



October 15, 2024

Dr. Sanjay Rai
Secretary of Higher Education
Maryland Higher Education Commission
6 N. Liberty Street
Baltimore, MD 21201

Dear Dr. Rai:

Enclosed for the Commission's review is a proposal for a new concentration with in an existing associate degree offered by Cecil College.

<u>Program</u>	<u>HEGIS Code</u>	<u>CIP Code</u>
AAS Sports Management	5099.20	31.0504
AoC Sports Management		

We have mailed a check for \$250 to cover the Commission's fee for this review.

Should you have any questions or require additional information, please contact Dr. Colleen Flewelling, Associate Dean for Academic Assessment and Development, at 443-674-1948 or cflewelling@cecil.edu.

Sincerely,

Christy Dryer, DNP
Vice President of Academic Programs



**Cover Sheet for In-State Institutions
New Program or Substantial Modification to Existing Program**

Institution Submitting Proposal	
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Each action below requires a separate proposal and cover sheet.

- | | |
|-----------------------------|---|
| New Academic Program | Substantial Change to a Degree Program |
| New Area of Concentration | Substantial Change to an Area of Concentration |
| New Degree Level Approval | Substantial Change to a Certificate Program |
| New Stand-Alone Certificate | Cooperative Degree Program |
| Off Campus Program | Offer Program at Regional Higher Education Center |

Payment Submitted:	Yes	Payment Type:	R*STARS # Check #	Payment Amount:	Date Submitted:
Department Proposing Program					
Degree Level and Degree Type					
Title of Proposed Program					
Total Number of Credits					
Suggested Codes			HEGIS:		CIP:
Program Modality			On-campus	Distance Education (fully online)	Both
Program Resources			Using Existing Resources	Requiring New Resources	
Projected Implementation Date <small>(must be 60 days from proposal submission as per COMAR 13B.02.03.03)</small>			Fall	Spring	Summer Year:
Provide Link to Most Recent Academic Catalog			URL:		

Preferred Contact for this Proposal	Name:
	Title:
	Phone:
	Email:

President/Chief Executive	Type Name:
	Signature: <i>Mary Way Bolt</i> Date:

	Date of Approval/Endorsement by Governing Board:
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CECIL COLLEGE
NEW CONCENTRATION PROPOSAL
AAS SPORTS MANAGEMENT, SPORTS MANAGEMENT CONCENTRATION
PROPOSED HEGIS 5099.20 CIP 31.0504

A. Centrality to institutional mission statement and planning priorities:

Description of program. The popular worlds of athletics, Esports and business team up to bring the fast-growing field of sports and Esports management to Cecil College students. This program is designed for students seeking a complete framework of business concepts and skills directly related to sports and Esports management. Students will realize the role a sports manager plays in various sports settings and understand management, accounting, and leadership skills to build a foundation in their chosen sports environment.

How program relates to institution's approved mission. By introducing students to this field, this program directly supports Cecil College's mission to provide a supportive learning environment to students as they build the skills and knowledge to achieve academic success, prepare to transfer, and enter the workforce.

How the program supports the institution's strategic goals. Cecil College's 2021-2025 Strategic Plan includes four priorities: advance student access, equity, and success; enhance academic excellence; optimize workforce development; and expand community partnerships and engagement. This program supports the priority of enhancing academic excellence by maintaining high standards in credit and non-credit instructional programs while ensuring currency in career and transfer programs that allow students to explore, define, and achieve their goals.

Affirm the program is an institutional priority. The College is committed to administrative, financial, and technical support for this program and to continuing this program to allow enrolled students to complete it.

How the proposed program will be adequately funded for at least the first five years of program implementation. The program will be funded by tuition and fees revenue. More detail is provided in section L below.

B. Critical and compelling regional or Statewide need as identified in the State Plan:

Need for the advancement and evolution of knowledge. Sports is a rapidly growing industry generating billions of dollars around the world. This program is designed for students who seek to acquire a complete framework of business concepts and skills that are directly related to the field of sports management. Students will realize the role a sports manager plays in various athletic settings and understand management, accounting, and leadership skills to build a foundation in their chosen athletic environment.

Societal needs. A degree in sports management arms graduates with the knowledge and skills to give back to the community. Students completing this program will have a great foundation to not only work with amateur and professional organizations, but students may also help the underserved and unrepresented populations through volunteer activities, non-profit enterprises, or the creation of programs that encourage sports, health, fitness, and recreational activities.

Need to strengthen and expand the capacity of historically black institutions to provide high quality and unique educational programs. Bachelor’s degree programs in Sports Management are offered at University of Maryland Eastern Shore, Coppin State University, and Bowie State University. Because Cecil’s AAS program in Sports Management may lead to transfer to a bachelor’s degree program, graduates could choose to attend any of these institutions.

Consistency with the Maryland State Plan for Postsecondary Education. Decreased expenses allow many students to complete a degree they would otherwise be unable to complete, supporting goal 1 (Student Access) and specifically, priority 1 (affordability of postsecondary education in Maryland) of the 2022 Maryland State Plan for Education. Completing two years of college at a community college is an alternative way to keep postsecondary education affordable without compromising high-quality education. Students’ expenses for their degree are greatly reduced when they complete two years of their degree at Cecil College. The chart below compares tuition at 4-year state institutions which have Sports Management programs with the cost of attending Cecil College.

Institution	Rate	Cost per credit 2024-25	Cost for 60 credits	Savings over 2 years
Cecil College	In-county	\$135	\$8,100	-
Coppin State University	In-state	\$213	\$12,780	\$4,680
University of Maryland Eastern Shore	In-state	\$237	\$14,220	\$6,120
Bowie State University	In-state	\$268	\$16,080	\$7,980
Towson University	In-state	\$322	\$19,320	\$11,220

C. Quantifiable & reliable evidence and documentation of market supply & demand in the region and State:

Potential industries, employment opportunities, and expected level of entry for graduates. A Sports Management degree prepares students for meeting, convention, and event planning positions. These positions typically require a bachelor’s degree.

Market demand and availability of openings, showing quantifiable and reliable data on educational and training needs and the anticipated number of vacancies expected over the next five years.

Maryland’s Department of Labor, Licensing and Regulation projects a moderate increase from 2020-2030 in the number of openings for these types of positions.¹

Field	2022-2032 Percent Change in openings in Maryland
Meeting, Convention and Event Planning	+12.5%

These data show that this field is in demand in Maryland. Therefore, it is likely that graduates will be able to obtain employment in their chosen field.

Current and projected supply of prospective graduates. To maintain enrollment in our programs with our current and projected supply of prospective students, Cecil College will leverage its partnership with

¹ <https://www.labor.maryland.gov/lmi/iandoproj/maryland.shtml>

Cecil County Public Schools (CCPS). CCPS graduates on average 1,100 students each year from the five local high schools. On average, 25% of these graduates enroll at Cecil College. Furthermore, the Maryland Blueprint is allowing more “college-ready” students to be exempt from placement assessments and enroll at college level courses. By enrolling more well-prepared students, we project improved retention rates and potentially increased enrollment. The Admissions Office recruits students from CCPS and regional high schools (Delaware and Pennsylvania) through college fairs, open houses, high school visits, mailings, regional marketing campaigns, tours, and other activities.

D. Reasonableness of program duplication:

A review of MHEC’s Program Inventory shows that there are three similar Associate degree programs in Maryland.

Institution	Program Name	Degree Offered
College of Southern Maryland	Sport Management	Associate
Garret College	Sport Management	Associate
Howard Community College	Hotel, Restaurant, and Event Management	Associate

Similarities and differences between the proposed program and the programs listed above. The Colleges of Southern Maryland’s program focuses on sports, fitness, and health components of the field, while Cecil’s program focuses on the management component of the field. Garret College’s program is similar to Cecil’s program. Howard Community College’s program includes similar business courses, but offers concentrations focusing on the hospitality, tourism, and event management industries, instead of sports.

