization.

9. Will this course be required or elective? If this course will be required, which majors will require it?

The course will be required in the B.S. in Sport and Recreation Management.

10. Has this course been approved by the faculty of the department(s) concerned?
Yes

11. Expected enrollment per semester: 10

12. If this course is approved –

a. Will additional staff be needed? No

b. Will additional space, equipment, special library materials, or any major expense be involved?
No

c. Will a special fee be assessed of a student enrolling in this course?
No

d. Will students incur additional expenses for study abroad travel? No

(IF THE ANSWER TO ANY PART OF QUESTION 12 IS "YES", PLEASE EXPLAIN.)

APPROVED

_____ Date: _____
Department Chair

[Signature] Date: 10-29-21
School Dean

_____ Date: _____
Department Chair

[Signature] Date: 10-29-21
School Dean

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Academic Policies _____	Faculty Senate _____
	Board of Governors _____

MISSOURI SOUTHERN STATE UNIVERSITY
COURSE SYLLABUS

SCHOOL: Plaster College of Business & Department of Kinesiology

DEPARTMENT: Sport and Recreation Management

COURSE TITLE: Social Media & Analytics In Sport and Recreation Management

COURSE CIP NO: 31.0504

CREDIT: 3 cr. hrs.

PREPARED BY: Jeffrey Zimmerman

DATE APPROVED BY DEPARTMENT: 10-5-2021

SIGNATURE: _____

Dr. Thomas Schmidt, Associate Dean, Plaster College of Business

SIGNATURE: _____

Dr. Sheri Beeler, Department Chair, Kinesiology

COURSE DESCRIPTION FOR CATALOG

SRM 400 3 hrs. cr.

Social Media & Sport Analytics in Sport & Recreation Management
Spring

In this course students will develop their ability to effectively manage various digital and social media tools. Topics include developing effective digital and social media materials to promote advocacy campaigns and evaluating the effectiveness of campaigns through data analytics.

Prerequisite: SRM 330

LEARNING OBJECTIVES

At the successful completion of this course, students will:

- Develop digital and social media materials to promote advocacy campaigns
- Analyze and evaluate the effectiveness of advocacy campaigns through data analytics

- Identify and demonstrate the best practices for digital and social media marketing
- Implement an integrated approach using digital and social media strategies and tactics
- Recognize the issues and challenges using social media platforms and tools

TIME ON TASK

In 34 CFR 600.2 of the final regulations, a credit hour for Federal programs, including the Federal student financial assistance programs, is defined as--An amount of work represented in intended learning outcomes and verified by evidence of student achievement that is an institutionally established equivalency that reasonably approximates not less than: One hour of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work each week of a traditional 16 week face-to face class. Accordingly, in this course students should expect to spend a minimum of six to nine hours on this course for each week of the 16-week class.

Proposal No. _____

MISSOURI SOUTHERN STATE UNIVERSITY
College Curriculum Oversight Committee/Academic Policies Committee

Proposal for a NEW COURSE

1. College: College of Business & Department of Kinesiology
Department: Sport & Recreation Management Date: 10-28-2021

2. Title: Organization and Administration in Sport & Recreation
Course #: SRM 410 CIP Code: 31.0504

3. Credit Hrs: 3 Lecture: 3 Lab: 0

4. Date first offered: Fall 2022 To be offered: Fall Spring X Summer__

5. COURSE DESCRIPTION: Attach a syllabus prepared according to established guidelines.

6. Will this course duplicate any courses now offered? No, for which degree?

7. This course is designed for which curricula? Will it be cross-listed?

This course will be part of the B.S. in Sport & Recreation Management.
The course will not be cross-listed.

8. How does this course address the student learning objectives for the curricula?

This course studies the problems and considerations involved in the successful management of sport and recreation programs. It will directly address Sport and Recreation Management student learning objectives:

#1: Students will be able to demonstrate core foundational knowledge in sport and recreation management.

#3: Students will be able to apply critical thinking and reasoning skills as sports and recreation management professionals.

