

## PROGRAM INFORMATION PROFILE

*This profile offers information about the performance of a program in the context of its basic purpose and key features.*

### Name of Institution

Institution: Central Michigan University

Program Accreditor: Commission on Sport Management Accreditation (COSMA)

Institutional Accreditor: Higher Learning Commission

Date of Next Comprehensive Program Accreditation Review: February 2022

Date of Next Comprehensive Institutional Accreditation Review: 2025-2026

To learn more about the accredited status of the program, click here:

[http://www.cosmaweb.org/uploads/2/4/9/4/24949946/cmu\\_public\\_disclosure.docx](http://www.cosmaweb.org/uploads/2/4/9/4/24949946/cmu_public_disclosure.docx)

### Program Context and Mission

Program Mission: The CMU Sport Management Program's mission is to provide a comprehensive, practice-based education through immersion of theory and experiences to develop exceptional graduates as future leaders in the sport industry.

Program Goals: CMU Sport Management Program Broad-Based Learning Goals are:

1. Enhancing oral, written, and interpersonal communication skills
2. Appreciating diversity and the need for an inclusive society
3. Acquiring leadership skills and organizational competencies
4. Developing self-identity with respect to identities in organizations, cultures, and society
5. Successfully applying concepts from the classroom to practice in industry

Brief Description of Student Population: At the undergraduate level, the CMU Sport Management Program has grown to 258 students in Fall 2016. Of those, 79% were white; 21% were either minority or international students; 83% were male, 17% female; and, 94% were in-state, with 6% out-state or international. At the graduate level, in Fall 2016, 44 graduate students were enrolled on campus, with 32 (73%) in-state, 10 (23%) out-state, and 2 international (5%). Graduate students were 75% white/25% minority, and 69% male, 31% female.

Admissions Requirements: Undergraduate: based on university admissions requirements;

Graduate: complete CCMU application and statement of interest; submit three letters of

recommendation; undergraduate minimum 3.0 GPA on 4.0 scale.

### Indicators of Effectiveness with Undergraduates As Determined by the Program

1. Graduation\*

Year: August 2014

# of Graduates: 50

Graduation Rate: 73.5%

\*A change in name of major in 2013 from Sport Studies to Sport Management significantly impacted how data were reported. As such, what is provided is the most recent numbers until Institutional Research (IR) changes its reporting system to include the change in major name.

2. Average Time to Certificate or Degree\*

1-Year Certificate: \_\_\_\_\_ 2-Year Degree: \_\_\_\_\_ 4-Year Degree: 55.7%\*

\* The 4-year degree graduation rate is the CMU rate. A change in name of major in 2013 from Sport Studies to Sport Management significantly impacted how data were reported through to graduation. However, what can be reported best is the most recently available data as Sport Management students: Of the 2013-14 students, 85.6% persisted to their third year.

3. Annual Transfer Activity

Year: Fall 2016 # of Transfers: 83 Transfer Rate: 32.2%

4. Graduates Jobs Attained by CMU Sport Management students in the sport industry include opportunities within the following sport organizations:

**NBA**

Detroit Pistons, Oklahoma City Thunder, Cleveland Cavaliers , Philadelphia 76'ers , Charlotte Hornets, Washington Wizards, Milwaukee Bucks, San Antonio Spurs (AT&T Center)

**NFL**

Detroit Lions, San Francisco 49'ers, Jacksonville Jaguars, Chicago Bears, Cincinnati Bengals, Tampa Bay Buccaneers, Miami Dolphins

**MLB**

Detroit Tigers, Cleveland Indians, Atlanta Braves, San Francisco Giants, Washington Nationals

**NHL**

Detroit Red Wings, St. Louis Blues, Nashville Predators, Arizona Coyotes

**NCAA**

Central Michigan, Michigan State, Michigan, Detroit Mercy, Ferris State, Eastern Michigan, Northwood, Ohio State, Louisville, Oregon, Loyola (Chicago), UNLV, Auburn, Louisiana State, California, Wisconsin, Pittsburgh, Tennessee, Virginia Commonwealth, Montana St, South Florida, Minnesota, Florida, Duke, Purdue, Illinois St, Toledo, Akron, South Carolina, Texas A&M, Texas Christian, Central Florida, Bradley, Ole Miss, Southern Miss, E. Illinois, Ohio U., South Dakota State, Bowling Green State, Indiana University – Purdue University (IUPUI), Colorado State, Newman U., Yeshiva U.

**Other**

United States Olympic Committee, USA Track & Field, USA Hockey, USA Triathlon, Fathead, PGA Tour, Charlotte Knights, Octagon, ESPN Wide World of Sports, Fiesta Bowl, STATS LLC, Paciolan, Vanguard Sports Group, SAFE Management, Learfield Licensing Partners, JHE Productions