Justification for the proposed program. Because these programs are located more than 50 miles from Cecil College’s campus, offering this program at Cecil College will allow students in Cecil County a more accessible and affordable option to study nearby their residence.

E. Relevance to high-demand programs at Historically Black Institutions (HBIs)

We anticipate there will be no impact on the implementation or maintenance of high-demand programs at HBI’s.

F. Relevance to the identity of Historically Black Institutions (HBIs)

Bachelor’s degree programs in Sports Management are offered at University of Maryland Eastern Shore, Coppin State University, and Bowie State University. Because Cecil’s AAS program in Sports Management may lead to transfer to a bachelor’s degree program, graduates could choose to attend any of these institutions.

G. Adequacy of curriculum design and delivery to related learning outcomes consistent with Regulation .10 of this chapter:

How the proposed program was established. Faculty at Cecil College design all courses and programs, which are then presented to the Academic Affairs Committee, a committee comprised primarily of faculty, for approval. This area of concentration was designed by Daniel Roman, Associate Professor of

Physical Education, Health, and Exercise Science, and Brooke Fisher, a part-time instructor in the Health and Exercise Sciences program..

Faculty who will oversee the program. Daniel Roman, Associate Professor of Health, Fitness, and Exercise Science, will oversee this program.

Student learning outcomes. Upon successful completion of this program, students will be able to:

- Apply basic accounting principles to prepare accurate financial statements.
- Formulate strategies to lead and manage organizations, facilities, and events.
- Assess the economic, technical, legal and sociocultural environments of a business as it relates to sports.
- Explain the impact sports has in society.
- Solve problems using analytical reasoning as they relate to sports management and sports leadership responsibilities.

Assessment of student achievement. The College’s Academic Assessment Plan requires that each learning goal for an academic program be reviewed at least once every four years. These assessments are used to make improvements to the program. In addition, the College has an established Comprehensive Program Review process through which programs evaluate their strengths, opportunities, and cost effectiveness every eight years. Student learning achievement of learning outcomes is documented through department annual reports that are submitted to the Dean and the Associate Dean of Academic Assessment and Development.

Program requirements. The proposed Area of Concentration in Sports Management requires the following courses:

Course Code	Courses (40 Credits)	Credits
ACC 101	Accounting 1	3
ACC 102	Accounting II	3
BUS 103	Introduction to Business	3
BUS 131	Principles of Management	3
BUS 210	Business Law	3
BUS 216	Organizational Leadership	3
CIS 101	Introduction to Computer Concepts	3
ECO 222	Economics – Macro	3
EGL 211	Technical Writing	3
SPM 101	Introduction to Sports Management	3
SPM 200	Sports Facilities and Event Management	3
SPM 201	Sports in American Culture	3
ELECT	Select 1: BUS 191 Introduction to Finance BUS 207 Introduction to Public Relations BUS 212 Principles of Marketing BUS 231 Management of Human Resources	3

ELECT	Elective	1
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COURSE DESCRIPTIONS

ACC 101 Accounting I introduces the concepts and practices used in financial accounting. Topics studied include the use of journals and ledgers as well as the preparation of financial statements. Additional topics studies include cash, accounts and notes receivable, merchandise inventory, depreciation, current liabilities, and principles. Procedures for maintaining the records for service and merchandise firms are emphasized. Credits: 3

ACC 102 Accounting II develops financial and managerial accounting concepts related to generally accepted accounting principles, the conceptual framework of accounting and the objectives of financial reporting, long term liabilities, the statement of cash flows, financial statement analysis, introductory management accounting, manufacturing accounting, and job order and process accounting are studied. Credits: 3 Prerequisite(s): ACC 101 (grade of C or higher)

BUS 103 Introduction to Business provides an overview of the major functional areas of business and our economic systems. Organizational areas include business systems, management, human resources, marketing, production, and operations and information. Blended throughout the course are business-world trends of the growth of international business, the significance of small business, the continuing growth of the service sector, the need to manage information and communication technology and the role of ethics and social responsibility. This course should be taken early in the student's program. Credits: 3

BUS 131 Principles of Management introduces the various principles and theories associated with management. Ethical and practical considerations are integrated through the use of lectures and the studying of management cases. Credits: 3

BUS 191 Introduction to Finance addresses fundamental concepts in financial management such as security markets, interest rates, taxes, risk analysis, time value of money, valuation models and related global issues. This course explains how financial managers help maximize the value of a firm by making capital budgeting, cost of capital and capital structure decisions. Credits: 3 Prerequisite(s): MAT 093 or MAT 097

BUS 207 Introduction to Public Relations introduces the student to the study of public relations, a distinctive management function which establishes and maintains mutual lines of communication between an organization and its public. Credits: 3 Prerequisite(s): EGL 093

BUS 210 Business Law covers topics including the sources of law, the regulatory environment, and the growing legal considerations involved with commercial activity. Emphasis is placed on contract law, personal property law, sales, and the use of the uniform commercial code. Case analysis and outside reading assignments are also used throughout the course. Credits: 3 Prerequisite(s): EGL 093

BUS 212 Principles of Marketing emphasizes the growing field of marketing. Topics studied include product service planning, marketing information management, purchasing, pricing, promotion, selling, risk management, finance, and distribution. Applicable ethics to this field are studied and discussed. In addition to the class lectures, videos and films are used to emphasize the principles. Students participate in case analysis and various marketing projects. Familiarity with computer applications, including Internet operations and some word processing, is essential for success in this course. Credits: 3

BUS 216 Organizational Leadership is a study of the characteristics and traits constituting effective leadership and its impact on organizations. Students will review the history of leadership, the various theories of leadership, and topics on organizational behavior, personality, and attitudes related to work. Additional topics studied include work motivation, interpersonal communication, use of teams and groups in organizations, and group dynamics. Also included is a review and discussion of past and current writings of various leaders. Credits: 3

BUS 231 Management of Human Resources provides the student an opportunity to learn the fundamental concepts of human resource management and to apply those concepts to current management practices through appropriate management problem solving situations, projects, and case studies. Topics studied include, but are not limited to, equal employment opportunity, job requirements, human resources planning and recruitment, selection of personnel, career development, appraising and improving performance, compensation, incentives and employee benefits, safety and health concerns, labor relations and collective bargaining, and creating high performance work systems. Credits: 3

CIS 101 Introduction to Computer Concepts is a non-technical course covering the use of word processing, spreadsheets, databases, and presentation software. Emphasis is placed on computer literacy and the use of personal computers. Students with limited keyboarding skills should take CIS 105, Keyboarding, at the same time, or prior to, enrolling in this course. Credits: 3

ECO 222 Economics – Macro is the study of large-scale economic phenomena. Emphasis is placed on the impact of government, inflation, unemployment, and fiscal and monetary policies. International trade and currency considerations as comparative economic systems are included. Credits: 3 Prerequisite(s): MAT 092 or MAT 097

EGL 211 Technical Writing entails the study and practice of written communications in professional settings. In an ongoing workshop, students will be asked to think critically about rhetorical situations; analyze and address case studies; collaborate with team members; research, design, and write effective, ethical texts; develop multiple literacies for multiple audiences; respond constructively to peer writers; present texts through a variety of electronic media; and improve oral presentation and discussion skills. Credits: 3 Prerequisite(s): “C” or higher in EGL 101

SPM 101 Introduction to Sports Management introduces students to the sports management profession including history of the sports management discipline, various career opportunities in various sports & exercise settings, trends, current issues, professional sports organizations, and governing bodies of sports. This course should be taken early in a student’s program. Credits: 3

SPM 200 Sports Facilities and Event Management will examine facility management including the financing, managing, and operating of sports arenas, parks & recreation areas and other venues and the events held at these facilities. Credits: 3 Prerequisite(s): SPM 101 or ESP 101

SPM 201 Sports in American Culture will provide an examination of 20th and 21st century American culture and the role sports played in it. Emphasis will be placed on sociological causes and events and how sports helped shape American society. Credits: 3 Prerequisite(s): SPM 101

General education requirements. In addition, Sports Management students take the following General Education requirements:

