



Report Submitted!

Thank you for submitting a Comprehensive Program Review Report. Below is the information you sent on June 30, 2003. *Please note* this is a temporary web page and cannot be bookmarked. You may wish to print this page for your records. You will also receive confirmation via email.

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- 5 **Institution:** Kennesaw State University
- 6 **Review Status:** Triggered Review
- 7 **Degree level:** Bachelors
- 8 **Degree acronym:** BS
- 9 **Degree/Major:** BS with a major in Sport Management
- 10 **CIP Code:** 31050400
- 11 **College,** College of Health & Human Services
School/Division:
- 12 **Department:** Department of Health, Physical Education, & Sport Science
- 13 **CPR Plan** Yes
followed:
- 14 **Future institutional** Expand and enhance
plans for program:
- 15 **Plan for resources** add
in this program:
- 16 **Supplemental file:** CPR FINDINGS to BOR - Sport Management.doc
- 17 **File Type:** MS Word
- 18 **CPR Web Addr.:** www.kennesaw.edu/ie

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**FOR THE
B.S. WITH A MAJOR IN SPORT MANAGEMENT
AT KENNESAW STATE UNIVERSITY**

MAJOR FINDINGS ON THE PROGRAM'S QUALITY, PRODUCTIVITY, & VIABILITY

This major became a stand-alone degree program in Fall 1998. Prior to that time, it had been an optional concentration in the Health & Physical Education major. Because it was so new and had no graduates in FY98 and very few in its first year of operation in FY99, this program was originally triggered for special review by the System Office. Whereas the departmental self-study evaluated the program as strong in quality and productivity, the University Program Review Council judged this program to be satisfactory in quality, satisfactory in productivity, and viable for continuation at this time. The Council's lower ratings were linked to perceived deficiencies in curricular adherence to national standards, the number of faculty supporting the program, the condition of facilities, use of advanced instructional technology, external funding, diversity, and stakeholder assessment. On the other hand, the Council gave strong ratings to the credentials of existing faculty, operational funding, advising, preparation of graduates, success of graduates, practica for graduates, and the program's responsiveness to change. The Council's satisfactory rating of the program's productivity was based largely upon the relative newness of the program. It observed that productivity trends in upper division enrollments and degrees conferred were positive and promising and will become strong once the program matures and additional faculty and facilities are on board. The faculty's instructional productivity and the program's cost-effectiveness were rated as strong by the UPRC. The program appeared to be well matched with the large and growing sports industry in the Atlanta metropolitan area. The Council was supportive of the program's plans for improvement but suggested that greater attention be given to formulating specific priorities, action plans, and timetables for accomplishing program goals.

PLANS FOR IMPROVING THE PROGRAM'S QUALITY, PRODUCTIVITY, & VIABILITY

Some of the more notable plans for improvement include: hiring an additional faculty member in sport management; completing construction in 2004 of a new \$18 million facility to house the Department of Health, Physical education, & Sport Science; increasing the numbers of sport management courses offered each term to accommodate student demand and prepare students appropriately for their internships; establishing an advisory board; seeking program certification from the North American Society for Sport Management (NASSM); exploring articulation linkages between this bachelor's program and preparation for pursuing an M.B.A. degree; and establishing better program-specific data and information for program administration and assessment.

NEW RESOURCE ALLOCATIONS FOR IMPROVEMENT

Kennesaw State's funding and expenditures per FTE student have been substantially below average throughout the university's relatively brief history. New funding and facilities have lagged KSU's exceptional rate of growth over the years. Consequently, the student/faculty ratio at KSU is exceptionally high, and the institution would need another 150 full-time faculty to reach the average of the other state and regional universities in the USG. In that context, there is substantial justification for enhancing most degree programs with additional investments in full-time faculty support. However, this review and its recommendations were completed in the context of a statewide and national economic downturn, significant budget cutbacks in the State's, the University System's, and KSU's operating budgets, and little prospect of KSU receiving special catch-up funding from state appropriations in the near term.

State funds have already been secured and committed for the construction of new facilities needed to address weaknesses in that area of the program's quality. The UPRC recommended enhanced operating support, especially for additional faculty. An additional faculty line was budgeted from KSU's redirected and self-generated funds. The Council also encouraged the program to capitalize on its connections with the sports industry to secure external funding and gifts.

PLANS FOR INCREASING PROGRAM PRODUCTIVITY ABOVE THRESHOLD (A TRIGGERED PROGRAM)

Many of the plans cited above are expected to have a positive impact on student enrollment, enrollment of majors, student retention, and degree completion. This program was originally triggered for special review by the System Office because its degree productivity from FY98 to FY00 averaged 5 graduates a year. That average was somewhat misleading since the stand-alone degree program did not exist in FY98 and had surpassed the productivity threshold with 11 graduates in its second year of operation in FY00. Since then, the average number of graduates per year has grown to 18 for FY01 and FY02. Furthermore, the number of declared majors grew rapidly from the program's first year of operation when it stood at only 15 in Fall 1998 and soon rose to 117 by Fall 2000. The number of majors has stabilized at that level for the past three years. These statistics suggest that it is highly unlikely that the program will fall below the Regents' productivity thresholds anytime in the foreseeable future.

