



**SOUTH DAKOTA BOARD OF REGENTS  
ACADEMIC AFFAIRS FORMS**

**Substantive Program Modification Form**

Use this form to request minor changes in existing programs (majors, minors, certificates, or specializations).

<b>UNIVERSITY:</b>	NSU
<b>CURRENT PROGRAM DEGREE:</b>	<b>Bachelor of Science</b>
<b>CURRENT PROGRAM MAJOR/MINOR:</b>	<b>Sport Marketing &amp; Administration</b>
<b>CURRENT SPECIALIZATION (If applicable):</b>	
<b>CIP CODE:</b>	<b>31.0501</b>
<b>UNIVERSITY DEPARTMENT:</b>	<b>Sports Sciences</b>
<b>BANNER DEPARTMENT CODE:</b>	<b>NHPE</b>
<b>UNIVERSITY COLLEGE:</b>	<b>Millicent Atkins School of Education</b>
<b>BANNER COLLEGE CODE:</b>	<b>5E</b>

**University Approval**

*To the Board of Regents and the Executive Director: I certify that I have read this proposal, that I believe it to be accurate, and that it has been evaluated and approved as provided by university policy.*

*Michael Werous*

Vice President of Academic Affairs or  
President of the University

3/11/2024

Date

**1. This modification addresses a change in (place an "X" in the appropriate box):**

- |  |   |
|--|---|
| <input type="checkbox"/> Total credits required within the discipline  | <input type="checkbox"/> Total credits of supportive coursework |
| <input type="checkbox"/> Total credits of elective coursework  | <input type="checkbox"/> Total credits required for the program |
| <input checked="" type="checkbox"/> Program name   | <input type="checkbox"/> Existing specialization                |
| <input type="checkbox"/> CIP Code  | <input type="checkbox"/> Other (explain below)                  |
| <input type="checkbox"/> Modification requiring Board of Regents approval<br><i>Must have prior approval from Executive Director or designee</i> |   |

2. **Effective date of change: 8/1/2024**

3. **Program Degree Level (place an "X" in the appropriate box):**

Associate  Bachelor's  Master's  Doctoral

4. **Category (place an "X" in the appropriate box):**

Certificate  Specialization  Minor  Major

5. **If a name change is proposed, the change will occur (place an "X" in the appropriate box):**

- On the effective date for all students
- On the effective date for students new to the program (enrolled students will graduate from existing program)

**Proposed new name: Sports Administration**

*Reminder: Name changes may require updating related articulation agreements, site approvals, etc.*

6. **Is the program being modified associated with a current articulation agreement?**

Yes  No

a. **If yes, will the articulation agreement need to be updated with the partner institution following the approve of the program change? Please explain:**

The Sport Marketing & Administration BS degree has an articulation agreement with Southeast Technical College. All courses will still be offered on a one- or two-year rotation, allowing the details of this agreement to be held. Only changes to plans of study will need to be made.

7. **Primary Aspects of the Modification (add lines or adjust cell size as needed):**

<i>Existing Curriculum</i>				<i>Proposed Curriculum (highlight changes)</i>			
Pref.	Num.	Title	Cr. Hrs.	Pref.	Num.	Title	Cr. Hrs.
PE	180	Foundations of HPER/A	2	PE	180	Foundations of HPER/A	2
PE	183	Professional Communications in HPER/A	3	PE	183	Professional Communications in HPER/A	3
PE	334	Behavioral and Social Science Issues in HPER/A	3	PE	334	Behavioral and Social Science Issues in HPER/A	3
PE	379	Sport for Individuals with Disability	3	PE	379	Sport for Individuals with Disability	3
PE	395	PE 395 - Practicum	3	PE	395	Practicum	3
PE	411	Sport Marketing	3	PE	411	Sport Marketing	3

