

MICHIGAN STATE UNIVERSITY

September 1, 2022

MEMORANDUM

TO: Dr. Mark Largent, Associate Provost for Undergraduate Education and
Dean of Undergraduate Studies

FROM: Joy Speas, University Curriculum Administrator

RE: Request to add an Admission Statement to the Minor in Sports
Business Management

For Transmittal to the University Committee on Undergraduate
Education (UCUE)

Please ask the UCUE to consider the request referenced above. Please mail the related materials referenced under the heading Attachments at the end of this memorandum to the members of the UCUE.

The academic program and course requests referenced above will be included on the agenda for the September 8, 2022 meeting of Subcommittee C, University Committee on Curriculum (UCC). Requests that are approved by Subcommittee C on September 8 will be before the Full Committee, UCC, for action on September 29, 2022. Requests that are approved by the Full Committee on September 29 will be included in the October 11, 2022, Report of the UCC to the Faculty Senate.



University Curriculum and Catalog

Hannah Admin. Building
426 Auditorium Road
Suite 430
East Lansing, MI 48824

517-355-8420
Fax: 517-355-9601

If you have any questions about this memorandum or the attached materials, please call me at 5-8420.

Thank you for your help.

Attachments:

1. Entry for the September 8, 2022 meeting of Subcommittee C.
2. Request for Changes in an Academic Program forms dated May 3, 2022: Minor in Sports Business Management and attachments.
3. Draft, of the work copy for the Academic Programs section of the University catalog: Minor in Sports Business Management, pages 1 - 2 .

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ELI BROAD COLLEGE BUSINESS

1. Request to change the requirements for the **Minor in Sports Business Management** in the Department of Management. The University Committee on Undergraduate Education (UCUE) will consider this request at its September 1, 2022 meeting.

- a. Add the following section **Admission**:

Students applying to the sports business management minor must have completed at least 56 credits by the end of the Spring semester in which they are applying. Admission decisions will be distributed to students in early April each year. Admission is highly competitive and therefore not guaranteed. By applying to the minor, you are agreeing to allow the admissions committee to review your grades.

- b. Under the heading **Requirements for the Minor in Sports Business Management** replace the entire entry with the following:

Students must complete a minimum of 18 credits from the following:

Curriculum Foundations in Sports Business Management

All of the following courses (6 credits):

MGT	479	Sports Business Management	3
MGT	493A	Sports Business: Internship	3
or			
MGT	493B	Sports Business: Fieldwork Seminar	3

Foundations in Management

1. One of the following courses (3 credits):

HRLR	201	Human Capital and Society	3
MGT	315	Managing Human Resources and Organizational Behavior	3
MGT	325	Management Skills and Processes	3

2. One of the following courses (3 credits):

HRLR	313	Employment Relations	3
MGT	411	Organizational Staffing	3
MGT	412	Compensation and Reward Systems	3
MGT	414	Diversity in the Workplace	3
MGT	460	Capstone for Management Majors (W)	3
MGT	475	Negotiation and Conflict Management	3

Relevant Electives (6 credits)

Complete at least 6 credits from the following courses:

Customers and Sales

ADV	352	Media Sales	3
HB	376	Hospitality Sales Process	3

or

MKT	313	Consultative Selling	3
MKT	302	Consumer Behavior	3

Media and Branding

ADV	431	Monitoring and Measuring Social Media of Brands	3
JRN	218	Sports in Contemporary Media	3
MI	334	eSports and Online Broadcasting	3
PR	330	Social Media Management	3

Planning, Operations, and Strategy

EC	370	Economics of Sports	3
GEO	215	Sports Geography	3
HRLR	314	Legal Environment of Work	3
HB	420	The Business of Golf	3
HB	425	Golf Operations and Management	3
KIN	454	Facility Planning and Construction	3
KIN	456	Ethical Issues in Athletics	2

Sports and Society

GBL	323	Introduction to Business Law	3
HST	324	History of Sports in America	3
HST	329	College Sports in the United States	3

HST	397	Global Soccer	3
ISS	328	The Social Science of Sports (I)	4

Special Topics

Selection of either of these courses requires approval by the Department of Management to ensure appropriate content.

ADV	492	Special Topics in Advertising: Sports and Entertainment Public Relations	3
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MGT	491	Special Topics in Management: Women Leadership in Sports	3
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A maximum of 3 credits of internship or other work experience may be earned, used as elective credits towards the following degrees: Finance, Human Resource Management, Management, Marketing, Supply Chain Management; a maximum of 2 credits of internship or other work experience may be earned toward the Accounting degree.