General Education Requirements (20 credits)		General Education Code	Credits
ECO 221	Economics – Micro	SS	3

EGL 101	College Composition	E	3
MAT (choose 1)	MAT 125 Applied Calculus MAT 127 Introduction to Statistics MAT 128 Introduction to Statistics II MAT 191 Precalculus MAT 201 Calculus I with Analytic Geometry	M	4
PSY or SOC or POS ELECT	Psychology, Sociology, or Political Science Elective	SS	3
SCI ELECT	Science Elective with lab	S/SL	4
SPH (choose 1)	SPH 121 Interpersonal Communications SPH 141 Public Speaking	H	3

COURSE DESCRIPTIONS

ECO 221 Economics-Micro is the study of economic behavior of individual households and firms and the determination of the market prices of individual goods and services. The basics of demand, supply, elasticity, price theory, and factor markets is stressed and students are shown how to graph and explain basic economic relationships. Credits: 3 Prerequisite(s): MAT 092 or MAT 097

EGL 101 College Composition (E) teaches students the skills necessary to read college-level texts critically and to write effective, persuasive, thesis-driven essays for various audiences. The majority of writing assignments require students to respond to and synthesize texts (written and visual) through analysis and/or evaluation. Students also learn how to conduct academic research, navigate the library's resources, and cite sources properly. The course emphasizes the revision process by integrating self-evaluation, peer response, small-group collaboration, and individual conferences. Additionally, students are offered guided practice in appropriate style, diction, grammar, and mechanics. Beyond completing multiple readings, students produce a minimum of 7,500 words, approximately 5,000 words of which are finished formal writing in four-five assignments, including a 2,000-word persuasive research essay. 3 credits. Pre-requisites: C or better in COL 081 and EGL 093 or equivalent skills assessment.

MAT 125 Applied Calculus is an introductory study of differential and integral calculus with emphasis on techniques and applications. This course introduces students to the mathematical techniques for limits, differentiation, and integration of algebraic, logarithmic, and exponential functions. Applications of differentiation and integration are studied. This course is not intended for STEM majors. Credits: 4 Prerequisite(s): EGL 093 and MAT 092 or MAT 095 or MAT 097

MAT 127 Introduction to Statistics introduces students to the study of measures of central tendency, measures of variation, graphical representation of data, least squares regression, correlation, probability, probability distributions, sampling techniques, parameter estimation, and hypothesis testing. The emphasis is on applications from a variety of sources including newspapers, periodicals, journals, and many of the disciplines that students may encounter in their college education. Students shall be expected to gather and analyze data, and formally report the results of their research. The use of technology and statistical software is integrated throughout the course. Credits: 4 Prerequisite(s): EGL 093, MAT 093 or MAT 095 or MAT 097, a Grade of C or better in MAT 093 or MAT 095

MAT 128 Introduction to Statistics II addresses the design of experiments and analysis of variance, nonparametric statistics, categorical data analysis, simple linear regression, multiple regression and model building, quality control charts, and time series analysis. The emphasis is on applications using data sets

from a variety of sources and disciplines including newspapers, periodicals, journals, the Web and many of the disciplines that students may encounter in their college education. Students will gather and analyze data, and formally report the results of their research. The use of technology and statistical software is integrated throughout the course. Credits: 4 Prerequisite(s): MAT 127

MAT 191 Precalculus prepares the student for the study of calculus, discrete mathematics, and other mathematics intensive disciplines through the study of algebraic, exponential, logarithmic, and trigonometric functions. Topics include functions, laws of logarithms, trigonometric and inverse trigonometric functions, trigonometric identities, solutions of trigonometric equations, and the Laws of Sines and Cosines. A problem-solving approach utilizes applications and a graphing calculator throughout the course. Credits: 4 Prerequisite(s): Grade of C or better in MAT 093 or MAT 098, EGL 093

MAT 201 Calculus I with Analytic Geometry introduces students to the mathematical techniques for limits (including L'Hospital's Rule), differentiation, and integration of algebraic, trigonometric, inverse trigonometric, logarithmic, exponential, hyperbolic, and inverse hyperbolic functions. Applications of differentiation and integration are studied. Credits: 4 Prerequisite(s): EGL 093 and grade of C or better in MAT 191

SPH 121 Interpersonal Communications is a survey course covering all facets of human communication. The course emphasizes basic communication skills and awareness of what contributes to effective communicating, as well as what contributes to messages miscommunicated. It also provides students with practice in verbal and listening skills. Students relate communication learning to all areas of life and career skills. Classroom discussions, activities, and experiments on a variety of topics are used as a basis for students' growing awareness of perception and skills in communication. Credits: 3 Corequisite(s): EGL 093

SPH 141 Public Speaking (H) is the study of the principles and models of communication in conjunction with hands-on experience in the planning, structuring, researching, writing, and delivering of multiple types of public address. To emphasize the characteristics of effective public speaking, the course also provides models of and practice with constructive criticism. Credits: 3 Corequisite(s): EGL 093

Specialized accreditation of graduate certification requirements for this program and its students. Not applicable.

Contracts. Cecil College does not contract with another institution or non-collegiate organization to provide this program.

Providing information to students. The following information on degree requirements, learning outcomes, and course descriptions will be made available to students in the college catalog, which is available on the Cecil College website. Students may also consult with advisors and faculty members to learn about these programs.

Accuracy in advertising. Information about new programs is clearly and accurately represented in advertising, recruiting, and admissions materials. The College's Academic Programs unit widely shares information about the requirements for new or changed degrees in MHEC-approved programs. The Admissions and Marketing departments use this information to update application and inquiry forms, internal recruitment products, and other marketing materials.

H. Adequacy of articulation

Cecil College has an articulation agreement with Wilmington University (in Delaware) for this program. A copy of the articulation agreement is attached to this proposal.

I. Adequacy of faculty resources (as outlined in COMAR 13B.02.03.11).

Narrative demonstrating quality of program faculty. Cecil College faculty hold a degree commensurate with the level of the proposed program. All full-time faculty hold at least a Master’s degree, including graduate level work in the field in which they provide instruction. Part-time faculty possess the same or equivalent qualifications. Details on credentials for faculty who teach courses in this program are provided in the table below.

Faculty Member	Credentials	Status	Courses Taught
John Climent, Professor of Mathematics	Ph.D. University of Delaware (Mathematics)	Full-time	MAT 128 Introduction to Statistics II
Allan Drach, Assistant Professor of Mathematics	M.A. Villanova University (Mathematics)	Full-time	MAT 201 Calculus I with Analytic Geometry
Anne Edlin, Professor of Mathematics	Ph.D. Temple University (Mathematics)	Full-time	MAT 191 Precalculus
Adele Foltz, Associate Professor of Business	M.B.A. Wesley College (Business)	Full-time	ACC 101 Accounting I ACC 102 Accounting II
Craig Frischkorn, Professor of English	Ph.D. SUNY Buffalo (English)	Full-time	SPH 121 Interpersonal Communication
Christopher Gaspere, Assistant Professor of English	M.A. Washington College (English)	Full-time	EGL 101 College Composition EGL 211 Technical Writing
Mark Krysiak, Lecturer in Business	M.B.A. University of Baltimore (Business)	Full-time	BUS 131 Principles of Management BUS 212 Principles of Marketing
Carlos Lampkin, Assistant Professor of Business	M.B.A. Wilmington University (Business)	Full-time	CIS 101 Introduction to Computer Concepts ECO 221 Economics – Micro ECO 222 Economics - Macro
Elizabeth Leavy, Assistant Professor of Mathematics	M.S. Rutgers University (Applied Mathematics)	Full-time	MAT 125 Applied Calculus
Jennifer Levi, Professor of English	Ph.D. University of Delaware (English)	Full-time	SPH 141 Public Speaking
Kim Sheppard, Professor of Mathematics	M.S. Clemson University (Mathematics)	Full-time	MAT 127 Introduction to Statistics
Candace Vogelsong, Associate Professor of Business	M.B.A. Wilmington College (Business)	Full-time	BUS 103 Introduction to Business BUS 207 Introduction to Public Relations BUS 210 Business Law

