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PROGRAM/DEGREE REQUIREMENT CHANGE (MAJOR/MINOR)

SUBMITTED BY:

Department	Business Administration	College/School	School of Management
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See <http://www.uaf.edu/uafgov/faculty/cd> for a complete description of the rules governing curriculum & course changes.

PROGRAM IDENTIFICATION:

DEGREE PROGRAM	BBA Sports Management minor
Degree Level: (i.e., Certificate, A.A., A.A.S., B.A., B.S., M.A., M.S., Ph.D.)	BBA

A. CHANGE IN DEGREE REQUIREMENTS: (Brief statement of program/degree changes and objectives)

This change is to simply add courses to the Sports Management minor and the Marketing minor, expanding the number of marketing options. We are adding a required Marketing course at the 400 level for Sports Management, and reducing the number of optional credits from 9 to 6. For the Marketing Minor we are adding an option and replacing Stat F200 with Econ F227.

B. CURRENT REQUIREMENTS AS IT APPEARS IN THE CATALOG:

Sports Management (14-15 catalog p 146, Minor)

1. Complete the following:
 - BA F280--Sports Leadership--3 credits
 - BA F281--Sports Management--3 credits
2. Complete nine credit hours from the following:
 - ACCT F261--Principles of Financial Accounting--3 credits
 - AIS F310--Management of Information Systems--3 credits
 - BA F151--Introduction to Business--3 credits
 - BA F253--Internship in Business--3 credits
 - BA F307--Introductory Human Resource Management--3 credits
 - BA F390--Organizational Theory and Behavior--3 credits
 - BA F457--Training and Management Development--3 credits
 - PSY F337W--Sports Psychology--3 credits
 - JRN F260--Sports Journalism--3 credits
3. Minimum credits required--15 credits

Marketing

1. Complete five courses from the following:
 - STAT F200X--Elementary Probability and Statistics--3 credits
 - BA F151--Introduction to Business--3 credits
 - BA F241--Advertising, Sales and Promotion--3 credits
 - BA F343--Principles of Marketing--3 credits
 - BA F436--Consumer Behavior--3 credits

BA F490--Services Marketing--3 credits
BA F491--Current Topics in Marketing--3 credits

2. Minimum credits required--15 credits

C. *PROPOSED REQUIREMENTS AS IT WILL APPEAR IN THE CATALOG WITH THESE CHANGES:
(Underline new wording ~~strike through old wording~~ and use complete catalog format)*

Sports Management

1. Complete the following:

BA F280--Sports Leadership--3 credits
BA F281--Sports Management--3 credits
BA F489 – Sports Marketing – 3 credits

2. Complete ~~nine~~ six credit hours from the following:

ACCT F261--Principles of Financial Accounting--3 credits
AIS F310--Management of Information Systems--3 credits
BA F151--Introduction to Business--3 credits
BA F253--Internship in Business--3 credits
BA F307--Introductory Human Resource Management--3 credits
BA F390--Organizational Theory and Behavior--3 credits
BA F457--Training and Management Development--3 credits
PSY F337W--Sports Psychology--3 credits
JRN F260--Sports Journalism--3 credits

3. Minimum credits required--15 credits

Marketing

1. Complete five courses from the following:

~~STAT F200X – Elementary Probability and Statistics – 3 credits~~
ECON F227 – Introductory Statistics for Economics and Business
BA F151--Introduction to Business--3 credits
BA F241--Advertising, Sales and Promotion--3 credits
BA F343--Principles of Marketing--3 credits
BA F436--Consumer Behavior--3 credits
BA F489– Sports Marketing – 3 credits
BA F490--Services Marketing--3 credits
BA F491--Current Topics in Marketing--3 credits

2. Minimum credits required--15 credits

D. *ESTIMATED IMPACT*

WHAT IMPACT, IF ANY, WILL THIS HAVE ON BUDGET, FACILITIES/SPACE, FACULTY, ETC.

None. The course had already been taught as a Current Topics course spring 2014. The course has been developed and adjunct faculty assigned

E. IMPACTS ON PROGRAMS/DEPTS:

What programs/departments will be affected by this proposed action?
Include information on the Programs/Departments contacted (e.g., email, memo)

None except Business Administration. The course has been well enrolled when taught and there is student demand for the minor. This just gives them more material for their chosen minor.

F. IF MAJOR CHANGE - ASSESSMENT OF THE PROGRAM:

Description of the student learning outcomes assessment process.)

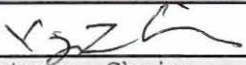
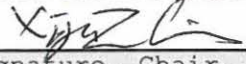
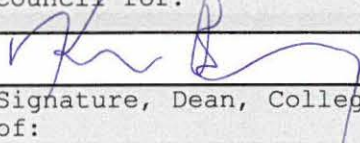
This does not change the outcomes assessment process.

JUSTIFICATION FOR ACTION REQUESTED

The purpose of the department and campus-wide curriculum committees is to scrutinize program/degree change applications to make sure that the quality of UAF education is not lowered as a result of the proposed change. Please address this in your response. This section needs to be self-explanatory. If you drop a course, is it because the material is covered elsewhere? Use as much space as needed to fully justify the proposed change and explain what has been done to ensure that the quality of the program is not compromised as a result.

Marketing is a big part of management and can be very specific for the sports industry, so we feel that adding this course provides depth and breadth to the existing Sports Management minor. The minor is in demand; the course is well attended and makes sense to completing the minor.

APPROVALS:

	Date	1/23/2015
Signature, Chair, Program/Department of:	BA	
	Date	1/23/2015
Signature, Chair, College/School Curriculum Council for:	BA	
	Date	1/23/2015
Signature, Dean, College/School of:	Sam	

ALL SIGNATURES MUST BE OBTAINED PRIOR TO SUBMISSION TO THE GOVERNANCE OFFICE

	Date	
Signature, Chair, UAF Faculty Senate Curriculum Review Committee		