

Program Information Report

Business & Culinary Arts**Sports and Entertainment Management (CTSEM)
Certificate****Program Effective Term: Fall 2021**

In this program, students will focus on the unique sports and entertainment management industries. They will be introduced to the variety of sports and entertainment employment opportunities such as ticket sales, event management or representing a professional athlete or team. Students will develop analytical, critical thinking, and problem-solving skills that sports and entertainment industry employers are looking for. Innovative instruction from professionals and collaborative learning will enhance their experience.

Major/Area Requirements		(18 credits)
BMG 163	Introduction to Esports	3
BMG 165	Introduction to Sports and Entertainment Management	3
BMG 166	Sports and Entertainment Communications and Public Relations	3
BMG 168	Facilities and Event Management	3
BMG 169	Sports and Entertainment Marketing	3
BMG 230	Principles of Management	3

Minimum Credits Required for the Program: 18

PROGRAM PROPOSAL FORM

- Preliminary Approval** – Check here when using this form for preliminary approval of a program proposal, and respond to the items in general terms.
- Final Approval** – Check here when completing this form after the Vice President for Instruction has given preliminary approval to a program proposal. For final approval, complete information must be provided for each item.

<p>Program Name:</p> <p>Division and Department:</p> <p>Type of Award:</p> <p>Effective Term/Year:</p> <p>Initiator:</p>	<p><u>Sports and Entertainment Management</u></p> <p><u>BCT/BUSD</u></p> <p> <input type="checkbox"/> AA <input type="checkbox"/> AS <input type="checkbox"/> AAS <input checked="" type="checkbox"/> Cert. <input type="checkbox"/> Adv. Cert. <input type="checkbox"/> Post-Assoc. Cert. <input type="checkbox"/> Cert. of Comp. </p> <p><u>Fall 2021</u></p> <p><u>Anthony Terry</u></p>	<p>Program Code:</p> <p><u>CTSEM</u></p> <p>CIP Code:</p> <p><u>31.0504</u></p>
<p>Program Features Program's purpose and its goals.</p> <p>Criteria for entry into the program, along with projected enrollment figures.</p> <p>Connection to other WCC programs, as well as accrediting agencies or professional organizations.</p> <p>Special features of the program.</p>	<p>The goal of this program is to provide the opportunity for students to develop the knowledge and skills needed to be successful in the Sports and Entertainment Management Industries.</p> <p>Admissions Criteria: College-level Reading and Writing</p> <p>Anticipated Enrollment 20 – 30 students per semester</p>	
<p>Need Need for the program with evidence to support the stated need.</p>	<p>This program provides students the opportunity to explore the growing field of sports and entertainment management and marketing. Locally, we have an abundance of high school, collegiate and professional sports teams, along with many entertainment venues, which support music, art, and performance and community events. These provide opportunities for students to secure employment if they have marketable skills.</p> <p>According to the U.S. Bureau of Labor Statistics "Employment of entertainment and sports occupations is projected to grow 5 percent from 2018 to 2028, about as fast as the average for all occupations. Employment is projected to increase by about 42,600. Strong demand from the public for more movies and television shows, as well as the increasing popularity of sports, will contribute to job growth for the entertainment and sports occupations." In addition, "The median annual wage for entertainment and sports occupations was \$42,940 in May 2018, which was higher than the median annual wage for all occupations of \$38,640."</p>	

<p>Program Outcomes/Assessment</p> <p>State the knowledge to be gained, skills to be learned, and attitudes to be developed by students in the program.</p> <p>Include assessment methods that will be used to determine the effectiveness of the program.</p>	<p><u>Outcomes</u></p> <ol style="list-style-type: none"> 1. Recognize the economic impact of the sports and entertainment industries. 2. Develop and analyze a case study to practice strategies in managing a sports and entertainment venue 3. Create effective communication plans to market sports and entertainment events based on market strategies. 	<p><u>Assessment method</u></p> <ol style="list-style-type: none"> 1. Outcome Related Exam Questions 2. Case Study 3. Student Projects
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<p>Curriculum</p> <p>List the courses in the program as they should appear in the catalog. List minimum credits required. Include any notes that should appear below the course list.</p> <p>Associate degree programs must provide a semester by semester program layout.</p>	<p>BMG 163 Introduction to E-sports 3 Cr</p> <p>BMG 165 Introduction to Sports and Entertainment Management 3 Cr</p> <p>BMG 166 Sports and Entertainment Communications and Public Relations 3 Cr</p> <p>BMG 168 Facilities and Event Management 3 Cr</p> <p>BMG 169 Sports and Entertainment Marketing 3 Cr</p> <p>BMG 230 Principles of Management 3 Cr</p> <p>Total Credits 18 Cr</p>
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<p>Budget</p> <p>Specify program costs in the following areas, per academic year:</p>		START-UP COSTS	ONGOING COSTS
	Faculty	\$.	\$.
	Training/Travel	.	.
	Materials/Resources	.	.
	Facilities/Equipment	.	.
	Other	.	.
	TOTALS:	\$ 0	\$

<p>Program Description for Catalog and Web site</p>	<p>In this program, students will focus on the unique sports and entertainment management industries. They will be introduced to the variety of sports and entertainment employment opportunities such as ticket sales, event management or representing a professional athlete or team. Students will develop analytical, critical thinking, and problem-solving skills that sports and entertainment industry employers are looking for. Innovative instruction from industry professionals and collaborative learning will enhance their experience.</p>
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<p>Program Information</p>	<p>Accreditation/Licensure - None</p> <p>Advisors – Anthony Terry</p> <p>Advisory Committee - Existing Business Advisory Committee</p> <p>Admission requirements –</p> <p>Articulation agreements – In Development</p> <p>Continuing eligibility requirements - None</p>
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Assessment plan:

Program outcomes to be assessed	Assessment tool	When assessment will take place	Courses/ other pops	Number students to be assessed
1. Recognize the economic impact of the sports and entertainment industries.	Outcome Related Exam Questions	Fall 2024	BMG 165	All
2. Develop and analyze a case study to practice strategies in managing a sports and entertainment venue.	Case Study	Fall 2024	BMG 168	All
3. Create effective communication plans to market sports and entertainment events based on market strategies.	Student Projects	Fall 2024	BMG 166	All

Scoring and analysis plan:

- Indicate how the above assessment(s) will be scored and evaluated (e.g. departmentally-developed rubric, external evaluation, other). Attach the rubric.

Departmental Exam will be scored using an answer key

The Case Study and Student Projects will be scored using a departmentally developed rubric

- Indicate the standard of success to be used for this assessment.

70% of the students will score 70% or higher on the outcome related questions and activities.

- Indicate who will score and analyze the data.

Departmental Faculty

REVIEWER	PRINT NAME	SIGNATURE	DATE
Department Chair/Area Director	Doug Waters	<i>Doug Waters</i>	
Dean	Eva Samulski	<i>Eva Samulski</i>	
Curriculum Committee Chair	Lisa Veasey	<i>Lisa Veasey</i>	July 20, 2020
Please submit completed form to the Office of Curriculum and Assessment (SC 257). Once reviewed by the appropriate faculty committees, we will secure the signature of the VPI and President.			
Vice President for Instruction <input type="checkbox"/> Approved for Development <input type="checkbox"/> Final Approval	Kimberly Hurns	<i>Kimberly Hurns</i>	July 20, 2020
President	Rose Bellanca	<i>Rose Bellanca</i>	August 25, 2020
Board Approval			10/27/2020