Faculty Member	Credentials	Status	Courses Taught
			BUS 216 Organizational Leadership
Richard Bearch	M.A. Bellevue University (Management)	Part-time	BUS 231 Management of Human Resources
Keith Dorman	M.B.A. Wilmington University (Business), J.D. Widener University (Law)	Part-time	BUS 191 Introduction to Finance
Brooke Fisher	M.Ed. Millersville University (Sports Management)	Part-time	SPM 201 Sports in American Culture
Lisa Reynolds	M.B.A. Goldey-Beacom College (Business Administration)	Part-time	SPM 101 Introduction to Sports Management SPM 200 Sports Facilities and Event Management

Ongoing pedagogy training for faculty. Faculty have several opportunities for ongoing professional development in pedagogy. Cecil College’s Catalyst - The Center for Teaching and Learning offers regular monthly workshops on refining pedagogical techniques, course design, and identifying technologies to improve face-to-face, hybrid, HyFlex, and online teaching. These trainings include sessions on how to effectively use the College’s learning management system, Canvas. The College also funds faculty participation in academic conferences, including conferences focused on pedagogical topics.

J. Adequacy of library resources (as outlined in COMAR 13B.02.03.12).

Cecil College’s Cecil County Veterans Memorial Library is a member of Maryland Digital Library (MDL) and the Maryland Community College Library Consortium (MCCLC). CCVM Library has reciprocal borrowing privileges with other community college libraries within the state of Maryland. CCVM Library also subscribes to Inter-Library Loan, where students and faculty can request books and scholarly articles from institutions nationwide.

Students can make an appointment to meet one-on-one or in groups with the Instructional Librarian for assistance with the following: narrowing down a research topic, finding articles in the library databases, finding books and eBooks, evaluating resources, and crafting citations. The Instructional Librarian also visits classes upon request to teach library information sessions tailored to class projects and curricula.

The library subscribes to approximately 85 online databases that support programs offered at Cecil College. The following databases may help most with varying aspects of the Associate of Applied Science in Sports Management with a Sports Management Concentration: EBSCO Academic Search Complete, ProQuest Research Library, ProQuest Accounting, Tax, & Banking Collection, ProQuest Arts & Humanities, ProQuest Asian & European Business Collection, ProQuest Business Market Research Collection, EBSCO Business Source Premier, ProQuest Canadian Business & Current Affairs, ProQuest Global Breaking Newswires, ProQuest Hoover’s Company Profiles, ProQuest International Newsstream, Gale Opposing Viewpoints in Context, ProQuest Psychology, ProQuest Social Science, ProQuest Sociology, EBSCO Regional Business News, ProQuest US Newsstream, JSTOR, ProQuest Career and Technical Education, and ProQuest Computer Science.

CCVM Library offers both a 21,000-volume physical book collection, and 254,000 volume online eBook collection for student use with texts directly related to courses required for the Associate of Applied Science in Sports Management with a Sports Management Concentration as well as a list of open resources on its Open Educational Resources (OER) LibGuide that both students and faculty can utilize. The library also has several course textbooks on reserve for students to use in the library. CCVM Library staff welcomes and encourages faculty to submit requests for books, multi-media resources, and databases to support student projects and teacher instruction throughout the academic year.

K. Adequacy of physical facilities, infrastructure and instructional equipment (as outlined in COMAR 13B.02.03.13)

Physical facilities, infrastructure and instruction equipment. All students have the opportunity to utilize all physical facilities on campus including the Library; the Arts and Sciences Building; the Engineering and Math Building; Physical Education Complex; and the Technology/Conference Center, housing the computer lab, a student lounge / dining area and a Conference Center.

The department has sufficient dedicated office space for program faculty, staff, and students. Faculty offices include a desk and multiple chairs available for private conferences with students and/or faculty, bookshelves for department resources, and a locked file cabinet to secure program materials.

There is also dedicated office space for adjunct faculty. The adjunct offices are equipped with computers, desks, chairs, and telephones.

Multiple conference rooms are available for faculty meetings and or private conferences with students in the Engineering and Math Building, the Arts and Science Building, and the Physical Education Complex.

Available technology includes state-of-the-art smart classrooms with interactive white boards, projection systems, immediate capture and documentation cameras, wireless internet access, and the College-wide course management system, Canvas, which can provide on-line learning to supplement courses. All students and faculty are provided with College email addresses.

The North East campus computer lab provides computers and technology resource staff, during regular lab hours, to assist students. The Academic Success Center is a free service to all Cecil College students. Tutors are available during a variety of day and evening hours to assist students with math as well as reading and writing assignments in any subject. Free subject matter tutoring is also available to all students upon request.

Access to email and a learning management system. The College-wide course management system, Canvas, provides on-line learning to supplement courses. All students and faculty are provided with College email addresses.

L. Adequacy of financial resources with documentation (as outlined in COMAR 13B.02.03.14)




1. Complete  [Table 1: Resources \(pdf\)](#) and  [Table 2: Expenditure\(pdf\)](#).  [Finance data\(pdf\)](#) for the first five years of program implementation are to be entered. Figures should be presented for five years and then totaled by category for each year.

TABLE 1: RESOURCES

	Resource Categories	Year 1	Year 2	Year 3	Year 4	Year 5
1.	Reallocated funds	\$0	\$0	\$0	\$0	\$0

2.	Tuition/Fee Revenue (c + g below)	\$94,500	\$101,192	\$110,968	\$118,188	\$123,968
a.	Number of F/T students	20	21	22	23	24
b.	Annualized Tuition/Fee Rate ²	\$4,725	\$4,865	\$5,005	\$5,145	\$5,215
c.	Total F/T Revenue (a x b)	\$75,600	\$81,732	\$88,088	\$94,668	\$100,128
d.	Number of P/T students	7	7	8	8	8
e.	Credit Hour Rate	\$135	\$139	\$143	\$147	\$149
f.	Annualized Credit Hour Rate ³	\$2,700	\$2,780	\$2,860	\$2,940	\$2,980
g.	Total P/T Revenue (d x e x f)	\$18,900	\$19,460	\$22,880	\$23,520	\$23,840
3.	Grants, Contracts & other External Sources	\$0	\$0	\$0	\$0	\$0
4.	Other Sources (fees)	\$24,360	\$25,375	\$26,970	\$27,985	\$29,000
	Total (add 1-4)	\$118,860	\$126,567	\$137,938	\$146,173	\$152,968

Cecil College expects that this program will enroll 27 students in the first year, with subsequent moderate growth. Based on enrollment trends in this program at the College from the past several years, we expect that approximately 35 percent of these students will enroll part-time.

We are projecting tuition increases of 2% each year. Other sources of revenue include Student Development fees (\$8/credit) and Consolidated fees (\$21/credit). On average, full-time Cecil students take 28 credits per year; part-time students take 20 credits per year on average.

TABLE 2: EXPENDITURES

	Expenditure Categories	Year 1	Year 2	Year 3	Year 4	Year 5
1.	Faculty (b + c below)	\$26,336	\$26,860	\$27,396	\$27,944	\$28,506
a.	# FTE	.25	.25	.25	.25	.25
b.	Total Salary	\$18,383	\$18,659	\$18,938	\$19,223	\$19,511
c.	Total Benefits	\$7,953	\$8,201	\$8,457	\$8,722	\$8,995
2.	Admin. Staff (b + c below)	\$0	\$0	\$0	\$0	\$0
a.	#FTE	0	0	0	0	0
b.	Total Salary	\$0	\$0	\$0	\$0	\$0
c.	Total Benefits	\$0	\$0	\$0	\$0	\$0
3.	Support Staff (b + c below)	\$0	\$0	\$0	\$0	\$0
a.	# FTE	0	0	0	0	0
b.	Total Salary	\$0	\$0	\$0	\$0	\$0
c.	Total Benefits	\$0	\$0	\$0	\$0	\$0

² Assumes Cecil County resident taking 28 credits per year.

