PROGRAM INFORMATION PROFILE

This profile offers information about the performance of a program in the context of its basic purpose and key features.

**Name of Institution**

Institution: Bowling Green State University

Program Accreditor: Commission on Sport Management Accreditation (COSMA)

Institutional Accreditor: Higher Learning Commission (HLC)

Date of Next Comprehensive Program Accreditation Review: 2021

Date of Next Comprehensive Institutional Accreditation Review: 2022

*To learn more about the accredited status of the program, click here:* [*https://www.bgsu.edu/sportmanagement*](https://www.bgsu.edu/sportmanagement)

**Program Context and Mission**

Program Mission: The mission of the Sport Management Program at BGSU is to have an impact on the management of sport enterprises by initiating intellectual discussion, innovating curriculum and researching topics concerning the area of sport management. This involves providing students with appropriate coursework and field experiences, assisting students in acquiring high levels of competence, encouraging volunteerism, emphasizing diversity, promoting intellectual inquiry and developing sound professional ethics.

Program Goals: Upon completion of the baccalaureate degree, students in sport management are expected to:

* Explain that sport is a microcosm of society and is influenced by cultural traditions, social values, and psycho-social experiences;
* Explain the concepts of management and leadership and describe the various skills, roles, and functions of sport managers;
* Identify and explain moral issues related to sport in its intrinsic and extrinsic dimensions;
* Apply fundamental marketing concepts to the sport industry and understand sport as a product, and those unique aspects of the sport consumer and product markets;
* Apply and evaluate principles of interpersonal communication, mass communications, public relations, and interaction with the public, particularly related to sport agencies;
* 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;
* Explain the legal concepts within the sport workplace and evaluate the role of sport governance agencies, including their authority, organizational structure, and functions.

Brief Description of Student Population: As of July 11, 2018, the Sport Management Program has a fall 2018 enrollment of 362 students. This number includes an incoming class of 48 freshman and 6 transfer students. Note: these numbers are likely to rise as our new student orientation (SOAR) is not finished.

Admissions Requirements: When a student enrolls at BGSU and selects Sport Management as the major, the student will be assigned an academic advisor who will work with the student to determine a course map as well as discuss specific Sport Management requirements.

**Indicators of Effectiveness with Undergraduates As Determined by the Program**

1. Graduation

Year: AY 2017-18 # of Graduates: 83 Graduation Rate: NA

1. Completion of Educational Goal (other than certificate or degree – if data collected)

# of Students Surveyed: N/A # Completing Goal: N/A

1. Average Time to Certificate or Degree

1-Year Certificate: N/A 2-Year Degree: N/A 4-Year Degree: 9 semesters

1. Annual Transfer Activity

Year: AY 2017-18 # of Transfers: 56 (transferred in); 22 (transferred out) Transfer Rate:

1. Graduates Entering Graduate School

Year: AY 2017-18 # of Graduates: 65 # Entering Graduate School: No Data

1. Job Placement (if appropriate)

Year: AY2017-18 # of Graduates: 83 # Employed: No data

1. Licensure/Certification Examination Results: N/A
2. Additional Indicators, if any: None

*Form developed by the Council for Higher Education Accreditation. © updated 2015*