#4: Students will be able to analyze situations and apply the principles of appropriate leadership and management skills and behaviors related to sport and recreation management and leadership responsibilities.

9. Will this course be required or elective? If this course will be required, which majors will require it?

The course will be required in the B.S. in Sport and Recreation Management.

10. Has this course been approved by the faculty of the department(s) concerned?
Yes

11. Expected enrollment per semester: 20

12. If this course is approved –

a. Will additional staff be needed? No

b. Will additional space, equipment, special library materials, or any major expense be involved?
No

c. Will a special fee be assessed of a student enrolling in this course?
No

d. Will students incur additional expenses for study abroad travel? No

(IF THE ANSWER TO ANY PART OF QUESTION 12 IS "YES", PLEASE EXPLAIN.)

APPROVED

Department Chair _____ Date: _____
School Dear Holley Haddock Date: 10-29-21

Department Chair _____ Date: _____
School Dear [Signature] Date: 11-29-21

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Academic Policies _____ Faculty Senate _____ Board of Governors _____

MISSOURI SOUTHERN STATE UNIVERSITY
COURSE SYLLABUS

SCHOOL: Plaster College of Business & Department of Kinesiology

DEPARTMENT: Sport and Recreation Management

COURSE TITLE: Organization and Administration in Sport & Recreation

COURSE CIP NO: 31.0504

CREDIT: 3 cr. hrs.

PREPARED BY: Jeffrey Zimmerman

DATE APPROVED BY DEPARTMENT: 10-5-2021

SIGNATURE: _____

Dr. Thomas Schmidt, Associate Dean, Plaster College of Business

SIGNATURE: _____

Dr. Sheri Beeler, Department Chair, Kinesiology

COURSE DESCRIPTION FOR CATALOG

SRM 410 3 hrs. cr.

Organization and Administration in Sport & Recreation

Spring

This course studies the problems and considerations involved in the successful management of sport and recreation programs. Topics covered include program planning, organization, leadership and evaluation and current organizational trends.

Prerequisite: SRM 310

LEARNING OBJECTIVES

At the successful completion of this course, students will:

1. Analyze and critique different managerial topics of sport and recreation agencies.
2. Understand, describe and apply administrative and managerial ethics through leadership as applied to educational, recreational, athletic and sport organizations.

3. Identify and explain administrative/ organizational theories, terminology, principles and structures as they exist in education, recreational, athletic and sport setting.
4. Understand the relationship between managerial research and practice in the sport and recreation service field.
5. Recognize opportunities and challenges facing the field and examine the possible underlying causes and generate alternative solutions.

TIME ON TASK

In 34 CFR 600.2 of the final regulations, a credit hour for Federal programs, including the Federal student financial assistance programs, is defined as--An amount of work represented in intended learning outcomes and verified by evidence of student achievement that is an institutionally established equivalency that reasonably approximates not less than: One hour of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work each week of a traditional 16 week face-to face class. Accordingly, in this course students should expect to spend a minimum of six to nine hours on this course for each week of the 16-week class.

Proposal No. _____

MISSOURI SOUTHERN STATE UNIVERSITY
College Curriculum Oversight Committee/Academic Policies Committee

Proposal for a NEW COURSE

1. College: College of Business & Department of Kinesiology
Department: Sport & Recreation Management Date: 10-29-2021
2. Title: Sport & Recreation Internship
Course #: SRM 491 CIP Code: 31.0504
3. Credit Hrs: 3 Lecture: 3 Lab: 0
4. Date first offered: Fall 2022 To be offered: Fall X, Spring X, Summer X.
5. COURSE DESCRIPTION: Attach a syllabus prepared according to established guidelines.
6. Will this course duplicate any courses now offered? No, for which degree?
7. This course is designed for which curricula? Will it be cross-listed?

This course will be part of the B.S. in Sport & Recreation Management.
The course will not be cross-listed.