³ Assumes Cecil County resident taking 20 credits per year.

4.	Equipment	\$0	\$0	\$0	\$0	\$0
5.	Library	\$0	\$0	\$0	\$0	\$0
6.	New or Renovated Space	\$0	\$0	\$0	\$0	\$0
7.	Other Expenses	\$0	\$0	\$0	\$0	\$0
	Total (Add 1-7)	\$26,336	\$26,860	\$27,396	\$27,944	\$28,506

This program will be implemented with existing faculty resources and administrative staff, so there are no new expenses for personnel. Faculty FTE is estimated based on the amount of time the faculty lead for this program devotes to administering and advising students in this program (.25 FTE).

Salaries are forecasted to increase 1.5% each year, while health benefits are forecasted to increase 3.5% each year. Library resources and equipment are budgeted within the general operating budget on an ongoing basis.

M. Adequacy of provisions for evaluation of program (as outlined in COMAR 13B.02.03.15).

Procedures for evaluating courses, faculty, and student learning outcomes. Faculty members are evaluated every semester by students enrolled in their courses. The College uses an electronic survey process (Evaluation Kit) and students are required to complete the evaluation within a specified time frame at the end of the semester or they are locked out of the learning management system (Canvas) until they complete the survey. This has resulted in a very high response rate for all courses. In addition, faculty members are assessed in the classroom by the appropriate dean or designee each semester for their first year at Cecil College, annually for the next two years, and every three years thereafter. Student course evaluations are an important component in the College’s process of monitoring student satisfaction. All faculty members are contractually obligated to complete an annual report that includes assessment results.

Evaluating the program’s educational effectiveness: Student learning outcomes. The College’s Academic Assessment Plan requires that each learning goal for an academic program be reviewed at least once every four years. These assessments are used to make improvements to the program. In addition, the College has an established Comprehensive Program Review process through which programs evaluate their strengths, opportunities, and cost effectiveness every eight years.

Evaluating the program’s educational effectiveness: Student retention rates. Student retention rates are regularly monitored by the division dean.

Evaluating the program’s educational effectiveness: Student and faculty satisfaction. Faculty satisfaction is monitored through the Great Colleges to Work For Survey, which is administered every two years. Student satisfaction is measured through an annual Graduate Exit survey.

Evaluating the program’s educational effectiveness: Cost-effectiveness. The cost-effectiveness of this program is regularly monitored by the division dean and the vice president of academic programs.

N. Consistency with the State’s minority student achievement goals (as outlined in COMAR 13B.02.03.05 and in the State Plan for Postsecondary Education).

Cecil College embraces the value of diversity, and strives to continuously foster inclusiveness, and has identified “Graduates will illustrate knowledge of ...the Diversity of Human Cultures” as one of the institution’s six General Education learning goals.

The College has several programs and clubs for minority students. The Peer-to-Peer Mentorship program for all underrepresented students pairs new students with more seasoned students to assist them in finding academic resources to help them succeed. Underrepresented students are also highly encouraged to attend at least one leadership conference or event each semester. Some of the conferences students have attended in the past include: West Chester University Latinx Communities Conference; Male Students of Color Conference at Montgomery College; Student Leadership Conference; The National Association for the Advancement of Colored People (NAACP) Banquet; Community College Student Advocacy Day in Annapolis; and The Alpha Phi Alpha Fraternity Inc. Scholarship Banquet. The Multicultural Student Union, a student club at the College, sponsors annual celebrations and values diversity in social, cultural, educational, and volunteer activities.

The Cecil College Library’s Diversity & Inclusivity Subject Guide collects resources on topics such as: gender equality, LGBTQ+, people with disabilities, various cultural communities, and inequalities in social services. Resources include articles, websites, videos, etc. that are freely available on the web, as well as resources such as e-books and database articles which are only available to the College Community.

O. Relationship to low productivity programs identified by the Commission:

This program is not related to low productivity programs identified by the Commission.

P. If proposing a distance education program, please provide evidence of the  Principles of Good Practice (as outlined in COMAR 13B.02.03.22C).

Affirmation and evidence that the institution is eligible to provide Distance Education. On October 26, 2018, the Maryland Higher Education Commission informed Cecil College that our application to provide distance education offerings in the State of Maryland had been approved. The Middle States Commission on Higher Education has approved Cecil College’s request to offer programs by distance education in 2012.

Assurance that institution complies with C-RAC guidelines. Cecil College is a member of NC-SARA and follows C-RAC guidelines for distance education.

PARTNERSHIP AGREEMENT

Memorandum of Understanding (MOU) between Cecil College and Wilmington University

PURPOSE

Wilmington University (“WilmU”) and Cecil College (“Cecil”) enter the Early Admissions Partnership Agreement (“Partnership Agreement”) to facilitate guaranteed transfer and early admissions for Cecil students who intend to complete one of the following: *Associate of Applied Science (A.A.S.) in Sports Management* degree and enroll in one of WilmU’s *Bachelor of Science programs in Sport Management, Business Management, Human Resource Management, Marketing, or Organizational Leadership*.

Participation in early admissions under this Partnership Agreement provides Cecil students a seamless associate-through-bachelor-degree pathway. All Cecil graduates under this Partnership Agreement are guaranteed admission at WilmU. While some lower-level courses may still be required, Cecil students will enter WilmU with junior status toward completion of a bachelor's degree consistent with the respective program-to-program plan of study.

SECTION 1: EARLY ADMISSIONS STUDENT BENEFITS

This Partnership Agreement facilitates the following early admission benefits to Cecil students who intend to complete the associate degree indicated in the Partnership Agreement and transfer to one of the eligible bachelor degrees.

EARLY ADMISSIONS BENEFITS:

(For Cecil students and alumni that meet the requirements outlined under Student Eligibility Requirements for Early Admissions Benefits)

1. Guaranteed admissions to WilmU
2. WilmU Application fee waiver
3. Early access to a WilmU recruiter, admissions associate, and/or academic advisor 100% online or at a WilmU location
4. Program-to-program course maps from a Cecil associate degree through the eligible WilmU bachelor degree
5. Ability to enroll at both Cecil and WilmU concurrently
6. Opportunity to complete select graduate courses as part of an undergraduate degree at the undergraduate per credit tuition

STUDENT ELIGIBILITY REQUIREMENTS FOR EARLY ADMISSIONS BENEFITS

1. Students currently enrolled or have already completed any of the following Cecil College associate degree programs:
 - a. Associate of Applied Science in Sports Management
2. Submit a WilmU Early Admissions Intent to Enroll Form.
3. Enroll in one of the following eligible bachelor degrees at WilmU:
 - a. Bachelor of Science in Sport Management
 - b. Bachelor of Science in Business Management
 - c. Bachelor of Science in Human Resource Management
 - d. Bachelor of Science in Marketing

- e. Bachelor of Science in Organizational Leadership
4. Submit an official Cecil transcript with degree conferral to WilmU, and submit all official transcripts from all previously attended institutions. Completion of additional forms may be required for some majors or by enrollment status.

SECTION 2: PARTNER MOU OBLIGATIONS

JOINT OBLIGATIONS

1. Primary Points of Contact

Cecil and WilmU will identify in Addendum I the designees responsible for oversight of this Partnership Agreement. The identified designees will oversee items 2, 3, 4, and 5 of this section, and will mutually agree to hold meetings and/or provide updates to respective points-of-contact on at least an annual basis. Addendum I is a subsection of this Partnership Agreement and will be updated as necessary without the need to sign a new agreement.

