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# Health Services Management

## College of Health Sciences

Department of Health Services

Health Services Management

2024

Department of Health Services

Health Services Management

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AY 2018	AY 2019	AY 2020	AY 2021	AY 2022	2 YR Growth	AY2021 compared to AY2022 only
N/A	N/A	N/A	7	24	243%	243%

**Include a narrative that discusses:**

**Program Purpose and Mission**

The BS in Sport Management supports the mission of Middle Georgia State

University to educate and graduate inspired, lifelong learners who will enhance their community through professional leadership, specifically in the state's sport and recreation industry.

The Bachelor of Science in Sports Management is designed to meet the interdisciplinary needs of an expanding discipline and workforce. The program's goals include offering benchmarked contemporary curriculum through which students will be exposed to the varied parameters and nature of sports

recreation, and fitness management and operations. Consequently, students will

- Developing and maintaining strong ties with graduates/alumni, the practitioner community, and the sport management industry.
- Collaborating with the profession, university, and community in service projects and professional development.
- Effectively and efficiently managing the resources of the institution.

**Program Age, Tracks, Concentrations, etc.**

The Sport Management was approved 2018 with first classes beginning Fall 2019. The program included 120 credit hours of instruction to attain degree completion, with 42 in AREAS A-E, 18 in AREA F, 39 Upper Division, and 21 Electives. There are no additional tracks or concentration within the degree. Exploration is in process to add concentrations, tracks, or certificates in Sport Psychology and Sport Coaching as well as other potential needs for the region.

The Sport Management program is not accredited. However, future plans are to seek

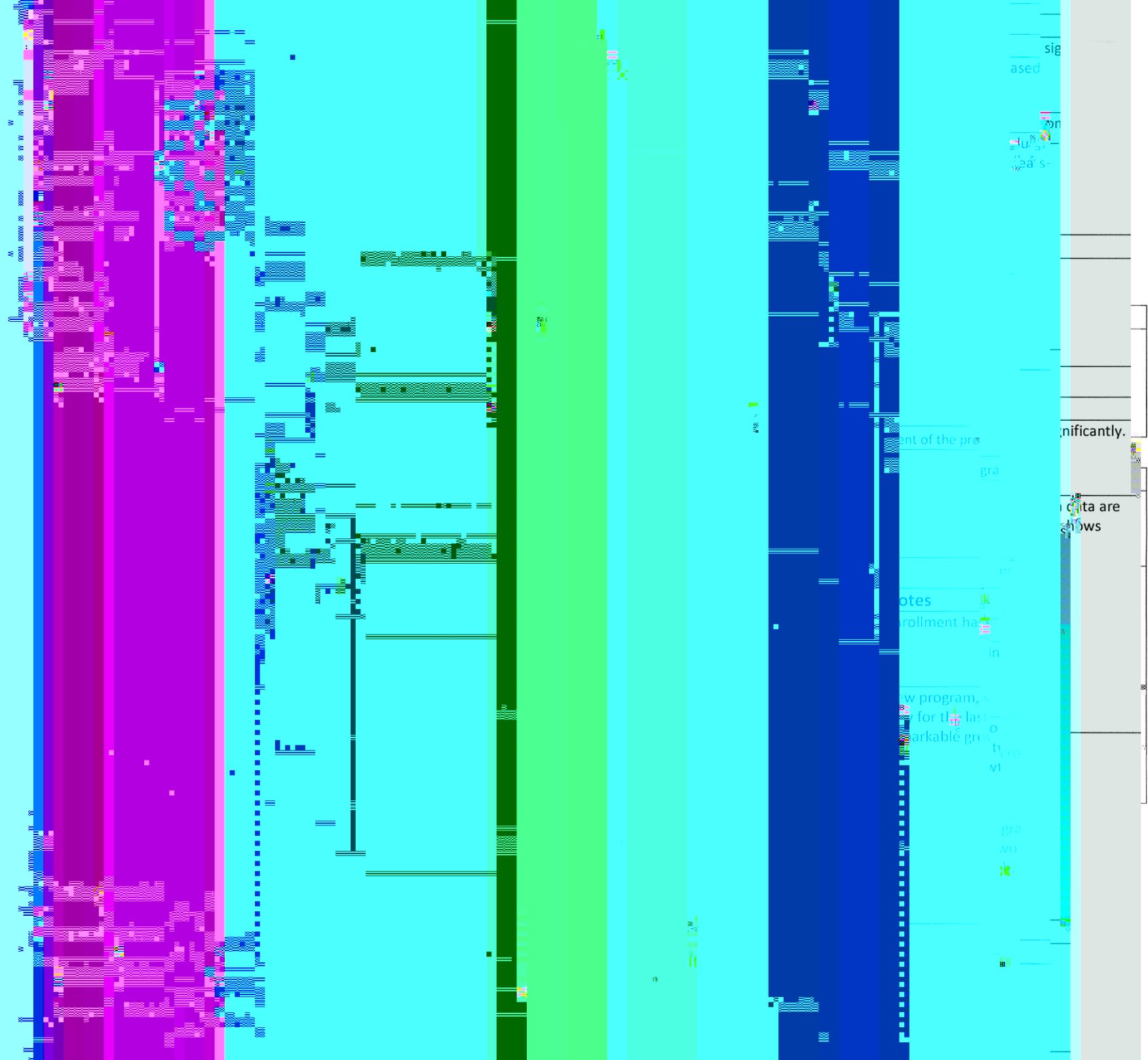
### **Plans for Action**

While no comprehensive protocol exists for a sports management degree, the institution has benchmarked credentialing possibilities from the Commission on Sport Management Accreditation (COSMA).

### **Shifting Trends and Market Forces that may Impact Program Demand**

The B.S. in Sports Management (SPMA) is positioned to meet a strategic need of the institution

need. The degree also promises to be popular among students—particularly among student athletes. The National Association of Intercollegiate Athletics, which requires athletes to declare a major that culminates in a baccalaureate credential will lead to increased enrollment into this degree program. The increased growth in women's sports and the concern for athletic



## IEB's Comprehensive Program Review Rubric and Evaluation

**Strengths of Note:** The number of enrolled students and of graduates shows a promising upward trend. Plans are in place to expand program to receive accreditation. Flexibility in program development is a plus.

**Concern:** Rapid growth can create additional challenges; the program directors should continue to strive for flexibility and adaptability.

**Comments:**

## Comprehensive Program Review Report

**Academic Program Name:** Bachelor of Science in Sports Management

**College or School:** The School of Business and Health Administration

**Department:** Health Administration

**Date of Last Internal Review:** N/A

**Outcome of Previous Program Review (brief narrative statement, if applicable):**

This is a new program established in (insert date)

**Current Date:** 6/1/2023

**Executive Summary:**

The Bachelor of Science in Sport Management program demonstrates quality, viability, and productivity of efforts in teaching and learning, scholarship, and service that are aligned with AACSB's mission, vision, and the interests of



In addition, in order for this program to effectively grow, we will need to hire additional full-time faculty.

Thank you for your attention to the needs of the program. Dr. Heckford would be happy to answer any questions.

**Academic Program Name: BS Sport Management**  
**College or School: School of Business**  
**Department: Health Administration**  
**CPR Review Schedule AY22-23**

**Provosts Response:**

The comprehensive review affirms the recommendations of the Department Chair and Dean regarding the Bachelor of Science in Sport Management program. The review recognizes the program's strong commitment

to quality teaching and learning experiences, evidenced by enthusiastic faculty members and effective