



Department of Kinesiology

August 28, 2008

Dear College Curriculum Committee Members:

Sport Administration is one of the fastest growing disciplines nationwide. The Department of Kinesiology, which currently offers a graduate Sport Administration *Specialization*, has put forth a creative and innovative Sport Administration *Option* to provide graduate students with specialized knowledge and skill in Sport Administration.

The proposed M.A. in Kinesiology Sport Administration Option combines faculty expertise within the Department of Kinesiology rather than create an entirely new curriculum of courses. A collaborative program not only saves valuable resources, but also provides a shared learning environment that allows students to draw from the expertise of faculty in their respective disciplines.

The following documents are the result of a concerted team effort and address the interest, need, career outlook, curriculum, budgetary impact, and purpose of the proposed Sport Administration Option. Department of Kinesiology Chair, Dr. Tim Anderson, Graduate Coordinator, Dr. Jenelle N. Gilbert, and I look forward to addressing your questions regarding this Option.

Thank you for your review.

Sincerely,

John D. McMillen, Ph.D., J.D.  
Department of Kinesiology

**CALIFORNIA STATE UNIVERSITY, FRESNO**  
DEPARTMENT OF KINESIOLOGY

**MASTER OF ARTS DEGREE IN KINESIOLOGY**  
**SPORT ADMINISTRATION OPTION PROPOSAL**

**1. Name of Department:** Kinesiology

**Title of Proposed Option:** Sport Administration Option

**2. Degree Major Program:** M.A. in Kinesiology

**3. Options already existing:** Exercise Science Option; Sport Psychology Option

**Specialization already existing:** Sport Administration Specialization

**4. Department to offer the aggregate of courses:** Department of Kinesiology

**5. Purpose**

The purpose of the proposed aggregate of courses is to meet an identified need for graduate study in sport administration in the Central Valley of California and specifically at California State University, Fresno. The proposed Option in Sport Administration is designed to meet the needs of students interested in the study and application of sport administration concepts and the core competencies identified by the North American Society for Sport Management's (NASSM) Commission of Sport Management Accreditation (COSMA). NASSM is the leading national organization for Sport Administration in North America. The proposed aggregate of courses is designed to prepare graduate students to pursue:

- 5.1 A career in the administration of youth, high school, college, or professional sports teams or organizations, and
- 5.2 A doctoral degree in sport administration.

**6. Student learning outcomes**

Upon completion of the Department of Kinesiology's Sport Administration graduate Option program, students in will be able to:

- 6.1. Develop and apply research principles and methodologies to sport specific issues and scenarios.
- 6.2. Apply statistical inferences to sport specific problems and issues.
- 6.3. Explain the concepts of administration and leadership and apply the various skills, roles, and functions of sport administrators to sport issues and events.
- 6.4. Identify moral issues in sport and apply ethical standards to the decision-making process of contemporary sport issues.

- 6.5. Identify the primary legal concepts which influence the sport workplace and evaluate the role of sport governance agencies including their authority, organizational structure, and functions.
- 6.6. Apply risk management techniques to common sport issues and events.
- 6.7. Develop and apply fundraising and networking principles for the sport marketplace.
- 6.8. Apply fundamental sales and promotion concepts to sport industry events and products.
- 6.9. Explain why budget and finance is a critical component of all sport-related industries and evaluate economic principles related to sport's fit in the national economy.
- 6.10. Apply and evaluate principles of interpersonal communication, mass communications, public relations, and interaction with the public, particularly related to sport agencies.
- 6.11. Explain how sport is a microcosm of society and is influenced by cultural traditions, social values, and psycho-social experiences.

## **7. Need:**

The need for an Option in Sport Administration is based on many sources of documented evidence collected at California State University, Fresno. A Sport Administration *Specialization* already exists. Change to Sport Administration Option status is requested based on the documented interest, need, and strength of the existing Specialization.