2. Overall Partnership Agreement and Academic Articulation

- a. WilmU and Cecil will conduct annual reviews of this Partnership Agreement and coordinate changes as necessary.
- b. WilmU and Cecil will provide space as needed to meet and discuss current and new program offerings and transfer policies at an annual meeting between institutions for appropriate faculty, academic advisors, or otherwise appropriate personnel.
- c. Cecil and WilmU will regularly explore the inclusion of additional, mutually agreed upon, associate and bachelor degree pathways.
- d. Cecil and WilmU will develop course sequence maps for the entire associate to bachelor degree pathways (see Addendum II) and as applicable, options for students to pursue graduate programs. Addendum II is a subsection of this Partnership Agreement and will be updated as necessary without the need to sign a new agreement.
- e. WilmU and Cecil agree that all programs can be updated as needed and will ensure regular communication about curricular changes to ensure Cecil graduates always experience seamless transfer to WilmU.

3. Student Support Services

- a. WilmU and Cecil Student Support Services areas, for students that qualify under this Partnership Agreement, will mutually collaborate and ensure best practices in admissions, academic advising, student support services, enrollment management, and information technology. These areas will check-in with respective counterparts at Cecil and WilmU at least annually.
- b. Cecil and WilmU will provide a list of advisors and/or transfer counselors, or appropriate personnel and their contact information. This information will be maintained and updated as changes occur.
- c. Cecil and WilmU will provide eligible students under this Partnership Agreement a WilmU Early Admissions Intent to Enroll form as soon as possible.

4. Marketing, Recruitment, and Promotion

- a. WilmU and Cecil Marketing, Recruitment, and Promotion areas will collaborate to ensure best practices are implemented, reviewed, and maintained. These areas will check-in with respective counterparts at Cecil and WilmU at least annually.

- b. Design, revision, and approval of partnership marketing materials will be the joint responsibility of Cecil and WilmU.
- c. WilmU and Cecil will jointly develop and implement marketing efforts to generate interest and awareness with students about this Partnership Agreement.
- d. Cecil and WilmU will publicize to prospective Cecil students, current Cecil students, and alumni the benefits of this Partnership Agreement to include, but not limited to transfer literature, communications, and websites.
- e. WilmU will provide collaborative marketing assistance, literature, and information about its admissions/transfer processes, recruitment events and scholarship opportunities through deliverables such as email, posters, brochures, messaging within graduate publications, student newspapers, faculty newsletters and other WilmU marketing communication materials that may be distributed and posted around Cecil campuses.
- f. Cecil will support WilmU in communicating information about this Partnership Agreement at Cecil open houses, transfer fairs, career track talks, welcome days, career transition workshops and campus tours.
- g. Cecil will include WilmU information on all Cecil Transfer Services promotional materials, including printed and electronic brochures and newsletters. Additionally, materials about the Partnership Agreement will be made available at designated areas on all Cecil campuses.
- h. WilmU will participate in Cecil transfer fairs, graduate events, campus visits, and other university-specific fairs. Cecil will support WilmU information table set-ups several times each month.
- i. WilmU will update, maintain, and distribute materials, website content and program information sessions about WilmU degree programs and the transfer process for Cecil staff, faculty, students and graduates.
- j. Cecil will support WilmU with a mailing strategy to a mutually agreed upon list of prospective transfer students twice annually (see criteria below). Content for mailing will be provided to Cecil for approval. Mailing may require the use of a third party to support this communication process. Students must meet the following criteria to receive such mailings:
 - i. Students with “currently enrolled” status and nearing graduation (over 40 credits).
 - ii. Recent graduates (<2 years) in mutually agreed upon programs who do not hold a bachelor degree.
 - iii. Lists used for these mailings will include the full name, postal address, email address and program of study for each student.

5. Learning and Faculty Resources

- a. WilmU will invite Cecil faculty to the annual Teaching and Learning with Technology symposium, and Conference on Teaching Excellence, which is held each spring and fall. Cecil faculty will be responsible for their own travel, lodging and meal expenses. At all times WilmU maintains ownership of intellectual property associated with these services.

6. Data Exchange

WilmU and Cecil will develop, maintain and share records of the Cecil students admitted under this Partnership Agreement to the extent permitted by law.

Cecil and WilmU agree to exchange data and documents that will contribute to the maintenance and improvement of this Partnership Agreement, and promote effective cooperation between the two institutions.

Any exchange by the parties of student record information protected by the Family Education Rights and Privacy Act (20 USC § 1232g) and implementing regulations (34 CFR Part 99) shall commit the receiving party to limit the use of such information to the purposes for which the disclosure was made, and to impose such limits on any re-disclosure, and the parties agree to comply with all applicable statutory and regulatory provisions, including, without limitation 34 CFR 99.31, 99.32, 99.33, 99.34 and 99.35.

Cecil and WilmU will provide an annual update for the prior academic year, at the beginning of each fall semester, regarding the status of students under this Partnership Agreement that will include:

- a. The number of Cecil students that elected for early admissions under this Partnership Agreement disaggregated by the following:
 - i. Credits completed at Cecil
 - ii. Number of stop-outs
 - iii. Number of students by anticipated graduation date
- b. The number of Cecil students that elected for early admissions and matriculated to WilmU in the previous academic year disaggregated by the following:
 - i. Credits completed at WilmU
 - ii. Number of stop-outs
 - iii. Average GPA
 - iv. Average time from admission to completion
 - v. Number of graduates

**PARTNERSHIP AGREEMENT
Memorandum of Understanding (MOU)**

Cecil College and Wilmington University

LONGEVITY OF THE PARTNERSHIP AGREEMENT MOU

This Partnership Agreement will become effective on the date of the last signature hereto and will automatically renew for successive three (3) year terms unless terminated pursuant to the provisions contained herein.

Either party has the right to terminate this Partnership Agreement at any time by submitting written notice at least one (1) year in advance of the effective date of termination. In the event this Partnership Agreement is terminated, both parties will honor the terms of this Partnership Agreement for those students conditionally accepted prior to the effective date of the termination and both parties agree to protect individual students who are already part of the program.

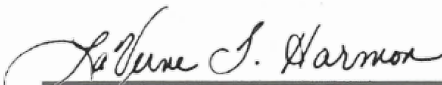
This Partnership Agreement may be executed in any number of counterparts and all of such counterparts shall together constitute one and the same instrument. Delivery of an executed counterpart of a signature page of this Partnership Agreement in Portable Document Format (PDF) or by facsimile transmission shall be effective as delivery of a manually executed original counterpart of this Partnership Agreement.

Addendums I and II are subsections to this Partnership Agreement and will be updated as necessary without the need to execute a new agreement.


This framework of cooperation is agreed to between Cecil College and Wilmington University. Therefore, in the interest of building a partnership between Cecil College and Wilmington University, it is agreed, effective upon final signature date, to create a Partnership Agreement between the two institutions.

Wilmington University

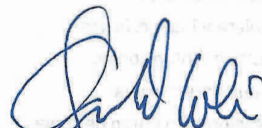
Cecil College




LaVerne T. Harmon, Ed.D. Date
President



Mary Way Bolt, Ed.D. Date
President



Jim D. Wilson, Ed.D. Date
Vice President, Academic Affairs



Christy Dryer, D.N.P. Date
Vice-President of Academic Programs

Addendum I (11/01/2021)

Addendum I is a subsection of this Partnership Agreement and will be updated as necessary without the need to execute a new agreement.

Cecil College	Academic Partnership Office Wilmington University 320 N. DuPont Highway New Castle, DE 19720 302-356-6991 apo@wilmu.edu

Points of contact reviewed and updated annually or as changes permit:

1. **Overall Partnership Agreement and Academic Articulation Elements:**
 - a. WilmU primary point(s) of contact: Aaron Stafford, Academic Partnerships
 - b. Cecil primary point(s) of contact: Christy Dryer, Vice President of Academic Programs
2. **Student Support Services:**
 - a. WilmU primary point(s) of contact: Aaron Stafford, Academic Partnerships
 - b. Cecil primary point(s) of contact: Kimberly Joyce, Vice President of Student Services and Enrollment Management
3. **Marketing, Public Relations, and Recruitment:**
 - a. WilmU primary point(s) of contact: Keri Papili, University Relations, Melissa Palese, Recruiting
 - b. Cecil primary point(s) of contact: Amy Henderson, Director of Marketing; Michael Jerome, Director of Admissions
4. **Learning/Faculty Resources:**
 - a. WilmU primary point(s) of contact: Matt Davis, Sr. Director of Online Learning and Multimedia
 - b. Cecil primary point(s) of contact: Christy Dryer, Vice President of Academic Affairs

Addendum II (11/01/2021)

Addendum II is a subsection of this Partnership Agreement and will be updated as necessary without the need to execute a new agreement.