8. How does this course address the student learning objectives for the curricula?

In this course students will develop their ability to effectively manage various digital and social media tools.
It will directly address Sport and Recreation Management student learning objectives:

#1: Students will be able to demonstrate core foundational knowledge in sport and recreation management.

#2: Students will be able to capably communicate, orally and in writing, as a sport and recreation management professional within various sport settings.

#3: Students will be able to apply critical thinking and reasoning skills as sport and recreation management professionals.

#4: Student will be able to analyze situations and apply the principles of appropriate leadership and management skills and behaviors related to sport and recreation management and leadership.

9. Will this course be required or elective? If this course will be required, which majors will require it?

The course will be required in the B.S. in Sport and Recreation Management.

10. Has this course been approved by the faculty of the department(s) concerned?
Yes

11. Expected enrollment per semester: 20

12. If this course is approved –

- a. Will additional staff be needed? No
- b. Will additional space, equipment, special library materials, or any major expense be involved?
No
- c. Will a special fee be assessed of a student enrolling in this course?
No

d. Will students incur additional expenses for study abroad travel? No

(IF THE ANSWER TO ANY PART OF QUESTION 12 IS "YES", PLEASE EXPLAIN.)

APPROVED

Date: _____
Department Chair

Holly Haskell _____ Date: 10-29-21
School Dean

Date: _____
Department Chair

[Signature] _____ Date: 10-29-21
School Dean

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Academic Policies _____	Faculty Senate _____	Board of Governors _____

MISSOURI SOUTHERN STATE UNIVERSITY
COURSE SYLLABUS

SCHOOL: Plaster College of Business & Department of Kinesiology

DEPARTMENT: Sport and Recreation Management

COURSE TITLE: Sport & Recreation Internship

COURSE, CIP NO: 31.0504

CREDIT: 3 cr. hrs.

PREPARED BY: Jeffrey Zimmerman

DATE APPROVED BY DEPARTMENT: 10-5-2021

SIGNATURE: _____

Dr. Thomas Schmidt, Associate Dean, Plaster College of Business

SIGNATURE: _____

Dr. Sheri Beeler, Department Chair, Kinesiology

COURSE DESCRIPTION FOR CATALOG

SRM 491 3 hrs. cr.
Sport & Recreation Internship
Fall, Spring & Summer

The internship provides students an opportunity to observe and participate in a sport and recreation industry setting. Applies course work to a work setting. All internships must conform to institutional policy regarding the number of hours or work, the number of credit hours and written agreements with the cooperating organization or agency. (This course can be repeated once for credit)

Prerequisite: Sport & Recreation Management major and consent of department.

LEARNING OBJECTIVES/GOALS

- To provide the student with the opportunity to integrate and connect academic materials to the world of the practitioner, while building and refining the necessary skills and competencies of the profession.

- To provide the opportunity for the student to learn from a qualified and experienced professional in the field, who can facilitate the learning process and assist in identifying student strengths and weaknesses.

TIME ON TASK

In 34 CFR 600.2 of the final regulations, a credit hour for Federal programs, including the Federal student financial assistance programs, is defined as--An amount of work represented in intended learning outcomes and verified by evidence of student achievement that is an institutionally established equivalency that reasonably approximates not less than: One hour of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work each week of a traditional 16 week face-to face class. Accordingly, in this course students should expect to spend a minimum of six to nine hours on this course for each week of the 16-week class.

MISSOURI SOUTHERN STATE UNIVERSITY
COURSE SYLLABUS

SCHOOL: Plaster College of Business

DEPARTMENT: Business

COURSE TITLE: Foundations of Leadership

COURSE CIP NO: 52.0213

CREDIT: 3 cr. hrs.

PREPARED BY: Arlisa Campbell

DATE APPROVED BY DEPARTMENT: 10-26-2021

SIGNATURE: _____

Dr. Thomas Schmidt, Associate Dean, Plaster College of Business

COURSE DESCRIPTION FOR CATALOG

LDSP 301 3 hrs. cr.