PE	412	Financial Aspects of Sport	3	PE	412	Financial Aspects of Sport	3
PE	413	Sport Administration Colloq	3				
PE	414	Sport Law & Ethics	3	PE	414	Sport Law & Ethics	3
				PE	415	E-Sport Management	3
PE	440	Organization and Administration of HPER/A	3	PE	440	Organization and Administration of HPER/A	3
PE	456	Global Aspects of Sport	3	PE	456	International Sport Management	3
PE	457	Psychology of Human Performance	3	PE	457	Psychology of Human Performance	3
PE	459	Introduction to Research Methods	3	PE	459	Introduction to Research Methods	3
PE	467	Event Planning & Program Development	3	PE	467	Event Planning & Facility Management	3
PE	496	Field Experience	3	PE	496	Internship	3
IDL	190	Seminar	2	IDL	190	Seminar	2
<b>Business Finance (Choose 2 - 6 Credits)</b>				<b>Business Finance (Choose 2 - 6 Credits)</b>			
ACCT	210	Principles of Accounting I	3	ACCT	210	Principles of Accounting I	3
ACCT	211	Principles of Accounting II	3	ACCT	211	Principles of Accounting II	3
ECON	201	Principles of Microeconomics	3	ECON	201	Principles of Microeconomics	3
ECON	202	Principles of Macroeconomics	3	ECON	202	Principles of Macroeconomics	3
<b>Business Marketing (Choose 2 – 6 Credits)</b>				<b>Business Marketing (Choose 2 – 6 Credits)</b>			
BADM	370	Marketing	3	BADM	370	Marketing	3
BADM	372	Advertising	3				
				BADM	403	Integrated Marketing Communications	3
BADM	471	Marketing Management	3	BADM	471	Marketing Management	3
BADM	475	Consumer Behavior	3	BADM	475	Consumer Behavior	3
BADM	476	Marketing Research	3	BADM	476	Marketing Research	3
<b>Business Administration (Choose 2 - 6 credits)</b>				<b>Business Administration (Choose 2 - 6 credits)</b>			
BADM	334	Small Business Management	3	BADM	334	Small Business Management	3
BADM	336	Entrepreneurship I	3	BADM	336	Entrepreneurship I	3
BADM	350	Legal Environment of Business	3	BADM	350	Legal Environment of Business	3
BADM	360	Organization and Management	3	BADM	360	Organization and Management	3
BADM	432	Customer Relationship Management	3	BADM	432	Customer Relationship Management	3
BADM	457	Business Ethics	3	BADM	457	Business Ethics	3
				BADM	460	Human Resource Management	3
Total Hours Required			64	Total Hours Required			64

## 8. Explanation of the Change:

We believe that updated course titles, *International Sport Management*, and *Event Planning & Facility Management*, the addition of *Esports Management*, *Integrated Marketing Communications*,

and *Human Resource Management*, to our existing Sport Marketing & Administration degree program is beneficial and necessary for several compelling reasons.

Esports, or electronic sports, has emerged as a significant and rapidly growing sector within the sports industry. Adding an e-sports management course to our program will equip students with the specialized knowledge and skills required to navigate this unique and dynamic field. Including *ESports Management* is essential to prepare students for careers in one of the fastest-growing segments of the sports and entertainment industry.

In an increasingly interconnected world, the sports industry is becoming more global. International sports management is crucial to equip our students with the cross-cultural understanding, international market knowledge, and global perspectives needed to excel in the international sports arena. This concentration will help them thrive in a diverse and evolving industry, fostering a broader view of sports management that transcends borders. *International Sport Management* replaces *Global Aspects of Sport*. The name change aligns with the program's sports business focus.

*Event Planning & Facility Management* are integral components of sports administration. This course will provide students with specialized skills in organizing and managing events, ensuring they are equipped to handle the complexities and logistics involved in staging successful sports events. It also addresses the growing need for professionals skilled in managing sports facilities effectively. The event planning course added facility management to address better curriculum standard alignment to the national organizations.

*Integrated Marketing Communications* replaces *Advertising*. *Advertising* is no longer offered by the NSU business department.

Changing the program's name to Sports Administration more accurately reflects the breadth and depth of the curriculum, highlighting its commitment to preparing students for a wide range of administrative roles within the sports industry. It also aligns the program's identity more closely with the diverse career paths available to graduates, ranging from facility management to international sport management, and from ethical considerations to the management of e-sports and special populations. Lastly, this was a recommendation provided by our Sports Sciences Advisory board due to the limited nature of the marketing title in the current program name.

**For substantial modifications requiring Board approval, complete the items below.** References to external sources should be documented with a footnote (including web addresses where applicable).

9. Date of approval from the Executive Director or designee.
10. Identify the program modification requested.
11. Provide justification for the desired modification.
12. Would the requested modification require a change to the catalog description and/or the program learning outcomes? If so, describe.
13. Indicate the number of students currently enrolled in the program.

14. Describe the real impact on students.
15. Describe the real impact to the university.
16. Describe any cost associated with the program modification.
17. Describe any risks and unintended consequences associated with the program modification.
18. Would this modification be effective for current and future students or only students who enroll following the change?