Effective Spring 2023.



View a Program

Joy Speas, RO

Friday, 6/17/2022

Program Name: Sports Business
Management

Program Request ID: 4730

Degree: MNUN Sequence Number: 3

Effective Dates: Spring 2023 - Open

Status: Interim

Initial Action: Change

Requested Date: 3/21/2022 9:56:58 AM

1. Department/School/College:

08566 Department of Management

2. Name of Program:

Sports Business Management

3. Name of Degree:

MNUN

4. Type of Program:

Minor

5. Effective Start Semester:

Prev: Spring 2017

New: Spring 2023

6. Target student audience for the program:

Prev: Business, Media & IT, Advertising, Comm w/PR, Kinesiology

New: Business and select other majors

7. Enrollment:

What is the expected enrollment per year: 35

What is the minimum enrollment acceptable: 15

8. Source of budget for the program:

To align academic planning and curricular change, ALL requests for NEW funds must be included in the College's annual planning letter. Provost approval of new funds and the effective date for the new program must align. If funding is not approved, then the program request will not be forwarded to Faculty Senate.

Internal reallocation

If new funds, was this request included in the College's annual planning letter? Indicate yes or no. If no, then this is a department or college fund reallocation (If the program is implemented, no additional resources are required.).

9. Projected Costs as compared to other programs in unit:

Lower

10. Staff requirement:

How many additional staff will be required: 1

Who will provide the primary instruction. Describe any external linkages(industry, government, etc.):

Management Dept, Michigan Statewide Sports Management Association, NFL, NBA, NCAA

11. Will additional equipment be required:

Approximate cost: 0

Source of funding:

12. Will additional library materials be required:

Approximate cost: 0

Source of funding: Library materials are already available.

13. Will additional space be required:

Type:

Approximate amount:

14. If the program requirements contain a named concentration, do you wish for the concentration to be noted on the student's transcript?:

No

15. Detailed Description:

Minor in Sports Business Management

The Minor in Sports Business Management, which is administered by the Department of Management, provides students the academic foundation and practical experience to pursue careers in intercollegiate and professional sports and the sports business industry. The minor is intended for students who wish to enhance their marketability for highly competitive careers in areas related to sports business management including sports associations and

leagues, intercollegiate and professional sports organizations and teams, sports entertainment and media services, and firms that primarily supply the sports and entertainment industry. Students will apply their knowledge of business to sports through course work and hands-on experience in supervised fieldwork and internships.

Apply to Minor

Students applying to the sports business management minor must have completed at least 56 credits by the end of the Spring semester in which they are applying.

Admission decisions will be distributed to students in early April each year. Admission is highly competitive and therefore not guaranteed. By applying to the minor, you are agreeing to allow the admissions committee to review your grades.

The minor is available as an elective to students who are enrolled in the Broad College of Business (including Hospitality Business) and to students in the following colleges and majors:

1. **College of Communication Arts and Sciences:** Advertising Management, Communications Leadership and Strategy, Games and Interactive Media, Digital Storytelling, Journalism, Public Relations.
2. **College of Education:** Kinesiology
3. **College of Social Science:** Economics, Human Capital and Society
4. Students outside the colleges and majors listed above may be considered on a case-by-case basis for admission to the minor with the approval of the Department of Management.

With the approval of the department and college that administers the student's degree program, the courses that are used to satisfy the minor may also be used to satisfy the requirements for the bachelor's degree.

Curriculum

Foundations in Sports Business Management (6 credits)

All of the following courses (6 credits):

- MGT 479-Sports Business Management (3 cr.)
- MGT 493A-Sports Business: Internship (3 cr.) or MGT 493B-Sports Business: Fieldwork Seminar (3 cr.)

Foundations in Management (6 credits):

One of the following courses (3 credits):

- HRLR 201-Introduction to Human Capital and Society (3 cr.)
- MGT 315-Managing Human Resources (3 cr.)
- MGT 325-Management Skills (3 cr.)

One of the following courses (3 credits):

- HRLR 313-Employment Relations (3 cr.)
- MGT 411-Organizational Staffing (3 cr.)
- MGT 412-Compensation & Reward Systems (3 cr.)
- MGT 414-Diversity in the Workplace (3 cr.)
- MGT 460-Capstone for Management Majors (W)
- MGT 475-Negotiation and Conflict Mgt (3 cr.)

Relevant Electives (6 credits)

Complete at least six (6) credits from the following courses:

Customers and Sales

- ADV 352-Media Sales (3 cr.)
- HB 376-Hospitality Sales Process (3 cr.) (new) or MKT 313-Consultative Selling (3 cr.)
- MKT 302-Consumer and Organizational Buyer Behavior (3 cr.)

