

MEMORANDUM

TO: 2023-2024 Senate Executive Committee
FROM: Teri Hogg
Chair, Undergraduate Curriculum Subcommittee
DATE: January 30, 2024
SUBJECT: Concentration in Sports Leadership

The Undergraduate Curriculum Subcommittee reviewed and supported the proposal from the College of Engineering and Computer Science (ETCS) for a new concentration in the Department of Organization Leadership in the ETCS . We find that the proposal requires no Senate review.

Thank you for the opportunity to review this new concentration.

Approved	Opposed	Absent	Non-Voting
Claudio Freitas, Teri Hogg Jordan Marshall Lee Roberts Emily Tock Xiaoguang Tian		Laurel Campbell	Terri Swim

Degree/Certificate/Major/Minor/Concentration Cover Sheet

Date:

Institution: Purdue

Campus: Fort Wayne

School or College:

Department:

Location: 80% or more online: Yes No

County:

Type:

Program name:

Graduate/Undergraduate:

Degree Code:

Brief Description:

Rationale for new or terminated program:

CIP Code:

Name of Person who Submitted Proposal:

Contact Information (phone or email):



Undergraduate Academic Program Memo

Date: 1/25/23

From: Ellen Dove/Michael Kirchner

To:

Re: OL Sports Leadership Concentration

Brief description of the program:

This concentration corelates principles of leadership with knowledge of sports and the sports industry in order to advance organizational strategic initiatives. Students will learn how to articulate and apply principles of facilities management and human resources in the leadership of a sports organization, articulate and apply theories of motivation, leadership and talent development, apply principles of conflict resolution and collaboration in their organization and teams, and apply ethical and legal principles and evidence-based decision making to solve dilemmas. In keeping with university goals, the concentration will also ensure that students demonstrate understanding of diversity, equity, and cultural differences, and be able to utilize techniques to interrupt bias and create a culture of inclusion.

Brief rationale for program request:

A concentration in Sports Leadership prepares students to apply business and leadership principles to effectively manage athletic programs and teas, fitness/rehabilitation facilities and health clubs, sport recreation services, sports administration, sports marketing, sports management, public relations, and other related services to leadership positions within the sports industry. Currently, there is no other department on PFW's campus that offers this specialization, and the Organizational Leadership department is ideally suited to offer this concentration to students.

This proposed concentrations is interdisciplinary, as other departments offer relevant courses on PFW's campus.

CIP Code:

For completion by Office of Academic Affairs

Kimberly W. O'Conna 02/21/2023

Department Chair Signature *Date*

Jay O'Steff 02/21/2023

School Dean Signature *Date*

DocuSigned by:
Carl Drummond 1/15/2024

Vice Chancellor for Academic Affairs Signature *Date*

PLEASE NOTE: The Office of Academic Affairs will collect electronic signatures from the Chair, Dean, and Vice Chancellor for Academic Affairs after the form has been filled out and submitted to the Associate Vice Chancellor for Academic Programs with the rest of the program proposal.

Request for a New Major or Concentration

I. Name of proposed major, or concentration

Sports Leadership Concentration

II. Title of degree to be conferred

Bachelor's in Organizational Leadership

III. Field of study, department, and college involved

B.S. in Organizational Leadership, Department of Organizational Leadership, ETCS

IV. Proposed Date of Initiation

August 2024

V. CIP Code: 52.0205

VI. Mode of Delivery: Campus/Online/Distance/Hybrid

80% or more online:

Yes

No

If Hybrid, explain:

Who will administer the online aspect of this program (vendor, program)? N/A

VII. Brief Description of Concentration: *This may be published in the Catalog. A brief explanation of what the student will experience and/or learn; no more than 2-3 sentences.*

This concentration is designed to prepare students for careers in the sports industry. Students will gain expertise in the many facets of sports leadership such as management and administration, coaching, public relations, event planning, ethics, and regulatory compliance issues.

Justification

This section provides statements regarding the mission of the proposed concentration.

Need for the concentration:

According to the U.S. Bureau of Labor Statistics, "Overall employment in entertainment and sports occupations is projected to grow faster than the average for all occupations from 2022 to 2032. About 106,800 openings are projected each year, on average, in these occupations due to employment growth and the need to replace workers who leave the occupations permanently." (<https://www.bls.gov/ooh/entertainment-and-sports/home.htm>; September 6, 2023).

The demand for this concentration is further evident based on the fact that the median annual wage for this group at \$52,940 is significantly higher than the median annual wage for all occupations at \$46,310 (as per data from bls.gov).

More than ten minor league and two professional sports teams, numerous college and university athletic departments, and dozens of high school athletic programs surround the region and state. Further, there is a growing number of opportunities in sports facility and venue management across the region. These sports programs are responsible for staffing hundreds of leaders in athletics, yet there are no academic pathways at PFW to prepare students for a career in this field. Organizational Leadership programs at comparable universities (in NE Indiana and beyond) have sports leadership tracks, minors, or concentrations. PFW's lack of targeted preparation in this area hinders our students' ability to tap into the potential opportunities arising in this dynamic sector.

