Spring 2020

KEAN UNIVERSITY

UNION, NEW JERSEY

Program Title:	Minor in Sport and Event Management
School Offering Program:	School of Health and Human Performance
Proposed Date of Implementation:	Fall 2020
Date of Proposed Documents:	Spring 2020

Catalog Description:

The Sport and Event Management minor is designed to introduce students to the areas of study in the recreation, sport and event industry. Students will be able to apply skills and knowledge in the sport and event management fields to their major discipline and thus increase their employment opportunity.

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B. Description, Objectives, and Student Learning Outcomes for the Academic Program

1. Description and Rationale of the Program

The B.A. degree in Recreation Administration has two options: 1) Community Recreation and 2) Sport and Event Management. Sport and Event Management is one of the fastest growing fields. The number of undergraduate sport and event management programs grew to over 430 in the U.S. in 2017 and continues to grow (North American Society of Sport Management, 2018).

At present, there are four accredited higher education institutions in New Jersey that offer a minor in a Sport Management/Event Management-related field. Rutgers University offers a Sport Management minor in the Department of Kinesiology and Health, Rider University offers a Sport Studies in the College of Business, Saint Peters University offers a minor in Sports Management in the School of Business, William Patterson University offers a Sport Management minor in the Department of Kinesiology.

The Sport and Event Management minor at Kean is unique compared to sport management programs offered from other university. We combine recreation, sport, and event specific content to offer unique program that trains students in the recreation, sport and event fields, expanding their opportunities to find employment. In addition, as the sport and event management program is connected with the only existing recreation program offered in New Jersey (Kean University is only school in New Jersey that provides a Recreation Administration major), students may see extended job opportunities including government parks and recreation agencies and non-profit organizations. The proposed minor in Sport and Event Management will help to provide interdisplinary approaches to the sport and event fields, along with encouraging students to expand their field of study. Such a minor can strengthen our students' ability to be more marketable and employable.

2. SLOs for Academic Program

Upon completion of the Sport and Event Management Minor, students will be able to:

SLO #1: Discuss knowledge about the concepts, natures, principles, and values of recreation, sport and event services.

SLO #2: Exhibit fundamental knowledge regarding management, marketing, finance, and legal aspects for the recreation, sport, and event fields.

SLO #3: Demonstrate effective skills in written and oral communications using appropriate skills and technologies

SLO #4: Demonstrate the ability to plan, organize, implement and evaluate events in diverse settings.

SLO #5: Apply the knowledge and skills necessary for professional practice in the in recreation, sport, and event professions and their associated industries.

3. Assessment Plans for Student Learning Outcomes (SLOs) and Academic Program

Curriculum Map and Assessment Plan

Key: **I**–Introduced **R**–Reinforced **M**–Mastery **A**–Assessment (Evidence Collected)						
	SLO 1	**SLO 2**	**SLO 3**	**SLO 4**	**SLO 5**	Assessment (Course Embedded)
REC 2800 Introduction to Sport and Event Management	I	I,A	I	I,A	I,A	Objective written tests linked to course level rubrics; Case Studies linked to course level rubric; Industry Interview Reports
REC 3500 Hospitality and Tourism	I	I	I	I	I	Written test linked to course level rubrics: Case study to linked to class level rubric; Group project and activities to class level rubric
REC 2901 Foundations of Recreation and Leisure Services	I, A	I	I, A		I	Objective written tests linked to course level rubrics; Agency observation linked to course level rubrics.
REC 2910 Programming in Recreation, Sport & Event	R,A	R, A	R	R, A	R,A	Objective written tests linked to course level rubrics; Program Plan/Protocol linked to course level rubrics and submitted to portfolio.
REC 3600 Meetings, Expositions, Event and Conventions		R		R	R	Written test linked to course level rubrics: Case study to linked to class level rubric; Group project and activities to class level rubric
REC 3800 Global Sport Industry	R	R	R		R	Written test linked to course level rubrics: Case study to linked to class level rubric; Group project and activities to class level rubric
REC 3903 Leisure Service Management	R	M	R	R	M	Objective written tests linked to course level rubrics; Case Management Study report linked to course level rubric and submitted in portfolio; Agency budget analysis linked to course level of assessment.
REC 4000 Adaptive Sports			R	M	R	Written test linked to course level rubrics: Case study to linked to class level rubric; Group project and activities to class level rubric
REC 4200 Facility Design and Operations in Recreation, Sport & Event		M, A	R, A	R, A	R	Written test linked to course level rubrics: Site visit reports; Group project and activities to class level rubrics
REC 4700 Report and Hotels		M	M	M	M	Written test linked to course level rubrics: Case study to linked to class level rubric; Group project and activities to class level rubric
REC 4800 Legal Aspects of Recreation, Sport & Event			M	M	M	Written test linked to course level rubrics: Case study to linked to class level rubric; Group project and activities to class level rubric
REC 4900 Leadership and Group Dynamics	M,A		M,A	M,A	M,A	Objective written test linked to course level rubrics; Reflection journals linked to class group/team assignment and activities linked to course level rubrics; Leadership plan and oral presentation including self-assessment linked to course level rubric.