Media and Branding

- ADV 431-Monitoring and Measuring Social Media of Brands (3 cr.)
- JRN 218-Sports in Contemporary Media (3 cr.)
- MI 334-eSports and Online Broadcasting (3 cr.)
- PR 330-Social Media Management (3 cr.)

Planning, Operations, and Strategy

- EC 370-Economics of Sports (3 cr.)
- GEO 215-Sports Geography (3 cr.) (new)
- HRLR 314-Legal Environment of Work (3 cr.)
- HB 420-The Business of Golf (3 cr.)
- HB 425-Golf Operations and Management (3 cr.)
- KIN 454-Facility Planning and Construction (3 cr.)
- KIN 456-Ethical Issues in Athletics (2 cr.)

Sports and Society

- GBL 323-Introduction to Business Law (3 cr.)
- HST 324-History of Sports in America (3 cr.)
- HST 329-College Sports in the United States (3 cr.)
- HST 397-Global Soccer (3 cr.) (new) or KIN 397-Global Soccer (3 cr.)
- ISS 328-The Social Science of Sports (I) (4 cr.)

Special Topics Courses (approval granted)

- ADV 492-Special Topics in Advertising: Sports and Entertainment Public Relations (3 cr.)
- MGT 491-Special Topic in Management: Women Leadership in Sports (3 cr.)

*A maximum of 3 credits of internship or other work experience may be earned (used as elective credits) towards the following degrees: Finance, Human Resource Management, Management, Marketing, Supply Chain Management; a maximum of 2 credits of internship or other work experience may be earned toward the Accounting degree.

~~The Minor in Sports Business Management, which is administered by the Department of Management, provides students the academic foundation and practical experience to pursue careers in intercollegiate and professional sports and the sports business industry. The minor is intended for students who wish to enhance their marketability for highly competitive careers in areas related to sports business management including sports associations and leagues, intercollegiate and professional sports organizations and~~

~~teams, sports entertainment and media services, and firms that primarily supply the sports and entertainment industry. Students will apply their knowledge of business to the industries of sports through course work and hands-on experience in supervised fieldwork and internships.~~

~~The minor is available as an elective to students who are enrolled in the Broad College of Business and to students pursuing majors in Advertising, Communications with a Public Relations minor, Hospitality Business, Kinesiology, and Media and Information Technology. With the approval of the department and college that administers the student's degree program, the courses that are used to satisfy the minor may also be used to satisfy the requirements for the bachelor's degree. Students who plan to complete the requirements for the minor should apply through the Undergraduate Academic Services Office.~~

~~Requirements for the Minor in Sports Business Management~~

~~Students must complete a minimum of 18 credits from the following:~~

~~1. All of the following courses (12 credits):—~~

~~MGT 315 — Managing Human Resources and Organizational Behavior (3 cr.)~~

~~OR~~

~~MGT 325 — Management Skills and Processes (3 cr.)~~

~~MGT 460 — Capstone for Management Majors (W) (3 cr.)~~

~~MGT 479 — Sports Business Management (3 cr.)~~

~~MGT 493A — Sports Business: Internship (3 cr.)~~

~~OR~~

~~MGT 493B — Sports Business: Fieldwork Seminar (3 cr.)~~

~~-~~

~~2. Two of the following elective courses (6 credits):—~~

~~ADV 420 — New Media Driver's License (3 cr.)~~

~~ADV 431 — Monitoring and Measuring Social Media of Brands (3 cr.)~~

~~BUS 491 — Special Topics in Business (3 cr.)~~

~~EC 370 — Economics of Sports (3 cr.)~~

~~HST 324 — History of Sport in America (3 cr.)~~

~~HST 329 — College Sports in the United States (3 cr.)~~

~~ISS 328 — The Social Science of Sports (I) (4 cr.)~~

~~KIN 454 Facility Planning and Construction (3 cr.)~~
~~KIN 456 Ethical Issues in Athletics (2 cr.)~~
~~MGT 411 Organizational Staffing (3 cr.)~~
~~MGT 412 Compensation and Reward Systems (3 cr.)~~
~~MGT 414 Diversity in the Workplace (3 cr.)~~
~~MGT 418 Labor Management Relations (3 cr.)~~
~~MI 101 Understanding Media in the Information Age (3 cr.)~~
~~MI 300 Media Policy and Economics (3 cr.)~~
~~MKT 302 Consumer and Organizational Buyer Behavior (3 cr.)~~
~~MKT 313 Personal selling and Buying Process (3 cr.)~~

~~*Management majors must fulfill this requirement with at least two courses outside of management.*~~

~~*A maximum of 3 credits of internship or other work experience may be earned (used as elective credits) towards the following degrees: Finance, Human Resource Management, Management, Marketing, Supply Chain Management; a maximum of 2 credits of internship or other work experience may be earned toward the Accounting degree.~~

16. Are there admissions requirements for this program?:

Grade or grade-point average requirements and if so in which course(s), portfolio requirement, audition, essay, etc. If there are not admission requirements other than those required by the University policy indicate "none".