- 7.1. The sport industry is one of the largest industries in the United States estimated at \$213 billion annually – more than twice the size of the U.S. auto industry and seven times the size of the movie industry (Sport Business Journal, 2003).
- 7.2. Because of sports impact on the economy, Sport Management as an academic discipline has grown exponentially since its inception (Weese, 2002). For example, since the implementation of the first Sport Management program at Ohio University in 1966, there have been over 300 new programs (of which 123 are Master's programs) created in the United States and an additional 40 international programs (North American Society for Sport Management, 2008; Masteralexis, Barr, & Hums, 1998; Parkhouse, 1996). Today, Sport Management is one of the fastest growing areas of study on college campuses (Parkhouse and Pitts, 2004).
- 7.3. Despite its rapid growth nationwide, less than three percent (3%) of the undergraduate and graduate Sport Management/Administration programs nationwide are located in California (Masters: California Baptist University; Concordia University Irvine (online); California State University, Long Beach; San Diego State University (MBA); University of San Francisco; Saint Mary's College (MBA); San Jose State University) (Undergraduate: California State University, Bakersfield; California Polytechnic State University (concentration); University of the Pacific (concentration); UC Santa Barbara (minor); Saint Mary's College; San Jose State University). A Sport Administration

graduate Option at CSU, Fresno allows Fresno State to become the Sport Administration leader in the Central Valley region and offer unparalleled opportunities to its students seeking knowledge, skills, and careers in the sport industry.

- 7.4. There is a strong, growing graduate student interest in a CSU, Fresno Sport Administration Option. In 2007-08, 10 graduate students were enrolled in the Department of Kinesiology Sport Administration specialization. This year (2008-09), there are over 20 students enrolled in the Department of Kinesiology Sport Administration specialization. Several more students have indicated that they are applying for admission into the Sport Administration program in Spring 2009. Student interest is further evidenced by the Department of Kinesiology approval of the following graduate Sport Administration courses: KINES 250T – Sport Fundraising, Development, & Networking (15 graduate students enrolled in this Spring 2008 course); KINES 250T Sport Sales & Sponsorship (19 graduate students are enrolled in this Fall 2008 course); and KINES 244 – Legal Aspects of Sport and PE (29 graduate students are enrolled in this Fall 2008 course).
- 7.5. Based on a Spring 2008 survey completed by 33 undergraduate Kinesiology students at Fresno State, 97% (32 out of 33 students) indicated they were “very” (N=22) or “moderately” (N=10) interested in working in the sport industry. In addition, 88% of the students indicated they were either “very interested” (N= 12) or “moderately interested” (N=17) in pursing a graduate degree in Sport Administration at Fresno State (See Appendix B).
- 7.6. A Sport Administration Option would benefit other departments on campus. For example, California State University, Fresno Athletics Department has expressed strong interest in utilizing Sport Administration students to assist in the operation of the athletic department and providing internship and learning opportunities for graduate students. For example, two athletic department employees currently are enrolled into the Sport Administration specialization and several more Sport Administration students are graduate assistants and volunteers with the Fresno State Athletic Department.
- 7.7. A Sport Administration Option would benefit the Central Valley and the State of California. There are thousands of professional, intercollegiate, and interscholastic sport organizations and teams in California which need qualified Sport Administration personnel. According the United State Department of Labor Handbook, employment of sport workers is expected to increase faster than the average for all occupations through the year 2014 (United State Department of Labor Handbook, 2007). The Bureau of Labor Statistics predicts that the number of available jobs in the sports industry will grow by a rate of 28% over the next decade (United State Department of Labor Handbook, 2007).

## **8. List of Courses**

See Appendix A – List of Courses

## **9. Catalog Copy Forms and Changes**

Catalog Description (p. 341, 1<sup>st</sup> column):

### **Master of Arts Degree Requirements**

The Department of Kinesiology offers advanced study designed to enhance professional competencies in pedagogy (M.A. in Kinesiology), exercise science (Exercise Science Option), ~~and~~ sport psychology (Sport Psychology Option), ~~and~~ sport administration (Sport Administration Option). These options prepare students for more advanced degrees, applied research, and/or careers in clinical settings, teaching, administration, coaching, or ~~school or professional sport management~~ the sport industry.

Catalog Description (p. 341, 2<sup>nd</sup> column):

**Specific Requirements.** The Master of Arts requires 30 units of advanced coursework, of which there is a common core of 6 units. Dependent on the option, 9-18 units are selected from specified courses, and 3-12 units of electives plus a culminating experience are chosen.

~~Students who wish to pursue a specialization in sport administration should see the graduate coordinator in the Department of Kinesiology.~~

Under the direction of the graduate advisor, each student designs a coherent program with the following framework.

