

**E - New or Revised Program/Degree/Major Revised
8/19 : Entry # 3590****Today's Date**

09/15/2025

Your Name

Jenny Lukow

Your Emailjlukow@highpoint.edu**Are you a department chair?**

Yes

By checking below, I certify that my department chair was notified and approved moving forward with this proposal.

Yes

Please select the appropriate school to oversee this proposal:

Communication

When will this program / degree / major go into effect?

Fall 2026

Please choose a category for this proposal.

Major - Revise

Are you also revising the corresponding minor?

Yes

Please provide a 200-word summary of the proposed school / program / degree / major.

The sport management (SMG) major and sport management minor will be revising the course requirements to better align with industry trends and curriculum standards in the discipline. We are requesting the following changes related to the sport management major and minor:

- Drop SMG 3030 Gender Issues in Sport (4 hours) as a required course for the sport management major and drop as an elective for the sport management minor
 - o No longer needed
- Add SMG 2700 Management of Intercollegiate Athletics (4 hours) as a required course for the sport management major and an elective for the sport management minor.
 - o Will enhance and expand curriculum and better prepare sport management students for employment in the sports industry.

This revision will not change the total number of required hours for the sport management major; the required number will remain 52 credit hours.

What is the rationale for the new school / program / degree / major? If this proposal seeks to revise a school / program / degree / major, then what is the rationale for the revision?

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Justification for dropping SMG 3030 and adding SMG 2700:

As the sports industry continues to evolve, we regularly reassess our curriculum to ensure students are prepared for professional success by engaging with the most relevant content. During the past academic year, we conducted a comprehensive review of the sport management curriculum, which revealed several areas requiring attention.

The first issue concerned overlapping content across courses. Our review of SMG 3020 Sport in Society, SMG 3030 Gender Issues in Sport, and SMG 3040 Sport Law indicated that certain topics were addressed in all three courses without a clear scaffolding of knowledge. To address this redundancy, we determined it would be best to eliminate SMG 3030 and redistribute its content appropriately within other courses.

The second issue was the absence of a course dedicated to the distinct challenges within intercollegiate athletics. Given the significant role of intercollegiate athletics in the sports industry, we concluded that adding a specialized course would better prepare students to understand and address the issues professionals face in this sector. Such a course will ensure students are equipped with both the industry knowledge and practical skills essential for success in this field, thereby strengthening the comprehensiveness of our sport management program.

Any additional information that you'd like to share with the Registrar's Office?

Current Sport Management Major (52 hours)

- (4) COM 1110 Human Communication
- (4) COM 1120 Introduction to Media Creation
- (4) SMG 1010 Introduction to Sport Management
- (4) SMG 1020 Professional Development in Sport Management
- (4) SMG 2100 Sport Marketing
- (4) SMG 2500 Organizational Behavior in Sport Organizations
- (4) SMG 3020 Sport in Society
- (4) SMG 3030 Gender Issues in Sport
- (4) SMG 3040 Sport Law
- (4) SMG 3050 Sport Finance
- (4) SMG 3060 Sport Facility Management
- (4) SMG 4100 Strategic Management of Sport Organizations
- (4) SMG 4811 Sport Management Internship

Proposed Sport Management Major (52 hours)

- (4) COM 1110 Human Communication
- (4) COM 1120 Introduction to Media Creation
- (4) SMG 1010 Introduction to Sport Management
- (4) SMG 1020 Professional Development in Sport Management
- (4) SMG 2100 Sport Marketing
- (4) SMG 2500 Organizational Behavior in Sport Organizations
- ADD (4) SMG 2700 Management of Intercollegiate Athletics
- (4) SMG 3020 Sport in Society
- DROP (4) SMG 3030 Gender Issues in Sport
- (4) SMG 3040 Sport Law
- (4) SMG 3050 Sport Finance
- (4) SMG 3060 Sport Facility Management
- (4) SMG 4100 Strategic Management of Sport Organizations
- (4) SMG 4811 Sport Management Internship

List of Required Courses

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Course (Prefix and Number)

SMG 2700

NEW or EXISTING?

new

Revisions needed for an existing course (if necessary)

n/a

List of Elective Courses

Course (Prefix and Number)

n/a

NEW or EXISTING?

Revisions needed for an existing course (if necessary)

Please upload a file showing the current course requirements (preferably from the Undergraduate Bulletin)

- [Sport-Management-Major-Revision-2025.pdf](#)

Overlap with existing school / program / degree / major?

n/a

What is the rationale for the new school / program / degree / major?

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What academic divisions, University officers, programs, or other stakeholders are involved in, or affected by, this proposal?

n/a

What types of students are expected to enroll in this program or pursue this degree/major? Please provide projected enrollment.

Currently 230 students are enrolled in the sport management major and an additional 55 are enrolled in the minor; both majors and minors will be able to take SMG 2700, but it will be required for sport management majors.

Consistency of Mission and Quality

n/a - we are simply revising the major by dropping one course and adding another

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If a student takes SMG 2700, it would count for SMG 3030 as a required course in the major.

Assessment Strategy

The Sport Management Department has submitted all relevant assessment reports required by the university. Adding SMG 2700 and deleting SMG 3030 will not impact any assessment strategies going forward.

Please attach full proposal and any supporting documents/reports.

- [Sport-Management-Major-Revision-20251.pdf](#)

For Deans:

Does this proposal connect solely to programs in your school (Intra-Collegiate), or does it have connections to broader university programs and requirements (Inter-Collegiate)? Note that all proposals connected to University Academic Programs or within the General Education should be considered Inter-Collegiate proposals.

Intra-collegiate

Is this proposal consistent with the school and university mission?

Yes

Comments justifying this determination?

The changes fit our school mission and the overall university mission.

Are necessary resources available to support this proposal?

Yes

[DEAN] I approve/deny this proposal for further advancement

Approve

Today's Date (REQUIRED)

09/15/2025

For School EPC:**Is this proposal consistent with the school and university mission?**

Yes

[SCHOOL EPC] I approve/deny this proposal for further advancement

Approve

Today's Date (REQUIRED)

11/14/2025