C. In the Case of a New Certification Program Mandated by the State of New Jersey Approval Documentation from the New Jersey Department of Education
Not applicable.

D. Content of the Program

1. Schematic of Curriculum Plan

Students will be required to complete 18 credits for the minor. Three core courses (9 semester credit hours) and three additional elective courses from designated electives (9 credit hours) will be required for the completion of the minor program. The minor requires the students to maintain a grade of 'C' or better in all courses taken for the minor. Upon admission into the minor, students will be assigned a minor advisor. The required courses for the minor are listed below.

Core Courses (9 S.H.)

REC 2800 Introduction to Sport and Event Management
REC 3500 Hospitality and Tourism
MKT 3480 Sports Marketing

Elective Courses (9 S.H.- select 3 courses from elective courses)

REC 2901 Foundations of Recreation and Leisure Services
REC 2910 Programming in Recreation, Sport & Event
REC 3600 Meetings, Expositions, Event and Conventions
REC 3800 Global Sport Industry
REC 3903 Leisure Service Management
REC 4000 Adaptive Sports
REC 4200 Facility Design and Operations in Recreation, Sport & Event
REC 4700 Resorts and Hotels
REC 4800 Legal Aspects of Recreation, Sport & Event
REC 4900 Leadership and Group Dynamics
MGS 3030 Human Resources Management
COMM 3660 Public Relations

2. Admission Requirements for Minor

In order to be admitted into the minor, students will need to have a 2.0 GPA and complete a declaration of minor form. Students required to have a minimum of a 2.0 GPA (in good standing) and meet with the Sport and Event Management Program Coordinator to complete a student information application. Please note that a minor is not required to complete an undergraduate degree. However, students must complete a minor according to the requirements, policies, and procedures specified by the School and the University.
Potential students will need to adhere to the following:

- Confirmation that the minor was completed during the verification process for graduation.
- At least half of the required minor courses must be completed at Kean University.
- Generally, a minor must be completed prior to or simultaneously with the student's major.
- The minor cannot be completed after graduating with a degree.

E. Administrative Structure

1. Primary Department or Office Administering the Program

   The Sport and Event Management Minor Program will be housed in The School of Health and Human Performance.

F. Impact Statement to be developed with Appropriate Dean

1. Additional Faculty

   An additional full-time faculty line for the Sport and Event Management Option is not required at this time. Currently, one full-time Recreation Administration faculty, along with adjunct instructors, will teach the necessary courses to assist students in fulfilling the requirements for the Sport Management and Event option. In addition, as enrollment continues to increase, it may be necessary to hire additional tenured faculty, lecturers or adjunct instructors.

2. Effects on Enrollment

   This minor program will attract prospective students in the recreation, sport and event fields. It is anticipated to increase enrollment in the School of Health and Human Performance.

3. Additional Resources

   As all the courses required for the minor exist in the sport and event management program, no additional resources will be required at start up.

Appendix A: Curriculum Sheet

KEAN UNIVERSITY
SCHOOL OF HEALTH & HUMAN PERFORMANCE
GRADUATION PLAN 18 Credits ▪ MINOR IN SPORT AND EVENT MANAGEMENT

Name: _____ Kean ID #: _____

2.0 overall GPA required; 2.0 (Grade of "C") GPA in all courses

Core Courses	**9 S.H.**	Semester/Year	Grade
REC 2800 Introduction to Sport and Event Management	3		
REC 3500 Hospitality and Tourism	3		
MKT 3480 Sports Marketing	3		
Elective Courses (Choose any 3 courses from below)	**9 S.H.**		
REC 2901 Foundations to Recreation and Leisure	3		
REC 2910 Programing in Recreation, Sport & Event	3		
REC 3510 Cultural Tourism	3		
REC 3600 Meetings, Expositions, Events and Conventions	3		
REC 3800 Global Sport Industry	3		
REC 3903 Recreation and Leisure Service Management	3		
REC 4000 Adaptive Sports	3		
REC 4200 Facility Design Operations in Recreation, Sport & Event	3		
REC 4800 Legal Aspects of Recreation, Sport & Event	3		
REC 4700 Resort and Hotels	3		
REC 4900 Leadership and Group Development	3		
MGS 3030 Human Resources Management	3		
MKT 3480 Sports Marketing	3		
COMM 3660 Public Relations	3		
Courses approved by the minor advisor	3		
Total	**18 S.H.**		

Minor Program Approved by: _____Date: _____
(Minor Advisor's Signature)

References

North American Society of Sport Management, Sport Management Programs in the U.S. at https://www.nassm.com/Programs/AcademicPrograms/United_States (visited on November 1, 2019)