



Advancing Excellence in Sport Management Education

**FOR IMMEDIATE RELEASE**

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**COSMA ACCREDITS FIVE SPORT MANAGEMENT PROGRAMS**

**Bowling Green State University (Master's degree)**

**Lasell College (Bachelor's degree)**

**University of Mount Union**

**University of North Florida**

**Western New England University**

The Board of Commissioners (BOC) of the Commission on Sport Management Accreditation (COSMA) accredited five new institutions with a total of five Sport Management programs during its November 20, 2014, meeting. This brings the total number of COSMA-accredited institutions to 19 and the total number of accredited Sport Management programs to 36. All five member institutions submitted a comprehensive Self-Study document and hosted a site visit as a final evaluation of their programs. A list of all COSMA-accredited institutions can be found here:

<http://www.cosmaweb.org/list-of-accredited-programs.html>.

***Bowling Green State University (Master's degree)*** (<http://www.bgsu.edu/education-and-human-development/human-movement-sport-leisure-studies/graduate-program/sport-administration.html>)

BGSU currently has two distinct degree programs in sport management, both housed in the School of Human Movement, Sport, and Leisure Studies, and autonomous with different coordinators. The Master of Science in Education, Sport Administration Specialization is predicated on the belief that graduate study involves mastering levels of complexity and generalization that extend the knowledge and intellectual maturity of accomplished baccalaureate degree holders. Moreover, graduate study occurs in the company of students interested in and capable of analyzing, exploring, questioning, reconsidering, and synthesizing old and new knowledge and skills and therefore, graduate education is much more than the passing of a particular number of courses and the fulfillment of certain minimum requirements. Students consider themselves co-workers with other students, scholars, and professors in cooperative intellectual endeavors. The Masters of Science Education, Sport Administration specialization requires the student to complete four different areas in the degree: A Research Core, Sport Administration Core, a Specialization Area, and Electives. The student has the flexibility to specialize their degree based upon their area of interest. Like the undergraduate program that was accredited by COSMA in June 2014, the Master's Program utilizes the expertise of the faculty in their respective area.

***Lasell College (Bachelor's degree)*** (<http://www.lasell.edu/academics/departments/sport-management.html>)

Graduates of the Sport Management major at Lasell College receive a Bachelor of Science in Sport Management (BSSM). The mission of the program is to examine the disciplinary foundations of sport management education and leadership in the Sport Industry, and to provide opportunities for acquisition, application, and analysis of skills used for jobs in Sport Management and the Sport

Industry. The BSSM degree program is designed to prepare professionals who can assume responsible entry-level leadership positions in the Sport Industry. The BSSM degree program embraces the Lasell College philosophy of Connected Learning, bridging the gaps between sport management education and Sport Industry experience, and the mission which emphasizes the integration of coursework with practical experience and service learning to foster “lifelong intellectual exploration, active citizenship, and social responsibility.” The BSSM degree program culminates in a capstone course and project that synthesizes knowledge, practice, and the skills necessary to succeed in sport. The Sport Management Department also offers a Master of Science in Sport Management (MSSM) with three areas of concentration, but is not yet accredited by COSMA. For more information, contact Dr. Dwayne Thomas, Ph.D., Department Chair, Program Director, and Associate Professor of Sport Management at (617) 243-2095 or [dthomas@lasell.edu](mailto:dthomas@lasell.edu).

***University of Mount Union*** (<http://www.mountunion.edu/sports-business-major>)

The University of Mount Union offers a Bachelor of Arts in Sport Business degree in which students explore the sport industry and how it interacts with the business world and develop the necessary skills to make those interactions beneficial and profitable. The curriculum offers courses in sport management, finance, public relations, marketing and administration, as well as hands-on experience through completion of research in the field. Students have many opportunities to get involved outside of the classroom to strengthen their skills in sport business and get “real-world” and hands-on experience that is critical to finding a job after graduation. Practica provide direct participation in an applied sport or recreation setting while additional experiences are gained through the Sport Business Association, a student-led organization on campus, and the annual Sport Sales Workshop and Run-A-MUC homecoming road race (among other events).