Cecil College and Wilmington University Associate of Applied Science in Sports Management to Bachelor of Science in Sport Management, Marketing, Business Management, or Organizational Leadership

Associate Degree Coursework and Transfer:

Cecil College				CR	Wilmington University Course Equivalents			CR
ACC	101	Accounting I	3	BAC	101	Accounting I	3	
ACC	102	Accounting II	3	BAC	102	Accounting II	3	
BUS	103	Introduction to Business	3	BBM	102	Introduction to Business	3	
BUS	131	Principles of Management	3	BBM	201	Principles of Management	3	
BUS	210	Business Law	3	BLA	2XX	Business Law Elective	3	
BUS	216	Organizational Leadership	3	BBM	2XX	Business Management Elective	3	
CIS	101	Introduction to Computer Concepts	3	CTA	206	Computer Applications	3	
ECO	221	Economics – Micro	3	ECO	101	Economics I	3	
ECO	222	Economics – Macro	3	ECO	102	Economics II	3	
EGL	101	College Composition	3	ENG	121	English Composition I	3	
EGL	211	Technical Writing	3	ENG	122	English Composition II	3	
SPM	101	Introduction to Sports Management	3	SPM	305	Sport Management I	3	
SPM	200	Sports Facilities & Event Management	3	SPM	406	Sport Facilities Management & Planning	3	
SPM	201	Sports in American Culture	3	SPM	302	Sociology of Sport	3	
PSY or SOC or POS Elect or PSY 101*		PSY or SOC or POS Elective or PSY 101 Introduction to Psychology*	3	SOC/PSY	XXX	Psychology/Sociology Elective	3	
				PSY*	101*	PSY 101 Intro to Psychology*		
MAT	121	Precalculus or	4	MAT	200	Pre-Calculus or	3	
MAT	125	Applied Calculus or		MAT	310	Calculus I or		
MAT*	127*	Intro to Statistics* or		MAT	308	Inferential Statistics or		
MAT	128	Intro to Statistics II or		MAT*	312*	Business Statistics* or		
MAT	201	Calculus w/Analytic Geometry		MAT	310	Calculus I		
				MAT	1XX	Supplemental Math Elective Cred.	1	
BUS	191	Introduction to Finance or	3	FIN	300	Applied Concepts in Acc. & Fin. or	3	
BUS	207	Introduction to Public Relations or		BMK	307	Public Relations or		
BUS*	212*	Principles of Marketing* or		BMK*	305*	Marketing (SPM 407)* or		
BUS	231	Management of Human Resources		HRM	311	Human Resource Management		
SCI ELECT		Science Elective w/lab	4	SCI	XXX	Science Elective	4	
SPH	121	Interpersonal Communications or	3	PSY	309	Interpersonal Comm. Skills or	3	
SPH*	141*	Public Speaking*		ENG*	131*	Public Speaking*		
ELECT		Elective	1	ELE	1XX	Elective	1	
Total			60	Total			60	

*to maximize transfer, the course indicated is the Cecil course recommended and the transfer equivalent at Wilmington University

Remaining Coursework:

Students are required to have a minimum of 120 credits to earn a bachelor's degree. Additional electives may be required to reach this credit amount. See options on subsequent pages.

Option 1: B.S. in Sport Management – (Remaining Course Requirements)

#	Course ID	Course Name	CR	Notes
1	MAT 205	Introductory Survey of Mathematics	3	
2	MAT 312	Business Statistics	3	See Note 1
3	CTA 326	Integrating Excel into Business Problem Solving	3	See Note 1
4	BBM 319	Business Ethics	3	See Note 1
5	BBM 320	Business Communications	3	
6	BBM 402	Strategic Management	3	
7	FIN 305	Financial Management	3	
8	SPM 301	Legal and Ethical Issues in Sport	3	
9	SPM 306	Sport Media Relations	3	
10	SPM 400	Seminar in Sport Analysis	3	
11	SPM 405	Sport Management II	3	
12	SPM 407	Sport Marketing and Promotions	3	See Note 1
13	SPM 408	Financing Sport Operations	3	
14	SPM 490	Sport Management Internship I	3	
15	SPM 491	Sport Management Internship II	3	
16-20		Electives or Dual Credit Advantage/Certificate/Minor Options	15	See Note 2
	Certificate and Minor Options: <ul style="list-style-type: none"> • Nonprofit Management Certificate • Sport Analytics Certificate • Sport Media Certificate Dual Credit Advantage Options: <ul style="list-style-type: none"> • Coursework toward Master of Business Administration or Master of Science in Management 			

Important Notes

1. WilmU has a credit residency policy of 30 credits. Therefore, additional credits beyond the associate degree requirements can be completed at Cecil College. However, certificate and accelerated options are available at Wilmington University for students with elective space. Students should discuss their options with an advisor. The following courses can be completed at Cecil College to maximize transfer credit:
 - a. ACC 205, Business Spreadsheet Applications for CTA 326, Integrating Excel into Business Problem Solving
 - b. BUS 187, Business Ethics for BBM 319, Business Ethics
 - c. BUS 212, Principles of Marketing for SPM 407, Sport Marketing and Promotions
 - d. MAT 127, Introduction to Statistics for MAT 312, Business Statistics
2. Dual Credit Advantage options allow students to enroll in some graduate coursework that can count toward both the undergraduate and graduate degree. Students must meet the appropriate GPA and other pre-requirements and should discuss this option with an advisor prior to enrolling in WilmU coursework.

Option 2: B.S. in Marketing – (Remaining Course Requirements)

#	Course ID	Course Name	CR	Notes
1	MAT 205	Introductory Survey of Mathematics	3	
2	MAT 312	Business Statistics	3	See Note 1
3	BMK 305	Marketing	3	See Note 1
4	CTA 326	Integrating Excel into Business Problem Solving	3	See Note 1
5	BBM 301	Organizational Behavior	3	
6	BBM 320	Business Communications	3	
7	BBM 402	Strategic Management	3	
8	BBM 411 or HRM 311	Operations and Systems Management or Human Resource Management	3	See Note 1
9	BLA 303	Legal and Ethical Environment of Business	3	
10	BMK 308	Global Marketing	3	
11	BMK 320	Consumer Behavior	3	
12	BMK 321	Marketing Research	3	
13	BMK 400	Social Media Marketing	3	
14	BMK 413	Marketing Management	3	
15	BMK 489 or BMK 490	Experiential Learning in Marketing or Marketing Internship	3	
16	FIN 305	Financial Management	3	
17	MIS 320	Management Information Systems	3	
18-19		Upper Level Marketing Electives	6	
20		Electives or Dual Credit Advantage/Certificate/Minor Options	3	See Note 2
	Certificate and Minor Options: <ul style="list-style-type: none"> • Digital Marketing Certificate • Entrepreneurship/Small Business Certificate • Human Resource Management Certificate • Marketing Analysis Certificate • Nonprofit Management Certificate Dual Credit Advantage Options: <ul style="list-style-type: none"> • Coursework toward Master of Business Administration or Master of Science in Management 			

Important Notes

1. WilmU has a credit residency policy of 30 credits. Therefore, additional credits beyond the associate degree requirements can be completed at Cecil College. However, certificate and accelerated options are available at Wilmington University for students with elective space. Students should discuss their options with an advisor. The following courses can be completed at Cecil College to maximize transfer credit:
 - a. ACC 205, Business Spreadsheet Applications for CTA 326, Integrating Excel into Business Problem Solving
 - b. BUS 212, Principles of Marketing for SPM 407, Sport Marketing and Promotions
 - c. BUS 231, Management of Human Resources for HRM 311, Human Resource Management
 - d. MAT 127, Introduction to Statistics for MAT 312, Business Statistics
2. Dual Credit Advantage options allow students to enroll in some graduate coursework that can count toward both the undergraduate and graduate degree. Students must meet the appropriate GPA and other pre-requirements and should discuss this option with an advisor prior to enrolling in WilmU coursework.

