

BOARD OF TRUSTEES OF THE NEBRASKA STATE COLLEGES

ITEMS FOR DISCUSSION AND ACTION\ACADEMIC AND PERSONNEL

ACTION: Approve Addition of Sports and Community Leadership and Operations Option within the Business Administration Major for Peru State College

Per Policy 4200, which requires all new academic programs to be submitted to the Board for approval, Peru State requests approval of the Sports and Community Leadership and Operations Option for the Business Administration program, beginning Fall 2023.

The System Office and Peru State College recommend approval of the Addition of Sports & Community Leadership & Operations Option in Business Administration Major PSC.

ATTACHMENTS:

- [PSC Sports Community Leadership Operations Option \(PDF\)](#)

Peru State College

Proposal to Add Sports and Community Leadership and Operations Option to the Business Administration major

1. Descriptive Information

A. Name of Institution: Peru State College

B. Name of Program: Business Administration

C. Degrees/credentials to be awarded graduates of the program:

Bachelor of Arts or Bachelor of Science in Business Administration – Sports and Community Leadership and Operations option

D. Other programs offered in this field by the institution:

Options: Accounting, Computer Management Information Systems, Management, Marketing, Human Resources and Risk Management, Public Administration, Business Finance, Healthcare Business

Minors: Accounting, Computer Management Information Systems, Management, Marketing, Human Resources and Risk Management, Organizational Leadership and Management, and Organizational Leadership and Global Issues, Public Administration, Business Finance, Healthcare Business

E. CIP code: 52.0201 Business Administration and Management, General

F. Administrative units for the program: School of Professional Studies

G. Proposed delivery site(s) and type(s) of delivery, if applicable: Campus

H. Proposed date (term/year) the program will be initiated: Fall 2023

I. Description of Program:

The Business Administration - Sports and Community Leadership and Operations option provides students with the opportunity to develop critical thinking, problem-solving, and decision-making skills, as well as an understanding of the unique challenges and opportunities in the sports industry and leading community organizations. Students in this degree program may seek advanced studies in sports management, sports leadership, college coaching, and community organization leadership.

This program is unique as it provides a strong business administration core set of classes and combines business, health, physical education, and recreation classes along with internships to provide an opportunity for theoretical and applied learning for students.

Program outcomes include:

1. Students shall develop an understanding of key concepts and theories associated with sports coaching, sports psychology, and sports theories.
2. Students shall acquire and employ content knowledge in budgeting, finance, operations, and leadership as associated with sports and community organization leadership.

3. Students shall acquire and deploy skill sets related to marketing and event management through the use of contemporary and digital software.
4. Students shall acquire knowledge and experience through internships in sports organizations and or community organizations.

The Sports and Community Leadership and Operations option uses the same core as the existing Business Administration options. The requirements for the new option are outlined below.

Business Administration Core Requirements (33 credits)			Credits
BUS	214	Introduction to Business Quantitative Methods	3
BUS	231	Principles of Financial Accounting	3
BUS	232	Principles of Managerial Accounting	3
BUS	251	Legal Environment and Contract Law	3
BUS	328	Principles of Marketing	3
BUS	335	Production Operations Management	3
BUS	339	Business Finance	3
BUS	373	Organizational Behavior	3
BUS	480	International Business	3
BUS	495	Business Policy	3
CMIS	300	Information Systems Management	3
Sports and Community Leadership and Operations Option (24 credits)			
HPER	204	Coaching Athletics: Theory and Practice	2
HPER	215	First Aid/CPR AED	1
HPER	310	Psychology of Sports and Physical Activities	3
BUS	260	Entrepreneurship	3
BUS	347	Consumer Behavior	3
BUS	365	Leadership Theories and Practice	3
BUS	493	Team Design and Performance	3
BUS	441	Internship	6
TOTAL 57 Credits			

Sports and Community Leadership and Operations Option Course Descriptions: *No courses are new*

HPER 204 Coaching Athletics: Theory and Practice

This course designed for teacher candidates pursuing an athletic coaching endorsement, examines the theory, philosophy, organization, methodology, strategy, and practical application of coaching sports. In addition to coaching theory, candidates will select a minimum of one sport to study in-depth and for which to develop a program plan.

HPER 215 First Aid, CPR, AED

The purpose of this course is to provide the citizen responder with the knowledge and skills necessary in an emergency to help sustain life and minimize pain and the consequences of injury or sudden illness until medical help arrives. The course content and activities will prepare participants to recognize emergencies and make appropriate decisions for first aid care. This course teaches the first aid skills the citizen responder will need in order to act as the first link in the EMS system. This course also emphasizes prevention of injuries and illness, with a focus on personal safety and health.

HPER 310 Psychology of Sports and Physical Activities

This course examines the place of psychology in physical education and sports. It includes personality, attention and arousal, anxiety and intervention, theories of motivation, and social psychology of sports aggression, audience effects, team cohesion, and leadership in sports.

BUS 260 Entrepreneurship

This course is designed for individuals interested in starting a small business. The areas covered include writing a small business plan, researching markets, raising money, analyzing accounting records, and using information technology.