Catalog Description (p. 341, 2<sup>nd</sup> column):

| <i>Sport Administration Option</i>                              | <i>Units</i> |
|---|--------------|
| <b>Core.....</b>  | <b>6</b>     |
| KINES 230, 231  |              |
| <b>Required coursework.....</b>                                 | <b>18</b>    |
| KINES 241, 244, 245, 246, 261, 285                              |              |
| <b>Electives.....</b>   | <b>0-6</b>   |
| Any approved KINES 200-level or<br>approved outside area course |              |
| <b>Culminating experience.....</b>                              | <b>0-6</b>   |
| KINES 298, 299, or comprehensive<br>exam                        |              |
| <b>Total.....</b>   | <b>30</b>    |

## **10. Faculty**

The following Department of Kinesiology faculty have appropriate credentials and expertise to teach in the proposed aggregate of graduate courses.

- Tim R. Anderson, Ed.D., Professor, Tenured, Biomechanics, Exercise Physiology
- Michael G. Coles, Ph.D., Associate Professor, Tenured, Exercise Physiology

- Jenelle N. Gilbert, Ph.D., Associate Professor, Tenured, Pedagogy, Sport Psychology
- Wade D. Gilbert, Ph.D., Associate Professor, Tenured, Sport Psychology
- Felicia A. Greer, Ph.D., Associate Professor, Tenured, Exercise Physiology
- Catherine G.R. Jackson, Ph.D., Professor, Tenured, Exercise Physiology
- Dawn Lewis, Ph.D., Assistant Professor, Tenure-track, Sport Psychology
- John D. McMillen, Ph.D., J.D., Associate Professor, Tenure-track, Sport Administration
- Thomas C. Minniear, Ph.D., Assistant Professor, Tenured, Curriculum and Instruction
- Jacobo O. Morales, Ph.D., Associate Professor, Tenured, Exercise Physiology, Biomechanics
- Robert W. Pettitt, Ph.D., Assistant Professor, Tenured, Athletic Training
- Scott R. Sailor, Ed.D., ATC, Assistant Professor, Tenured, Athletic Training

## **11. Instructional Resources / Budget Analysis**

The following is the completed budget analysis required by the University Budget Committee:

### **11.1. Projected changes in enrollment (FTES)**

- 11.1.1. There are currently 20 students enrolled in the Sport Administration specialization. The program anticipates an annual enrollment of 10-12 graduate students, or 15-25 total students, in the 2-year program.
- 11.1.2. 95-100% of the increased enrollment represents new FTES and 0-5% from existing programs.
- 11.1.3. These numbers are estimates based on current enrollment, student surveys, academic advising, and communication with prospective students about the program.

### **11.2. Projected changes in existing curriculum**

- 11.2.1. There are no changes in the cost of delivering the curriculum. A new faculty member already has been hired (Fall 2007) and he will coordinate the program and teach the additional courses.
- 11.2.2. Estimated class size is 15 students per course. Core courses will be offered once per year. Required courses will be offered once every two years. All remaining courses / electives are dependant on departmental offerings. There will be an increased class size in courses currently offered. There will be no changes in frequency or classification of courses currently offered.

11.2.3. Four existing courses (two of which are undergraduate courses), will be dropped from the curriculum. Dropped courses include: KINES 264, MKTG 100, ACCT 132, MBA 201.

11.3. **Projected changes in enrollment (FTES)**

- 11.3.1. There will be no shifts in faculty assignments. A new Sport Administration faculty member already has been hired (Fall 2007) and he will coordinate the program and teach the additional courses.
- 11.3.2. There will be no shift in faculty numbers or distributions.
- 11.3.3. No new positions will be added/required at this time.

11.4. **Projected changes in enrollment (FTES)**

- 11.4.1. The Department of Kinesiology's current operating budget is \$62,053.
- 11.4.2. The Department of Kinesiology currently has:
  - Tenured faculty = 8
  - Tenure-track faculty = 4
  - Full-time faculty = 15
  - Part-time faculty = 39
  - Staff = 4
- 11.4.3. No outside revenue is expected at this time to support the program. In the future, there is potential for additional grant applications and fundraising/development efforts aimed at Sport Administration Option alumni/ae.
- 11.4.4. No budget requirements are expected to change for faculty, equipment, technical support, and staff.
- 11.4.5. Three units of release time will be required for the Sport Administration program coordinator to oversee and run the program.
- 11.4.6. There are no expected changes in the budget.
- 11.4.7. Dean Cuellar of the College of Health and Human Services is aware of and is supportive of the Sport Administration program and its budgetary impact.