Option 3: B.S. in Business Management – (Remaining Course Requirements)

#	Course ID	Course Name	CR	Notes
1	MAT 205	Introductory Survey of Mathematics	3	
2	MAT 312	Business Statistics	3	See Note 1
3	BMK 305	Marketing	3	See Note 1
4	CTA 326	Integrating Excel into Business Problem Solving	3	See Note 1
5	BBA 301	Introduction to Business Analytics	3	
6	BBM 301	Organizational Behavior	3	
7	BBM 315	Supervisory Management	3	
8	BBM 320	Business Communications	3	
9	BBM 370	Global Business Management	3	
10	BBM 402	Strategic Management	3	
11	BBM 411	Operations and Systems Management	3	
12	BBM 412	Project Management	3	
13	BLA 303	Legal and Ethical Environment of Business	3	
14	FIN 305	Financial Management	3	
15	FIN 306	Corporate Finance	3	
16	HRM 310	Organizational Development	3	
17	HRM 311	Human Resource Management	3	See Note 1
18-20		Electives or Dual Credit Advantage/Certificate/Minor Options	9	See Note 2
	Certificate and Minor Options: <ul style="list-style-type: none"> • Nonprofit Management Certificate • Small Business Management Certificate • Human Resource Management Certificate Dual Credit Advantage Options: <ul style="list-style-type: none"> • Coursework toward Master of Business Administration or Master of Science in Management 			

Important Notes

1. WilmU has a credit residency policy of 30 credits. Therefore, additional credits beyond the associate degree requirements can be completed at Cecil College. However, certificate and accelerated options are available at Wilmington University for students with elective space. Students should discuss their options with an advisor. The following courses can be completed at Cecil College to maximize transfer credit:
 - a. ACC 205, Business Spreadsheet Applications for CTA 326, Integrating Excel into Business Problem Solving
 - b. BUS 212, Principles of Marketing for SPM 407, Sport Marketing and Promotions
 - c. BUS 231, Management of Human Resources for HRM 311, Human Resource Management
 - d. MAT 127, Introduction to Statistics for MAT 312, Business Statistics
2. Dual Credit Advantage options allow students to enroll in some graduate coursework that can count toward both the undergraduate and graduate degree. Students must meet the appropriate GPA and other pre-requirements and should discuss this option with an advisor prior to enrolling in WilmU coursework.

Option 4: B.S. in Organizational Leadership – (Remaining Course Requirements)

#	Course ID	Course Name	CR	Notes
1	MAT 205	Introductory Survey of Mathematics	3	
2	MAT 312	Business Statistics	3	See Note 1
3	BBM 304	Personal Branding	3	
4	HRM 311	Human Resource Management	3	See Note 1
5	BMK 305	Marketing	3	See Note 1
6	CTA 326	Integrating Excel into Business Problem Solving	3	See Note 1
7	PSY 101	Introduction to Psychology	3	See Note 1
8	BBM 320	Business Communications	3	
9	BBM 370	Global Business Management	3	
10	BBM 402	Strategic Management	3	
11	BBM 411	Operations and Systems Management	3	
12	BBM 412	Project Management	3	
13	FIN 300	Applied Concepts in Accounting and Finance	3	See Note 1
14	HRM 310	Organizational Development	3	
15	ORG 302	Psychology of Leadership	3	
16	ORG 408	Culture of the Workplace	3	
17	ORG 433	Theoretical View of Organizational Systems	3	
18	ORG 444	Organizational Justice, Ethics, and Social Responsibility	3	
19	PSY 302	Organizational and Industrial Psychology	3	
20	PSY 420	Introduction to Trauma-Informed Approaches	3	
21	BBM 420	Seminar in Organizational Leadership	3	
	Certificate Options: <ul style="list-style-type: none"> • Human Resource Management Dual Credit Advantage Options: <ul style="list-style-type: none"> • Coursework toward Master of Business Administration or Master of Science in Management 			

Important Notes

1. WilmU has a credit residency policy of 30 credits. Therefore, additional credits beyond the associate degree requirements can be completed at Cecil College. However, certificate and accelerated options are available at Wilmington University for students with elective space. Students should discuss their options with an advisor. The following courses can be completed at Cecil College to maximize transfer credit:
 - a. ACC 205, Business Spreadsheet Applications for CTA 326, Integrating Excel into Business Problem Solving
 - b. BUS 212, Principles of Marketing for SPM 407, Sport Marketing and Promotions
 - c. BUS 191, Introduction to Finance for FIN 300, Applied Concepts in Accounting and Finance
 - d. BUS 231, Management of Human Resources for HRM 311, Human Resource Management
 - e. MAT 127, Introduction to Statistics for MAT 312, Business Statistics
 - f. PSY 101, Introduction to Psychology for PSY 101, Introduction to Psychology
2. Dual Credit Advantage options allow students to enroll in some graduate coursework that can count toward both the undergraduate and graduate degree. Students must meet the appropriate GPA and other pre-requirements and should discuss this option with an advisor prior to enrolling in WilmU coursework.

Option 5: B.S. in Human Resource Management – (Remaining Course Requirements)

#	Course ID	Course Name	CR	Notes
1	ENG 131	Public Speaking	3	See Note 1
2	MAT 205	Introductory Survey of Mathematics	3	
3	MAT 312	Business Statistics	3	See Note 1
4	BBM 301	Organizational Behavior	3	
5	BMK 305	Marketing	3	See Note 1
6	CTA 326	Integrating Excel into Business Problem Solving	3	See Note 1
7	HRM 311	Human Resource Management	3	See Note 1
8	BBM 319	Business Ethics	3	See Note 1
9	BBM 320	Business Communications	3	
10	BBA 301	Intro to Business Analytics	3	
11	FIN 305	Financial Management	3	
12	BBM 402	Strategic Management	3	
13	HRM 305	Staffing Organizations or Co-op	3	
14	HRM 310	Organizational Development or Co-op	3	
15	HRM 350	International Human Resource Management	3	
16	HRM 400	Legal Aspects of Human Resource Management	3	
17	HRM 405	Compensation Administration	3	
18	HRM 450	Strategic Human Capital Management	3	
19	HRM Elective	Upper Level HRM Elective	3	
20	HRM480 or HRM490	Experiential Learning in HRM or Internship in HRM	3	
Certificate Options:				
<ul style="list-style-type: none"> • Human Resource Management certificate 				
Dual Credit Advantage Options:				
<ul style="list-style-type: none"> • Coursework toward Master of Business Administration or Master of Science in Management 				

Important Notes

3. WilmU has a credit residency policy of 30 credits. Therefore, additional credits beyond the associate degree requirements can be completed at Cecil College. However, certificate and accelerated options are available at Wilmington University for students with elective space. Students should discuss their options with an advisor. The following courses can be completed at Cecil College to maximize transfer credit:
 - a. ACC 205, Business Spreadsheet Applications for CTA 326, Integrating Excel into Business Problem Solving
 - b. BUS 187, Business Ethics for BBM 319, Business Ethics
 - c. BUS 212, Principles of Marketing for SPM 407, Sport Marketing and Promotions
 - d. BUS 231, Management of Human Resources for HRM 311, Human Resource Management
 - e. MAT 127, Introduction to Statistics for MAT 312, Business Statistics
 - f. PSY 101, Introduction to Psychology for PSY 101, Introduction to Psychology
 - g. SPH 141, Public Speaking for ENG 131, Public Speaking
4. Dual Credit Advantage options allow students to enroll in some graduate coursework that can count toward both the undergraduate and graduate degree. Students must meet the appropriate GPA and other pre-requirements and should discuss this option with an advisor prior to enrolling in WilmU coursework.