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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>

**BGSU**  
**Bowling Green State University**  
**Bowling Green State University**

<http://www.bgsu.edu/education-and-human-development/human-movement-sport-leisure-studies/graduate-program/sport-administration.html>

The 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)**

[www.lasell.edu/academics/departments/sport-management.html](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

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**Upcoming Training and Events:**

- **February 12-13, 2015: First Annual COSMA Conference, Philadelphia, PA, hosted by Drexel University.**
- **March – June: “Principle of the Month” webinar series continues!**
- **June 3, 2015: 2015 NASSM Conference – Accreditation Process Training.**

# LETTER FROM THE EXECUTIVE DIRECTOR

## To COSMA Members:



*Heather Alderman  
Executive Director*

This coming year marks a couple of milestones for COSMA, as we shift from a new, fledgling organization to a more mature, established accrediting body. First, we are hosting our Inaugural conference on February 12-13, 2015, in Philadelphia, PA. The conference theme “Excellence in Education: Teaching Sport Management” echoes COSMA’s focus on teaching and learning and improving student learning outcomes as a result. Early Bird registration ends January 30th, so sign up today! (<http://www.cosmaweb.org/registration-and-costs.html>)

The second milestone is that COSMA was deemed eligible to go through the CHEA (Council for Higher Education Accreditation) recognition process. This is a huge accomplishment and means that COSMA will be undergoing further shifts to our operations and the recognition process will strengthen the quality and transparency of the accreditation decision-making process. I will keep you informed as we go through the process and as third parties are asked to comment on COSMA accreditation.

The short webinar series: “Principle of the Month” has been successful and we are making our way through each principle. So far, I have reviewed Principles 2, 3, 5 and 6 – Strategic Planning, Curriculum, Scholarly and Professional Activities and Resources. Stay tuned for Principles 1, 4, 7 and 8 – Outcomes Assessment, Faculty, Internal and External Relationships and Educational Innovation. Each webinar lasts from 20-30 minutes and I not only review the documentation requirements for each principle, but also provide insight into interpretation and frequently asked questions or scenarios.

Who will be attending the 2015 NASSM Conference in Ottawa, Canada? I will be there on Wednesday, June 3 in the afternoon to provide accreditation process in-

formation and guidance. If you want me to focus on a specific area, please let me know!

The Board of Commissioners also had a productive fall meeting in Columbia, SC, concurrent with the SEVT Conference. The Board accredited 5 (five) institution’s programs – busy busy! – including four bachelor’s degrees and one master’s degree. For details on each institution, read the article on pages 1 and 3.

Help me welcome FIVE new member institutions:

Morehead State University  
Otterbein University  
Barry University  
University of Tennessee  
Louisiana State University

And the following new individual members:

Dexter Davis, University of Tennessee, Martin  
Vincent Mumford, River Valley Community College  
Jaime Orejan, Adelphi University  
Steven Rader, Shawnee State University  
Julie Powell, Union University  
Donna Grove, Harford University  
Paula Parker, East Stroudsburg University  
John Organ, Jr., Bowie State University  
Robert Clarkson, Davenport University  
Sarah Gee, Massey University  
Laura O’Neil, Westfield State University  
Julie Lanzillo, Neumann University  
James Santomier, Jr., Sacred Heart University  
Patricia Hogan, Northern Michigan University  
Jaedeock Lee, East Stroudsburg University  
Edward Arner, East Stroudsburg University  
Sandra Shawver, Midwestern State University  
Anthony Church, Laurentian University

In addition, COSMA is now offering a FREE student membership to all full-time students in sport management and related area programs. The following students are now complimentary members of COSMA:

Brian Accardi, Hicksville High School  
Matthew Mulholland, California University of PA  
Cindy Brockman, Shepherd University  
Cheryl Rode, University of Tennessee  
Matthew Deal, Shepherd University  
Mark Williamson, University of West Alabama  
William McKenzie, Shepherd University  
Joel Cole, University of West Alabama  
Alex Brown, University of West Alabama  
Alan Ledford, United States Sports Academy  
Shameika Hart, University of West Alabama  
Kelcia Bufkin, University of West Alabama  
Larry Foster, University of West Alabama  
Jonathan Weeks, Texas A&M University  
Richard Storie, Trevecca University  
Craig A. Morehead, Old Dominion University

## About COSMA

**COSMA** ([www.cosmaweb.org](http://www.cosmaweb.org)) is a specialized accrediting body that promotes and recognizes excellence in sport management education worldwide in colleges and universities at the baccalaureate and graduate levels. 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.