11.5. **Projected changes in enrollment (FTES)**

- 11.5.1. No additional support services are required for program implementation and function.
- 11.5.2. No Colleges/Schools are directly affected by this proposal.
- 11.5.3. The following faculty/departments have been contacted and consulted regarding the proposed program:

Dr. Jody Hironaka-Juteau, Chair  
Recreation, Administration & Leisure Studies Program  
278-6807

Dr. Michael P. Mahoney  
Recreation, Administration & Leisure Studies Program  
278-5263

Dr. Reza Motameni, Chair  
Marketing and Logistics Department

278-4749

Dr. K.C. Chen, Chair  
Finance and Business Law Department  
278-5646

Rafael Solis  
Information Systems and Decision Sciences Department  
278-2194

Tom Burns, Director  
Craig School of Business - Graduate Program  
278-2107

## Appendix A – List of Courses

| <b>COURSES</b>   |   | <b>UNITS</b> |
|--|---|--------------|
| <b>I.</b> <b>Core Courses</b> <i>(Required of all Kinesiology Graduate Students)</i> |   | <b>6</b>     |
| KINES 230 Statistical Inference in Kinesiology                                       | 3 |              |
| KINES 231 Research Methods in Kinesiology  | 3 |              |
| <b>II. Required Courses within Program</b>   |   | <b>18</b>    |
| KINES 241 Administration in Physical Education & Sport                               | 3 |              |
| KINES 244 Legal Aspects in Sport & Physical Education                                | 3 |              |
| KINES 245 Sport Fundraising, Development, & Networking                               | 3 |              |
| KINES 246 Sport Sales & Sponsorship  | 3 |              |
| KINES 261 Philosophical and Ethical Inquiry in Kinesiology                           | 3 |              |
| KINES 285 Internship in Kinesiology  | 3 |              |
| <b>III. Electives within Program</b>   |   | <b>0-6</b>   |
| Any approved KINES 200-level course or outside area course                           |   |              |
| <b>IV. Culminating Experiences</b> <i>(Select 1)</i>                                 |   | <b>0-6</b>   |
| KINES 298 Project  | 6 |              |
| KINES 299 Thesis   | 6 |              |
| Comprehensive Examination  | 0 |              |
| <b>TOTAL NUMBER OF UNITS</b>   |   | <b>30</b>    |

**Common educational experiences for students in this program:** All graduate students in Kinesiology are required to take common core courses: KINES 230 & 231. In addition, all Sport Administration Option students are required to take 18 units of “Required Courses” listed above.

## Appendix B – Sport Administration Interest Survey

### **Sport Administration Interest Survey**

Please complete the survey below regarding a proposed graduate degree in Sport Administration. By participating you will help us assess the value and need for establishing a Sport Administration degree. N = 33

**1. If Fresno State had offered an undergraduate program in Sport Management when you first enrolled, how interested would you have been in that major?**

Very \_\_\_\_\_      Moderately \_\_\_\_\_      Not at all \_\_\_\_\_  
11 (33%)      17 (51.5%)      5 (15%)

**2. To what extent are you interested in pursuing a graduate degree after you graduate?**

Very \_\_\_\_\_      Moderately \_\_\_\_\_      Not at all \_\_\_\_\_  
20 (61%)      13 (39%)      0 (0%)

**3. How interested are you in working in the sport industry in some capacity?**

Very \_\_\_\_\_      Moderately \_\_\_\_\_      Not at all \_\_\_\_\_  
22 (67%)      10 (30%)      1 (3%)

**4. How interested would you be in pursing a graduate degree in Sport Administration at Fresno State?**

Very \_\_\_\_\_      Moderately \_\_\_\_\_      Not at all \_\_\_\_\_  
12 (36%)      17 (51.5%)      4 (12%)

**5. After you graduate, would you enroll in a Sport Administration graduate Option if one were to be offered at Fresno State?**

Yes \_\_\_\_\_      No \_\_\_\_\_      Maybe \_\_\_\_\_  
7 (21%)      2 (6%)      19 (58%)

**6. If Fresno State offered an “Introduction to Sport Management” course this fall would you take the course?**

Yes \_\_\_\_\_      No \_\_\_\_\_      Maybe \_\_\_\_\_  
14 (52%)      3 (9%)      15 (45%)

Review and Approval from College Committee

Letter of Support from College Dean

## Bibliography

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