Target audience, including the expected number of students and benefits to them:

- Considering the robust and varied sports programs at PFW, OL has identified a niche for student-athletes and others to complement their OL degree with a concentration focused on opportunities in an athletic environment.
- OL has developed two courses with a focus on sports leadership with the following enrollment in OLS 39900 Sports Leadership the last couple of semesters:
 - OLS 39900 Sports Leadership (now approved as OLS 33800 Leadership in Sports):
 - Spring 2023 - 21/21 seats filled
 - Summer 2023 - 9/25 seats filled
 - Fall 2023 - 23/35 seats filled
 - Spring 2024 - 19/21 seats filled
 - OLS 39900 Sports Law (begins March 2024):
 - Currently, 5/21 seats filled with enrollment ongoing.

Despite not yet having an official sports leadership concentration or marketing thereof, the high enrollment numbers in these preliminary sports leadership courses show significant student interest and demand for focused education in this area.

Focus of Research or Career Relevance:

- A concentration in Sports Leadership prepares students to apply business and leadership principles to thrive in coveted roles managing athletes, athletic programs, sports teams, sports marketing firms, high school/college athletic departments, professional sports franchises, fitness/rehabilitation facilities, health clubs, and other sports-related organizations.

Description of how the concentration fits into and supports the existing degree program(s) and major(s).

- The proposed program addresses PFW's mission by partnering leadership faculty with industry-leading coaches, athletic directors, and related experts who will educate students and the region about the knowledge and attributes required to be effective sports leadership administrators. At the same time, the proposed program aligns with the Organizational

Leadership mission and goal of developing leaders who can effectively lead and advance organizations in the region and beyond.

- There is currently no other department on PFW’s campus that offers this specialization, and the Organizational Leadership department is ideally suited to offer this concentration to students.

Description of the relationship to other concentrations in the degree program:

- All OL concentrations have a unique focus that allows students to round out their leadership degree in an area that is specific to their career goals. The Sports Leadership concentration has little to no relationship to other concentrations in the OL-BS program. The sports focus allows students to complement the broader leadership curriculum with targeted knowledge and experiences tailored to the area of sports.

Participating faculty, including name, academic rank, and departmental affiliation:

See table below

Prospective Curriculum – Please create a plan of study for the degree.

The Sports Leadership concentration will be comprised of 18 credit hours. The first three courses* in the list below are required; students will then choose three of the other four courses on the list. *If new courses are being created, all course proposals must be completed in order to add to this block.* (note any that are variable title):

Course	Credits	When Offered	Prerequisite	Instructor	Faculty Rank & Department
*OLS 33800 Leadership in Sports	3	Spring/Summer	None	Kenton Aubrey	Continuing Lecturer in OL
*OLS 39900 Sports Law	3	Fall	OLS 26800	Jeremy Herring	Limited Term Lecturer, OL
*OLS 47700 Conflict Management	3	Spring	OLS 37600	James Platzer	Continuing Lecturer in OL

Course	Credits	When Offered	Prerequisite	Instructor	Faculty Rank & Department
POL 25200 Sports and Public Policy	3	3 semester rotation	None	Craig Ortsey	Senior Lecturer in POLS
HTM 33400 Introduction to Sports Event Management	3	Fall	None	Joshua Wilson/Alanna Olah	LTL for HTM/Clinical Assoc Prof & Dept Chair in HTM
HIST 37701 The History of American Sports	3	Summer/Fall	None	Benton Gates	Senior Lecturer in HIS
COM 32102 Principles of Public Relations	3	Spring	None	Ashley Motia	LTL for COM/DCS

Learning outcomes (e.g., unique knowledge or abilities, capacity to identify and conduct original research, ability to communicate to peer audiences, critical thinking and problem-solving skills, etc.):

The concentration equips students with specialized sports business acumen combined with broadly relevant knowledge and competencies to unlock leadership potential in the multifaceted world of modern sports.

- Articulate and apply theories of motivation, leadership, and talent development.
- Integrate principles of leadership with knowledge of the sports industry in order to advance organizational strategic initiatives.
- Incorporate the influence of the sports industry ecosystem and its key players to formulate effective leadership strategies in sports.
- Cultivate leadership abilities including strategy, emotional intelligence, ethical decision-making, and team development to empower those around you.
- Apply principles of conflict resolution and collaboration in their organizations and teams.
- Apply ethical and legal principles and evidence-based decision-making to solve dilemmas.
- Demonstrate understanding of diversity, equity, and cultural difference, and be able to utilize techniques to interrupt bias and create a culture of inclusion.
- Describe the policy landscape and regulatory issues impacting the sports industry to navigate legal and compliance matters (Elective).
- Apply public relations strategies to engage fans, and convey organizational values to advance sports organizations' public image, strategic goals, and interests (Elective).

Will new courses be created for this concentration?

Yes
 No

If yes, list new courses and if proposals have been submitted:

Name of Person who Submitted Proposal: Ellen Dove

Contact Information (phone and email): 260-481-6420; doveed@pfw.edu

Liaison Library Memo - attached

Liaison Librarian Memo

Date: This memo was originally dated 1/25/23, but
changed when documents were merged. I couldn't
From: figure out how to change back. TJS
To:
Re:

Describe availability of library resources to support proposed new program:

Comments:

Sarah Wagner

Liaison Librarian Signature

2-9-2023

Date