Sincerely,

*Heather Alderman*

Heather Alderman

## COSMA Accredits Five Sport Management Programs

### From Page 1

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.

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.

## COSMA Conference

**COSMA and Drexel University** in Philadelphia, PA, are hosting the Inaugural COSMA Conference on February 12-13, 2015. Come learn about the accreditation process, bring your own documents to be reviewed, meet with members of the Board of Commissioners and Board of Directors and network with like-minded colleagues.

The conference opens with an "orientation" on COSMA's accreditation philosophy and an explanation about eligibility and how to get ready to start the process. A panel of current members at different stages in the process will discuss how programs move from stage to stage, the challenges faced, the available assistance and what each has learned so far.

The COSMA Board of Commissioners will host several sessions that address the



complexity and details related to developing an outcomes assessment plan, identifying and designing appropriate measurements, collecting and interpreting data and making the most of the data collected.

The conference will also have plenty of time for conversation and networking. An opening reception, breakfast with keynote speaker and accreditation luncheon will highlight the accomplishments of the accredited sport management programs as well as the numerous volunteers who keep COSMA running.

The second afternoon consists of concurrent sessions selected through a double-

blind review process. Topics include engaging students through technology, incorporating strategic planning for COSMA accreditation, integrating sport analytics and increasing student engagement.

Early bird registration ends January 30 – sign up today: <http://www.cosmaweb.org/registration-and-costs.html>

### COSMA Board of Directors

**Dr. Jay Gladden, IUPUI, Institutional Director** - (3 year term, expires 2015) - Chair  
**Dr. Jo Williams, University of Southern Maine, Institutional/Secretary Director** - (4 year term, expires 2016)  
**Kerrilyn Curtin, NBC Universal – Telemundo, Research Director, Industry Director** (3 year term, expires 2015)  
**Dr. Gil Fried, University of New Haven, Finance Director** (4 year term, expires 2016)  
**Elizabeth Taylor, University of Tennessee, Student Director** (2 year term, expires 2016)  
**Dr. Robertha Abney, Slippery Rock University** - (3 year term, expires 2016)- Chair of the Board of Commissioners (non-voting)

### COSMA Board of Commissioners

**Dr. Robertha Abney, Slippery Rock University** - (3 year term, expires 2016)- Chair  
**Dr. Colleen Colles, Metropolitan State University of Denver** - (3 year term, expires 2017)  
**Dr. Susan Foster, Saint Leo University** - (3 year term, expires 2016)  
**Dr. Christopher Greenwell, University of Louisville** - (3 year term, expires 2016)  
**Dr. Darlene Kluka, Barry University** - (3 year term, expires 2016)  
**Dr. Curt Laird, Wingate University** - (3 year term, expires 2017)  
**Dr. Tim Newman, York College of Pennsylvania** - (3 year term, expires 2017)  
**Dr. Robert Prior, Northeastern University** - (3 year term, expires 2015)  
**Russell Scibetti, KORE Software** - (3 year term, expires 2016)

