



DEPARTMENT OF
HIGHER EDUCATION &
WORKFORCE DEVELOPMENT

New Program Report

Date Submitted:

01/21/2020

Institution

Rockhurst University

Site Information

Implementation Date:

8/1/2018 12:00:00 AM

Added Site(s):

Selected Site(s):

Rockhurst University, 1100 Rockhurst Road, Kansas City, MO, 64110

CIP Information

CIP Code:

510001

CIP Description:

A program of study that prepares individuals to assume roles as health/wellness professionals in private business and industry, community organizations, and health care settings. Includes instruction in personal health, community health and welfare, nutrition, epidemiology, disease prevention, fitness and exercise, and health behaviors.

CIP Program Title:

Health and Wellness, General

Institution Program Title:

Sport 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:

None



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Specific Population Characteristics to be served:

This degree will be attractive to students interested in health and management

Faculty Characteristics

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

Faculty will meet HLC qualifications to teach. There are no other special requirements.

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

It is estimated that 75% or less of the faculty will be full time.

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

Faculty are expected to meet the Roles and Responsibilities of the specific college they teach within.

Student Enrollment Projections Year One-Five

Year 1	Full Time: 12	Part Time: 0	
Year 2	Full Time: 14	Part Time: 0	
Year 3	Full Time: 15	Part Time: 0	Number of Graduates: 12
Year 4	Full Time: 16	Part Time: 0	
Year 5	Full Time: 17	Part Time: 0	Number of Graduates: 14

Percentage Statement:

n/a

Program Accreditation

Institutional Plans for Accreditation:

RU is accredited by HLC with respect to this degree.

Program Structure

Total Credits:

128

Residency Requirements:

Final 30 hours must be in residence.

General Education Total Credits:

52

Major Requirements Total Credits:

37

Course(s) Added

COURSE NUMBER	CREDITS	COURSE TITLE
see attached	37	see attached

Free Elective Credits:

39

Internship or other Capstone Experience:

A full-time internship involving a minimum of 400 contact hours is required.

Assurances



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I certify that the program will not unnecessarily duplicate an existing program within the geographically applicable area.

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

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

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[ARCHIVED CATALOG]

Sport Management, B.S.

The Rockhurst University Exercise, Sport and Health Science Department helps students reach their potential through quality instruction and application-based learning focused on recognizing and caring for the whole person. The Bachelor of Science in Sport Management requires the successful completion of no fewer than 128 semester credit hours, including a full-time internship involving a minimum of 400 contact hours.

Graduates are prepared for positions in sport marketing and communication, and facilities and event management. Students are encouraged to pursue a minor aligned with their goals in order to enhance their qualifications. Nonprofit leadership studies, general business, journalism, communication, and business administration pre-MBA are among the many choices.

Students who minor in Business Administration AND have a cumulative GPA of 3.5 both overall and in their minor business courses can be directly admitted to the Rockhurst MBA program, offered through the Helzberg School of Management. Those who do not meet GPA requirements can apply and take the GMAT or GRE. The MA in Management, also offered through the Helzberg School of Management, might be a good fit for those who are interested in management and leadership-focused aspects of business. Those who are interested in pursuing a career in sports analytics may be interested in the MS in Business Intelligence and Analytics.

Lower-division Requirements:

- SM 2500 - Principles of Sport Management (3)
- PY 1000 - Introduction to Psychology (3)
or
- SO 1000 - Introduction to Sociology (3)

Total Hours: 6

Major Courses:

- SM 3200 - Marketing and Communication in Sport (3)
- SM 3750 - Sociological and Ethical Issues in Sport (3)
- SM 3900 - Professional Seminar in Sport Management (1)
- SM 4000 - Legal Issues and Governance in Sport (3)
- SM 4300 - Facility and Event Management (3)
- SM 4500 - Economics and Finance in Sport (3)
- SM 4600 - Human Resource and Personnel Management in Sport (3)
- SM 4900 - Sport Management Internship (12)

Total Hours: 31

Note(s):

A grade of C or better is required in each upper-division course of the major. (A grade of C- will not satisfy the requirement.)

A criminal background check may be required. The presences of any criminal conviction on a student's record may affect his/her eligibility for participating in clinical internships, becoming certified or licensed, and/or securing a job in the student's field.