Foundations of Leadership

The purpose of this course is to introduce the student to the study of leadership and the founding principles of what a leader is. Current and emerging theoretical and practical knowledge for understanding leadership topics include behavior, motivation, coaching, negotiation, strategy, crisis, and change leadership.

Prerequisite: ENG 101 and ENG 102.

LEARNING OBJECTIVES

At the successful completion of this course, students will:

1. Define leadership and identify relevant leader characteristics and behaviors
2. Compare and contrast leadership theories, including their evolution to leadership practices
3. Describe successful leadership practices in a global context
4. Understand the leader-follower relationship including followership
5. Understand leadership in different contexts, including teams, diversity, change, crisis, etc.

TIME ON TASK

In 34 CFR 600.2 of the final regulations, a credit hour for Federal programs, including the Federal student financial assistance programs, is defined as--An amount of work represented in intended learning outcomes and verified by evidence of student achievement that is an institutionally established equivalency that reasonably approximates not less than: One hour of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work each week of a traditional 16 week face-to face class. Accordingly, in this course students should expect to spend a minimum of six to nine hours on this course for each week of the 16-week class.

MISSOURI SOUTHERN STATE UNIVERSITY
School Curriculum Oversight Committee/Academic Policies Committee

Proposal for a NEW MAJOR or CERTIFICATE

1. **School:** Plaster College of Business and College of Education:
 Kinesiology Department **Date:** 10-28-2021
2. **Title:** Sport and Recreation Management **CIP Code:** 31.0504
3. **New Major or Certificate:** Major or **New Option:** BS in Sport and Recreation Management
4. **Date first offered:** Fall 2022.
5. **Describe the need for this new major including evidence of student demand for the program and market or societal need for the skills being developed.**

Sport and Recreation Management majors find employment opportunities in municipal recreation, campus recreation, college athletic administration, private clubs, sporting goods companies, non-profit organizations, professional sport organizations and private/commercial recreation organizations. The employment outlook in the Sport and Recreation industry is expected to be strong for the rest of the decade. According to the Bureau of Labor Statistics Occupational Outlook Handbook, employment of recreation workers is projected to grow 10 percent from 2019 to 2029, much faster than the average for all occupations. As more emphasis is placed on the importance of lifelong well-being, more recreation workers will be needed to work with children and adults in a variety of settings. Employment of entertainment and sports occupations is projected to grow 7 percent from 2019 to 2029, faster than the average for all occupations. Employment is projected to increase by about 60,600. MSSU admissions reports that it frequently receives contacts inquiring about the existence of this program at MSSU.

6. **Is the major interdisciplinary? Yes**
If so, has it been approved by all departments concerned? Yes
If Interdisciplinary, how will coordination between the departments be accomplished?

With the approval of this proposal, a new committee will be established to promote coordination between involved departments. The committee will consist of at least one faculty members from the Department of Kinesiology, at least one faculty members from the Plaster College of Business and the fulltime faculty teaching Sport and Recreation Management courses. The Dean of the College of Business and the Department Chair for Kinesiology will serve as Ex-officio members.

7. **Are there similar programs offered at other Missouri institutions? Yes.**
If so, how is this program unique or different from existing programs?

The proposed Sport & Recreation Management program is designed to first equip students with the high demand skills that are continuously mentioned by employers including Excel skills (students will have the

opportunity to earn Excel certification), leadership skills, communication skills, team skills, critical thinking skills, money management skills and cultural sensitivity. The program looks to first equip students for the professional world.

All students will complete a 47 hours core that is designed to equip students with the knowledge, skills and abilities they will need wherever their path may lead them in the Sport and Recreation industries. Students will also have the option to pursue an emphasis further preparing them for the management side of the industry or the instructional recreation side of the industry.

We have been unable to locate another program in the state that offers students both sport and recreation or that has a deliberate focus on professional skill development valuable in for any career path.