Prev: Students applying to the Sports Business Management Minor should provide the following: • A completed application, statement of purpose (professional letter) and resume must be sent to the Management department by March 15th. Admission decisions are made in late spring each year. • Completed applications, letter and resume should be sent in pdf format to mgt@msu.edu. Include the phrase Sports Business Management Minor Application in the "subject" line of the E-mail. • Admission is highly competitive and therefore not guaranteed. • By applying to the minor, you are agreeing to allow the selection committee to review your grades. • If accepted into the minor, you give your permission for your image (e.g., photos, video) to be displayed on the minor website or in promotional materials for the minor.

New: Students applying to the sports business management minor must have completed at least 56 credits by the end of the Spring semester in which they are applying. To apply to the sports business management minor, students should complete the application by clicking 'Apply to Minor' below and send an up-to-date resume as a PDF attachment to an email to the Department of Management (mgt@msu.edu) with "Sports Business Management Minor" in the "subject" line. Submission deadline is March 15. Admission decisions will be distributed to students in early April each year. Admission is highly competitive and therefore not guaranteed. By applying to the minor, you are agreeing to allow the admissions committee to review your grades. The

minor is available as an elective to students who are enrolled in the Broad College of Business (including Hospitality Business) and to students in the following colleges and majors: 1. College of Communication Arts and Sciences: Advertising Management, Communications Leadership and Strategy, Games and Interactive Media, Digital Storytelling, Journalism, Public Relations. 2. College of Education: Kinesiology 3. College of Social Science: Economics, Human Capital and Society 4. Students outside the colleges and majors listed above may be considered on a case-by-case basis for admission to the minor with the approval of the Department of Management.

17. Type(s) of change(s):

Curriculum revised

18. Students who will be affected by the proposed changes:

Students admitted after Spring 2023

19. Will the proposed change(s) have a negative impact on students? If so, which ones?:

Describe impact and explain what accommodations will be made:

20. Reason(s) for change(s):

Revised the curriculum for the minor and updated the majors permitted to apply.

DEPARTMENT LEVEL APPROVAL STATUS

Approved: Department of Management
5/3/2022 3:30:59 PM by Sue Polhamus for Donald E. Conlon, Chairperson

COLLEGE LEVEL APPROVAL STATUS

Approved: Eli Broad College of Business and The Eli Broad Graduate School of Management
5/3/2022 3:50:10 PM by Heidi Wardin for Cheri Speier-Pero, Associate Dean

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MINOR IN SPORTS BUSINESS MANAGEMENT

The Minor in Sports Business Management, which is administered by the Department of Management, provides students the academic foundation and practical experience to pursue careers in intercollegiate and professional sports and the sports business industry. The minor is intended for students who wish to enhance their marketability for highly competitive careers in areas related to sports business management including sports associations and leagues, intercollegiate and professional sports organizations and teams, sports entertainment and media services, and firms that primarily supply the sports and entertainment industry. Students will apply their knowledge of business to the industries of sports through course work and hands-on experience in supervised fieldwork and internships.

~~The minor is available as an elective to students who are enrolled in majors in the Eli Broad College of Business and to students in Advertising, Communication pursuing a Minor in Public Relations, Kinesiology, and Media and Information. With the approval of the department and college that administers the student's degree program, the courses that are used to satisfy the minor may also be used to satisfy the requirements for the bachelor's degree. Students who plan to complete the requirements for the minor should apply through the Undergraduate Academic Services Office in the Eli Broad College of Business. Students applying to the minor should be prepared to provide a statement of purpose (professional letter) and resume. Applications are due by April 15th. Admission decisions are made in late spring of each year. Admission to the minor is highly competitive and not guaranteed.~~

Requirements for the Minor in Sports Business Management

CREDITS

Students must complete a minimum of 18 credits from the following:

1. All of the following courses (12 credits):
 - MGT 315—Managing Human Resources and Organizational Behavior 3
 - or
 - MGT 325—Management Skills and Processes 3
 - MGT 460—Capstone for Management Majors (W) 3
 - MGT 479—Sports Business Management 3
 - MGT 493A Sports Business: Internship 3
 - or
 - MGT 493B Sports Business: Fieldwork Seminar 3
2. Two of the following courses (6 credits):
 - ADV 420—New Media Driver's License 3
 - ADV 431—Monitoring and Measuring Social Media of Brands 3
 - BUS 491—Special Topics in Business 3
 - EC 370—Economics of Sports 3
 - HST 324—History of Sport in America 3
 - HST 329—College Sports in the United States 3
 - ISS 328—The Social Science of Sports (I) 4
 - KIN 454—Facility Planning and Construction 3
 - KIN 456—Ethical Issues in Athletics 2
 - MGT 411—Organizational Staffing 3
 - MGT 412—Compensation and Reward Systems 3
 - MGT 414—Diversity in the Workplace 3
 - MGT 418—Labor Management Relations 3

The minor is available as an elective to students who are enrolled in the Eli Broad College of Business and to students in the following colleges and majors: College of Communication Arts and Sciences: Advertising Management, Communications Leadership and Strategy, Games and Interactive Media, Digital Storytelling, Journalism, Public Relations. College of Education: Kinesiology. College of Social Science: Economics, and Human Capital and Society. Students outside the colleges and majors listed above may be considered on a case-by-case basis for admission to the minor with the approval of the Department of Management. With the approval of the department and college that administers the student's degree program, the courses that are used to satisfy the minor may also be used to satisfy the requirements for the bachelor's degree.

Admission

Students applying to the sports business management minor must have completed at least 56 credits by the end of the Spring semester in which they are applying. Admission decisions will be distributed to students in early April each year. Admission is highly competitive and therefore not guaranteed. By applying to the minor, you are agreeing to allow the admissions committee to review your grades.

Requirements for the Minor in Sports Business Management

Students must complete a minimum of 18 credits from the following:

Curriculum Foundations in Sports Business Management

All of the following courses (6 credits):
 MGT 479 Sports Business Management 3
 MGT 493A Sports Business: Internship 3
 or
 MGT 493B Sports Business: Fieldwork Seminar 3

Foundations in Management

1. One of the following courses (3 credits):
 - HRLR 201 Human Capital and Society 3
 - MGT 315 Managing Human Resources and Organizational Behavior 3
 - MGT 325 Management Skills and Processes 3
2. One of the following courses (3 credits):
 - HRLR 313 Employment Relations 3
 - MGT 411 Organizational Staffing 3
 - MGT 412 Compensation and Reward Systems 3
 - MGT 414 Diversity in the Workplace 3
 - MGT 460 Capstone for Management Majors (W) 3
 - MGT 475 Negotiation and Conflict Management 3

Relevant Electives (6 credits)

Complete at least 6 credits from the following courses:

- Customers and Sales*
 ADV 352 Media Sales 3
 HB 376 Hospitality Sales Process 3
 or
 MKT 313 Consultative Selling 3
 MKT 302 Consumer Behavior 3
Media and Branding
 ADV 431 Monitoring and Measuring Social Media of Brands 3
 JRN 218 Sports in Contemporary Media 3
 MI 334 eSports and Online Broadcasting 3
 PR 330 Social Media Management 3
Planning, Operations, and Strategy
 EC 370 Economics of Sports 3
 GEO 215 Sports Geography 3
 HRLR 314 Legal Environment of Work 3
 HB 420 The Business of Golf 3
 HB 425 Golf Operations and Management 3
 KIN 454 Facility Planning and Construction 3
 KIN 456 Ethical Issues in Athletics 2
Sports and Society
 GBL 323 Introduction to Business Law 3
 HST 324 History of Sports in America 3
 HST 329 College Sports in the United States 3
 HST 397 Global Soccer 3
 ISS 328 The Social Science of Sports (I) 4

Special Topics

Selection of either of these courses requires approval by the Department of Management to ensure appropriate content.
 ADV 492 Special Topics in Advertising: Sports and Entertainment Public Relations 3
 MGT 491 Special Topics in Management: Women Leadership in Sports 3
 A maximum of 3 credits of internship or other work experience may be earned, used as elective credits towards the following degrees: Finance, Human Resource Management, Management, Marketing, Supply Chain Management; a maximum of 2 credits of internship or other work experience may be earned toward the Accounting degree.

MI-101—Understanding Media and Information	3
MKT-302—Consumer and Organizational Buyer Behavior	3
MKT-313—Personal Selling and Buying Processes	3
Management majors must fulfill this requirement with at least two courses outside of management.	