## COSMA Accredited Institutions

- Bowling Green State University** (June 2014 - June 2021)  
Bachelor of Science in Education, Sport Management Program  
Master of Science in Education, Sport Administration specialization (accredited November 2014)
- Lasell College** (November 2014 - September 2021)  
Bachelor of Science, Sport Management
- Liberty University** (June 2011 - June 2018)  
Bachelor of Science, Sport Management
- Neumann University** (June 2011 - June 2018)  
Bachelor of Science, Sport and Entertainment Management  
Master of Science, Sport and Entertainment Management
- Ohio University** (June 2012 - June 2019)  
Bachelor of Science, Sport Science with Sport Management major,  
Master of Sports Administration  
Master of Science in Athletic Administration  
Professional Master of Sports Administration
- Saint Leo University** (June 2010 - June 2017)  
Bachelor of Science, Sport Business  
Master of Business Administration, Sport Business
- Slippery Rock University** (June 2010 - June 2017)  
Bachelor of Science, Sport Management
- Southeast Missouri State University** (October 2013 - October 2020)  
Bachelor of Science, Sport Management  
Master of Business Administration, Sport Management option  
Master of Arts in Higher Education Administration, Athletic Administration focus
- Thomas College** (October 2012 - October 2019)  
Bachelor of Science, Sport Management  
Bachelor of Science, Sport Marketing Management  
Bachelor of Science, Sport Management, Golf Concentration  
Bachelor of Arts, Sport Management/Masters of Business Administration  
Masters of Business Administration/Human Resources/  
Bachelor of Science, Sport Management
- Troy University** (June 2011 - June 2018)  
Bachelor of Science, Sport and Fitness Management  
Master of Science, Sport and Fitness Management
- University of Indianapolis** (October 2013 - October 2020)  
Bachelor of Science, Sport Management  
Master of Science, Sport Management
- University of Louisville** (October 2012 - October 2019)  
Bachelor of Science, Sport Administration  
Master of Science, Sport Administration  
Doctor of Philosophy, Educational Leadership and Organizational Development (Sport Administration Specialty)
- University of Mount Union** (November 2014 - September 2021)  
Bachelor of Arts, Sport Business
- University of North Florida** (November 2014 - September 2021)  
Bachelor of Science, Sport Management
- Western New England University** (November 2014 - September 2021)  
Bachelor of Science, Business Administration, Sport Management
- Wichita State University** (June 2012 - June 2019)  
Bachelor of Arts, Sport Management  
Master of Education, Sport Management
- Wingate University** (October 2013 - October 2020)  
Bachelor of Science, Sport Management  
Master of Arts, Sport Management
- Winthrop University** (June 2012 - June 2019)  
Bachelor of Science, Sport Management
- York College of Pennsylvania** (June 2012 - June 2019)  
Bachelor of Science, Sport Management



## COSMA Institutional Members

### \*Accredited Institutions

#### Charter Members

*York College of Pennsylvania\**

*Wichita State University\**

*Liberty University, Inc\**

*Saint Leo University\**

*Neumann University\**

*Winthrop University\**

*Slippery Rock University\**

*Troy University\**

*Ohio University\**

*Thomas College\**

*Wingate University\**

*University of Mount Union\**

*Lasell College\**

Nichols College

University of Massachusetts

North Greenville University

University of New Mexico

Southern New Hampshire University

George Mason University

#### Joined FY 09-10

University of South Carolina

*University of North Florida\**

Delaware State University

#### Joined FY 10-11

Davenport University

*Southeast Missouri State Univ.\**

*University of Louisville\**

Kutztown University

Western Carolina University

#### Joined FY 11-12

Northeastern University

Winston Salem State University

Lindenwood University

Central Michigan University

#### Joined FY 12-13

Arkansas State University

*University of Indianapolis\**

SUNY Cortland

Endicott College

Metropolitan State University of Denver

*Western New England University\**

Saint John Fisher College

Southeastern Louisiana University

American Public University System

#### Joined FY 13-14

*Bowling Green State University \**

Ashford University

St. Thomas Aquinas College

#### Joined FY 14-15

Indiana University - Purdue University

Indianapolis

Morehead State University

Otterbein University

Barry University

University of Tennessee

Louisiana State University

## COSMA Individual Members

### Individual Members

Clarence M. Stewart

Jo Williams

Hal Walker

Darlene Kluka

Michael Hypes

Julia Hypes

Gil Fried

Dennis Bechtol

Kerrilyn Curtin

Karla Gavin

Ron Blizzard

Charles Crowley

Roy Yarbrough

Stephen Hoar

Nancy Price

Andro Barnett

W. Scott Bradshaw

Richard LaRue

Jeff Konin

Mauro Palmero

Thomas Orr

Ellen Staurowsky

Marilyn Mather

Liyi Ding

Laura O'Neil

Julie Lanzillo

James Santomier, Jr.