8. Describe the curriculum requirements for the major.

Sport and Recreation Management Program Breakdown:

Core 42 & Institutional Requirements:	43 credit hours		
Sport and Recreation Management Core:	<u>47 credit hours</u>		
Total =	90 hours		
<i>Sport & Recreation Business Emphasis:</i>	12 credit hours	<i>Applied Sport & Recreation Emphasis:</i>	13 credit hours
Electives:	<u>18 credit hours</u>	Supporting Electives:	<u>17 credit hours</u>
Total Program:	120 credit hours		120 credit hours

The BS in Sport and Recreation Management will consist of a 47-credit hour Sport and Recreation Management Core along with a Sport & Recreation Business Emphasis or a Sport & Recreation Kinesiology Emphasis depending on student career aspirations.

SPORT AND RECREATION MANAGEMENT (SRM) CORE (47 credit hours)

- COMM 211: Introduction to Public Relations (3 credit hours)
- FIN 101: Introduction to Personal Financial Planning (3 credit hour)
- GB 320: Business Communications (3 credit hours)
- KINE 220: First Aid & Sport Safety (2 credit hours)
- KINE 367: Socio-Psychological Aspects of Physical Education (3 credit hours)
- KINE 375: Physical Activity for Special Populations (3 credit hours)
- LDSP XXX: Introduction to Leadership (3 credit hours) **NEW COURSE**
- MGMT 237: Using Information Systems (3 credit hours)
- SRM 101: Introduction to Sport & Recreation Management (3 credit hours) **NEW COURSE**
- SRM 300: Marketing & Promotion in Sport & Recreation (3 credit hours) **NEW COURSE**
- SRM 320: Risk Management & Legal Issues in Sport and Recreation (3 credit hours) **NEW COURSE**
- SRM 310: Facility & Event Management in Sport & Recreation (3 credit hours) **NEW COURSE**
- SRM 330: Sport & Recreation Finance: Budget & Revenue Management (3 credit hours) **NEW COURSE**
- SRM 410: Organization and Administration in Sport & Recreation (3 credit hours) **NEW COURSE**
- SRM 400: Social Media & Analytics in Sport & Recreation (3 credit hours) **NEW COURSE**
- SRM 491: Sport & Recreation Internship (3 credit hours) **NEW COURSE** (May be repeated once)

SPORT AND RECREATION MANAGEMENT EMPHASIS:

Sport & Recreation Business Emphasis: (12 credit hours)

ACCT 200: Introduction to Accounting (3 credit hours) **NEW COURSE**
MRKT 321: Professional Sales and Sales Management (3 credit hours)
MGMT 350: Fundamentals of Organizational Management (3 credit hours)
MGMT 441: Organizational Behavior (3 credit hours)

Electives: (18 hours)

Electives are selected with approval of a Sport and Recreation Management academic advisor. A Sport and Recreation Management academic advisor will assist students in selecting electives appropriate to their goals.

Students interested in earning a Professional Communication Certificate (MM70) would take COMM 215: Interpersonal Communication and COMM 304: Small Group Communication.

Students interested in earning a Website Administration Certificate (CI91) would take CIS 110: Programming I, CIS 210: Programming II, CIS 308: Website Administration, CIS 310: Data Base Management, and CIS 340: Website Administration.

Students interested in earning a App Development Certificate (CI90) would take CIS 110: Programming I, CIS 210: Programming II, CIS 350: Data Structures, CIS 385: App Development for Android Device, and CIS 395: App Development for iOS device.

Students interested in earning a Communication Minor in Public Relations (CO81) would take COMM 111: Newswriting, COMM 211: Introduction to Public Relations, COMM 355: Case Studies Public Relations, COM 455: Writing for Public Relations, and a 300/400 COMM elective.

Students interested in earning a Marketing Minor (MM83) would take MRKT 300: Principles of Marketing, MRKT 312: Retail Management, MKT401: Integrated Marketing Communications, MRKT 405: eMarketing, and MRKT 432: Consumer Behavior.

Students interested in earning a Human Resource Management Minor (MM81) would take GB 301: Legal Environment of Business, MGMT 352: Human Resources Management, MGMT 411: Employment Law, and Employee Training and Development.

