Proposal to change the name of Department of Hospitality Business Management to Department of Hospitality and Sport Business Management

* **Rationale**

The Sport Management major was approved by the University Faculty Senate to join the Department of Hospitality and Business/Department of Hotel, Restaurant and Institutional Management in the Spring of 2016.  The Sport Management faculty initiated the discussion about the relationship with the Department leadership the previous year and proposed Sport being part of the Department name but with a recent department name change it was proposed to wait. Sport Management was willing to make this short-term concession.

Prior to joining HSBM, the sport management major was a part of the Department Health and Exercise Sciences and most recently the department of Business Administration.  These department names were more general and sport management was one of several majors in each of those departments under the broad headings.

The current department title is more specific and encompassing several environments (e.g. restaurant, hotel, tourism, etc.) of hospitality and sport does not fit under the term hospitality. Rather, under the title of Sport, there are multiple environments (e.g. College athletics, Youth Sport, Professional Sport, , E sport, etc)

In the two and half years since the merger, sport management now constitutes approximately 40% of the undergraduate students in the department.  Sport management faculty oversee three different thriving certificate programs and are interested in initiating graduate programs as well collaborative efforts between the academic disciplines in the department, partnering on events minor and exploring e-sport collaboration.

**Rationale**

The rationale for the inclusion of sport in the Department title are to:

 Appropriately recognized the academic majors and environments that constitute the department.

Demonstrate a mutual respect of professional environments.

Highlight the synergies between the environments in the department.

Enhance the marketing efforts of the academic majors in the department

Eliminate confusion over degree being awarded for students, prospective students, past alumni and employers.

Cement the collaboration between the academic majors.

**Affects of Name Change**

No changes to individual major titles or course of studies.

No changes to course Listings designations

No changes to awarding of degrees