***University of North Florida***

([http://www.unf.edu/coehs/lscsm/sport/About\\_Sport\\_Management.aspx](http://www.unf.edu/coehs/lscsm/sport/About_Sport_Management.aspx))

The Bachelor of Science in Sport Management at UNF reflects the fast-paced and growing sport industry across the country. The program of study provides an academic foundation in sport management for application in a variety of sports settings. Of further significance is that students receive valuable employment training through practicum and internship experiences in chosen settings including: College recreation or athletic programs, community recreation agencies, sport organizations or business, sport facilities, and professional sports teams. Students choose from two concentrations within the degree: Sport Management (appropriate for candidates who seek careers in professional sport, college athletics, or sport entrepreneurship) and Community Sport (appropriate for candidates who seek leadership and/or instructional careers in settings offering sport, fitness, and recreational programming).

***Western New England University*** (<http://wne.smartcatalogiq.com/en/2014-2015/Catalogue/Undergraduate-Degree-Programs/College-of-Business/Sport-Management/Sport-Management-Major>)

The Sport Management Bachelor of Science, Business Administration in Sport Management program at Western New England University in Springfield, Massachusetts, emphasizes the business side of sport. The program, housed in the College of Business, has prepared students for rewarding careers in sport organizations for over eighteen years. As part of their course of study, sport management students gain an understanding of the unique dynamics of the sport business while developing core business skills in marketing, finance, accounting, management, marketing, law, research and technology. They learn how sport business professionals effectively and strategically develop and utilize resources to fulfill the mission of the sport organization while meeting the needs of its various stakeholders. The Sport Management program provides students with the opportunity to explore emerging trends in sport

analytics, social media and sport law. Students are also encouraged to expand their international competency and to gain hands-on experiences in problem-solving in a wide variety of sport organization settings. Graduates of the program have developed the business knowledge and skills they need to succeed within the highly competitive and ever-changing global sport industry and assume positions of responsibility in a wide variety of sport organizations in the private and public sectors including professional and amateur sport, sport facility management, collegiate sport, sport marketing and sponsorship, sport analytics, player personnel development, sports media, sport agency and the sporting goods industry.

As part of their sport management program curriculum, students are also provided with industry-based learning opportunities. They are actively involved in industry-based projects both in the classroom and beyond. To better prepare students for a career, faculty design activities to guide students from career exploration through implementation. Career development opportunities include:

- Sport Business Speaker series, an alumni panel and Sport Management Association activities; career assessment
- Classroom assignments that look at opportunities in sport industry segments; Alumni Mentoring program; professional development workshops
- Industry-based projects and practica that allow students to work in partnership with sport industry professionals
- Instruction in networking, personal branding and utilizing social media effectively; sport job search skills combined with internships and field experiences

A centerpiece of the Sport Management Program is its Center for International Sport Business (CISB), which provides students with unique opportunities to meet, hear and learn from high-profile, influential industry leaders from Olympic and international sport, professional sports, collegiate sports, sport broadcasting, sport marketing, and sports media, in addition to professional players and agents and experts on topics ranging from doping and sport economics to athletes' rights and Title IX. Another hallmark of the CISB is its biennial practicum travel courses that takes students to the Olympic Games and FIFA World Cups to study the business of sport on a global scale and the effects of these mega sporting events on the host cities'/countries' economy and culture.

### **About COSMA**

COSMA ([www.cosmaweb.org](http://www.cosmaweb.org)) is a specialized accrediting body that promotes and recognizes excellence in sport management education in colleges and universities at the baccalaureate and graduate levels worldwide. Institutions, students, employers, and the general public all benefit from the external verification of quality provided through COSMA's accreditation process. They also benefit from the process of continuous quality improvement that is encouraged by COSMA's developmental approach to promoting excellence in sport management education.

COSMA's fiscal year begins on July 1 and both institutional and individual membership applications are accepted year-round. For more information and application materials, please visit [www.cosmaweb.org](http://www.cosmaweb.org). Heather Alderman, Executive Director, can be contacted at [cosma@cosmaweb.org](mailto:cosma@cosmaweb.org) or 202-329-1189.