Jaedeock Lee

Bowie State University

University of Southern Maine

Elon University

Barry University

Morehead State University

Morehead State University

University of New Haven

Northwood University Florida Campus

NBC Universal - Telemundo

Upper Iowa University

Johnson & Wales University

California University of Pennsylvania

California University of Pennsylvania

Becker College

Alabama A&M University

Shepherd University

Bucks County Community College

University of New England

University of Rhode Island

East Tennessee State University

Northern State University

Drexel University

Dowling College

Delaware State University

Westfield State University

Neumann University

Sacred Heart University

East Stroudsburg University

Pat Lutt

Daniel Kelly

Lajuan Hutchinson

Sloane Milstein

Ed Garrett

Stephen Posner

Liye Zou

Lei Ouyang

Alan Ledford

Rhema Fuller

Mark Still

Tim Newman

Elizabeth Taylor

Michelle Brimecombe

Jordan Kobritz

Dexter Davis

Vincent Mumford

Jaime Orejan

Steven Rader

Julie Powell

Donna Grove

Paula Parker

John Organ, Jr.

Robert Clarkson

Sarah Gee

Patricia Hogan

Edward Arner

Sandy Shawver,

Anthony Church

Wayne State College

Wilmington College

University of West Alabama

Texas A&M University

Belhaven University

Springfield College

Springfield College

University of Northern Colorado

United States Sports Academy

Alfred State College, SUNY Coll. of Tech.

Delaware State University

York College of Pennsylvania

University of Tennessee, Knoxville

Cazenovia College

SUNY Cortland

University of Tennessee, Martin

River Valley Community College

Adelphi University

Shawnee State University

Union University

Harford University

East Stroudsburg University

Bowie State University

Davenport University

Massey University

Northern Michigan University

East Stroudsburg University

Midwestern State University

Laurentian University

## Candidacy Status Update

**The following 16 programs have been granted Candidacy Status (as of updated 12/22/2014)**

**\* = Indicates site visit scheduled**

**Louisiana State University**

School of Kinesiology  
112 H.P. Long Fieldhouse  
Baton Rouge, LA 70803

**Saint John Fisher College**

3690 East Avenue  
Rochester, NY 14618

**Indiana University - Purdue University**

Indianapolis (IUPUI)  
420 University Boulevard  
Indianapolis, IN 46202

**University of New Mexico**

1 University of New Mexico  
Scholes Hall 144, MSC 053300  
Albuquerque, NM 87131

**Central Michigan University\***

2212 Health Professions Building  
Mount Pleasant, MI 48859

**Davenport University\***

6191 Kraft Avenue SE  
Grand Rapids, MI 49512

**Endicott College\***

376 Hale Street  
Beverly, MA 01915

**Northeastern University\***

360 Huntington Avenue  
Boston, MA 02115

**Kutztown University\***

15200 Kutztown Road  
Kutztown, PA 19530

**Delaware State University**

1200 North Dupont Highway  
Dover, DE 19901

**North Greenville University**

7801 Tigerville Road  
Tigerville, SC 29688

**Nichols College**

PO Box 5000  
Dudley, MA 01571

**Arkansas State University**

2105 E. Aggie Road  
Jonesboro, AR 72401

**Southern New Hampshire University**

2500 North River Road  
Manchester, NH 03106


**SUNY Cortland**

PO Box 2000  
Cortland, NY 13045

**Southeastern Louisiana University**

400 Tennessee Avenue  
Hammond, LA 70402

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**COSMA**

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