Other certificates and minors are also available.

Applied Sport & Recreation Emphasis:

Required courses: (13 credit hours)

KINE 114: Fitness Programming and Assessment (2 credit hours)
KINE 255: Dance and Recreational Pursuits (2 credit hours) (Spring only)
KINE 340: Motor Learning (2 credit hours)
KINE 351: Exercise Interventions (3 credit hours)
KINE 355: Lifetime Sports Academy Practicum (1 credit hour) (Summer only)
KINE 395: Practicum in Sport and Recreation Management (3 credit hours) **(New Course)**

Electives: (17 credit hours)

Electives are selected with approval of a Sport and Recreation Management academic advisor. A Sport and Recreation Management academic advisor will assist students in selecting electives appropriate to their goals.

Suggested from the following:

KINE 150: Rules and Officiating of Team Sports (3 credit hours) (Fall only)

KINE 252: Team and Individual Sports (3 credit hours) (Spring only)

KINE 292: Theory & Technique of Strength Training (2 credit hours)

KINE 298: Archery and Air Rifle (2 credit hours) (Fall only)

KINE 305: Aging and Health (2 credit hours)

KINE 385: Nutrition (3 credit hours)

KINE 396: Practicum in Coaching (3 credit hours) (Fall only)

KINE 450: Prevention & Care of Injuries (3 credit hours)

Students interested in earning a Coaching Certificate would take KINE 150: Rules and Officiating of Team Sports, KINE 252: Team and Individual Sport, KINE 367: Socio-psychological Aspects of Physical Education and Sport (SRM Core class), KINE 396: Practicum in Coaching, KINE 450: Prevention and Care of Athletic Injuries, KINE 220: First Aid and Sport Safety (SRM core course), KINE 292 Theory and Technique of Strength Training, KINE 340 Motor Learning, KINE 355 Lifetime Sports Academy Practicum.

Students interested in earning a Population Health Certificate would take KINE 380: Research Methods in Health and Exercise Science, KINE 352: Administration in Health Promotion, KINE 488: Wellness: Lion CO-OP Experiential Learning, HS 360: Health Policy, and a minimum of 6 hours from the Population Health certificate electives list.

Students interested in earning an Exercise Science Certificate would take KINE 380: Research Methods in Health and Exercise Science, KINE 431: Exercise Physiology, KINE 432: Exercise Physiology Lab, KINE 342: Biomechanics, KINE 450: Prevention and Care of Athletic Injuries, KINE 498: Applications in Exercise Science Research and 5-6 hours of electives from the Exercise Science certificate electives list.

9. What are the student learning objectives for the program?

Upon completion of the Sport and Recreation Management program:

1. Students will be able to demonstrate core foundational knowledge in sport and recreation management.
2. Students will be able to capably communicate, orally and in writing, as a sport and recreation management professional within various sport settings.
3. Students will be able to apply critical thinking and reasoning skills as sports and recreation management professionals.
4. Students will be able to analyze situations and apply the principles of appropriate leadership and management skills and behaviors related to sport and recreation management and leadership responsibilities.
5. Students will be able to identify risks for sport and recreation organizations and analyze the impact of risk management strategies.

10. How will the objectives be assessed?

Assessment measures will include assignments, tests, projects, case studies, and final exams. Each instructor will develop assessment assignments that measure competency in the above program learning objectives.

11. If this major is approved –

a. Will additional staff be needed? Yes

If yes, describe. Sport and Recreation Management is a new area for MSSU. To support the development, delivery and assessment of the program, two faculty lines have been requested.

b. Will additional space, equipment, special library materials, or any major expense be involved? No

12. Include any additional information about the program that would be helpful.

APPROVED

_____ **Date:** _____ _____ **Date:** _____
Department Chair School Dean

_____ **Date:** _____ _____ **Date:** _____
Department Chair School Dean

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Academic Policies _____	Faculty Senate _____	Board of Governors _____