BUS 347 Consumer Behavior

This course presents the principles of consumer behavior in the areas of motivation, perception, learning, attitude change, information processing, lifestyle, demographics, social class, reference groups, opinion leaders and diffusion, family and culture, and shopping environments.

BUS 365 Leadership Theories and Practice

This course offers a theoretical view and practical approach to studying leadership. Conceptual-based aspects will include introducing various leadership styles, tactics, and theories. For practical application, students will also have the opportunity to learn more about their own tendencies in leadership scenarios and/or experiences based upon case study work and leadership assessments.

BUS 493 Team Design and Performance

This course examines the design and performance of work and decisional teams including team composition, authority, communication, roles, support, and leadership. This course will prepare the student to be a successful team member and leader by exploring team evolution, self-management, and conflict resolution. This course is recommended for juniors and seniors in any degree program.

BUS 441 Internship

This course is designed for students to explore and gain work experience related to their major and anticipated career goals. Students may enroll for 1-12 hours of graded credit. A minimum of forty-five hours of work experience will be required for each hour of credit per semester. The student will complete necessary paperwork with the employer and the Internship Supervisor. No more than 12 credit hours of internship credit may be counted towards graduation requirements.

2. Centrality to Role and Mission

The College's mission states, "Peru State College provides students of all backgrounds access to engaging educational experiences to strengthen and enrich communities, Nebraska and the world." This degree program allows students to select an option in Sports and Community Leadership and Operations in the Bachelor of Science in Business Administration degree program. Students will be required to complete a business internship as part of this degree program. Additionally, this program allows students to return to their communities and fulfill roles in sport-related retail establishments, paid and volunteer coaching, community leadership and administrative positions, along with a wide array of roles related to community service. Students may also pursue graduate degrees in Sports Administration, Leadership, and/or Management.

3. Evidence of Need and Demand

A. Need for the program:

According to the Bureau of Labor Statistics (BLS), According to the Occupational Outlook Handbook, roles in leadership and management in a wide variety of fields, including sport, community, non-profit, and business, continue to have positive growth estimates.

Students with these credentials shall have opportunities to go on to careers in both for-profit and non-profit roles in sport leadership and community leadership and programming throughout Nebraska. There are also numerous opportunities in the sports retail industry.

Examples of jobs in this field include:

- Wellness Center Director
- Marketing Manager
- Operations Specialties Manager
- Facilities Manager
- Recreation Manager
- Fundraiser
- Advertising Manager

B. Demand for the Program:

Using data from the National Student Clearinghouse, the College has found that students who do not attend Peru State often enroll in programs related to sports and business at other institutions. There are also a number of current students who wish to pursue business and sports and currently they do not have an option to do both. This program will help with retention of students, as a result. It is anticipated the program will attract a minimum of at least 8-10 new students a year, once publicized, with a goal of 30 new students in this program at the end of 5 years.

4. Adequacy of Resources

A. Faculty and Staff Resources:

There are no additional staff required for this program. All courses exist and are routinely offered. If the program were to be offered online, PSC would have to pay for an adjunct to teach one course (\$3,000). All other courses are currently available on campus and online.

B. Physical Facilities:

Physical facilities are sufficient for the program, since all courses are currently being offered. The addition of new athletic and recreation facilities on campus will provide additional space for the program as well as provide a laboratory for students to apply their skills and knowledge.

C. Instructional Equipment and Informational Resources:

No additional instructional equipment is needed. Library has sufficient resources. The Instructional Resources budget line could provide equipment in the future, if necessary.

D. Budget Projections for the first five years of program:

Since all courses are already being offered, there will be no new expenses for this program. We anticipate some students may choose this option over other options to better prepare them for their careers. It's likely there will be new students to the College as well to enhance revenue.

5. Avoidance of Unnecessary Duplication

Other institutions in the state, including Wayne State College and Chadron State College, have similar programs. This program is distinct in that it is an option for the Business major. Students will receive a broad background in core business classes in addition to the focus on sports. With this background, students will be familiar with topics such as accounting, law, marketing, management, and information systems. The option courses reflect a focus on leadership, team building, and entrepreneurship in addition to those courses focused on sports and recreation.

6. Consistency with the Comprehensive Statewide Plan for Postsecondary Education

The proposal to add a Sports and Community Leadership and Operations Business option at Peru State College is consistent with the Coordinating Commission for Postsecondary Education's Comprehensive Statewide Plan for Postsecondary Education and helps the state advance three major goals: meeting the educational needs of students, meeting the needs of the state, and meeting the needs through exemplary institutions.

This program meets the educational needs of students by providing a major in an area of interest for many of them. Current students have expressed interest in more sports-related academic programs and the addition of this program will meet their needs, as well as the needs of students who do not attend the College since it does not have this program.

The program also helps to meet the needs of the state by Providing a program to students which allows them to return to their communities in Nebraska and serve in a variety of roles related to sports programming, community programming, and leadership alleviates brain drain within Nebraska and strengthens the core element of maintaining and increasing population in rural and urban areas throughout the state.

Finally, the addition of the Sports and Community Leadership and Operations option will help Peru State College fulfill its role in an exemplary manner. With the addition of new athletic facilities, this program will provide a strong connection between athletics, recreation, and academics. Students will be able to apply what they have learned in state-of-the-art facilities, working alongside the College's athletic program.