

(NEW GRADUATE INITIATIVES)**PROPOSAL PROCEDURES CHECKLIST**

Academic units should adhere to the following procedures when requesting new curricular initiatives (degrees, concentrations or certificates).

Obtain the required approval from the Office of the Provost to move the initiative forward for internal ASU governance reviews/approvals.

- Establishment of new curricular initiative requests; degrees, concentrations, or certificates
- Rename requests; existing degrees, concentrations or certificates
- Disestablishment requests; existing degrees, concentrations or certificates

Submit any new courses that will be required for the new curricular program to the Curriculum ChangeMaker online course approval system for review and approval. – will be completed by Jan. 23, 2015

- Additional information can be found at the Provost's Office Curriculum Development website: [Courses link](#)
- For questions regarding proposing new courses, send an email to: courses@asu.edu

Prepare the applicable proposal template and operational appendix for the proposed initiative.

- New degree, concentration and certificate templates (contain proposal template and operational appendix) can be found at the Provost's Office Curriculum Development website: [Academic Programs link](#)

Obtain letters or memos of support or collaboration. (if applicable)

- When resources (faculty or courses) from another academic unit will be utilized
- When other academic units may be impacted by the proposed program request

Obtain the internal reviews/approvals of the academic unit.

- Internal faculty governance review committee(s)
- Academic unit head (e.g. Department Chair or School Director)
- Academic unit Dean (will submit approved proposal to the curriculumplanning@asu.edu email account for further ASU internal governance reviews (as applicable, University Graduate Council, CAPC and Senate)

Additional Recommendations - All new graduate programs require specific processes and procedures to maintain a successful degree program. Below are items that Graduate Education strongly recommends that academic units establish after the program is approved for implementation.

Set-up a Graduate Faculty Roster for new PhD Programs – This roster will include the faculty eligible to mentor, co-chair or chair dissertations. For more information, please go to http://graduate.asu.edu/graduate_faculty_initiative.

Establish Satisfactory Academic Progress Policies, Processes and Guidelines – Check within the proposing academic unit and/or college to see if there are existing academic progress policies and processes in place. If none have been established, please go to http://graduate.asu.edu/faculty_staff/policies and scroll down to the **academic progress review and remediation processes** (for faculty and staff) section to locate the reference tool and samples for establishing these procedures.

Establish a Graduate Student Handbook for the New Degree Program – Students need to know the specific requirements and milestones they must meet throughout their degree program. A Graduate Student Handbook provided to students when they are admitted to the degree program and published on the website for the new degree gives students this information. Include in the handbook the unit/college satisfactory academic progress policies, current degree program requirements (outlined in the approved proposal) and provide a link to the Graduate Policies and Procedures website. Please go to http://graduate.asu.edu/faculty_staff/policies to access Graduate Policies and Procedures.

Check Box Directions – To place an "X" in the check box, place the cursor on the left-side of the box, right click to open the drop down menu, select **Properties**, under **Default value**, select **Checked** and then select **Ok**.



ARIZONA STATE UNIVERSITY
PROPOSAL TO ESTABLISH A NEW GRADUATE DEGREE

This template is to be used only by programs that have received specific written approval from the University Provost's Office to proceed with internal proposal development and review. A separate proposal must be submitted for each individual new degree program.

DEGREE PROGRAM

College/School(s) offering this degree: Sandra Day O'Connor College of Law

Unit(s) within college/school responsible for program: Sandra Day O'Connor College of Law

If this is for an official joint degree program, list all units and colleges/schools that will be involved in offering the degree program and providing the necessary resources: N/A

Proposed Degree Name: Master of Sports Law and Business

Master's Degree Type: Other

If Degree Type is "Other", provide proposed degree type: Master of Sports Law and Business and proposed abbreviation: MSLB

Proposed title of major: Sports Law and Business

Is a program fee required? Yes [X] No []

Is the unit willing and able to implement the program if the fee is denied? Yes [] No [X]

Requested effective term: Fall and year: 2015

(The first semester and year for which students may begin applying to the program)

PROPOSAL CONTACT INFORMATION

(Person to contact regarding this proposal)

Name: Rodney K. Smith

Title: Professor of Practice

Phone: 480-965-0105

email: Rodney.K.Smith@asu.edu

DEAN APPROVAL

This proposal has been approved by all necessary unit and College/School levels of review, and the College/School(s) has the resources to offer this degree program. I recommend implementation of the proposed degree program. (Note: An electronic signature, an email from the dean or dean's designee, or a PDF of the signed signature page is acceptable.)

College Dean name: Douglas J. Sylvester

College Dean Signature [Signature] Date: 1/16/2015

College Dean name: (if more than one college involved)

College Dean Signature _____ Date: _____

**ARIZONA STATE UNIVERSITY
PROPOSAL TO ESTABLISH A NEW GRADUATE DEGREE**

This proposal template should be completed in full and submitted to the University Provost's Office [mail to: curriculumplanning@asu.edu]. It must undergo all internal university review and approval steps including those at the unit, college, and university levels. A program **may not** be implemented until the Provost's Office notifies the academic unit that the program may be offered.

DEGREE PROGRAM INFORMATION

Master's Type: Other
(E.g. MS, MA, MAS, PSM, or other)

If Degree Type is "Other", provide proposed degree type: Master of Sports Law and Business
Provide proposed abbreviation: MSLB

Proposed title of major: Sports Law and Business

1. PURPOSE AND NATURE OF PROGRAM:

A. Brief program description –

The Sandra Day O'Connor College of Law at Arizona State University, in partnership with the W. P. Carey School of Business and in full cooperation with ASU's Athletics Department, will offer the only graduate program in the United States that provides students with the training to understand the regulatory (legal and policy) and revenue (business, branding, operations, and marketing) forces that drive the global sports industry. This 36-credit master's degree can be completed in three terms (fall, spring, and summer) for full-time students.

Those who are eligible and will benefit from this degree include hardworking professionals working in the sports industry, or who have worked in the area and understand the benefits of this unique program, as a part of their career planning; and recent graduates with strong academic records, an entrepreneurial nature, and a demonstrated commitment to becoming professionals working within the sports industry. Given the rigorous nature of the curriculum, students are expected to have a strong work ethic and solid writing and analytical skills in order to take full advantage of the problem-solving and project-based nature of the learning experience offered in the program.

B. Will concentrations be established under this degree program? Yes No
(Please provide additional concentration information in the operational appendix – number 5A.)

2. PROGRAM NEED - Explain why the university should offer this program (include data and discussion of the target audience and market).

The U.S. Sports Industry is a \$470 billion/year enterprise. The Phoenix metro-area is a significant location for sports, hosting a team in every major professional sport and a large, prominent collegiate institution. Other sports organizations, such as Ping, have their corporate headquarters here, and others are relocating here. Phoenix also hosts a number of significant figures in the sports industry and the College of Law has relationships with many of those people.

A Master of Sports Law and Business would provide the law school with the ability to increase non-J.D. graduate enrollment. It would also create an obvious strength for executive education programs in a field with need for further training and in a desirable location. The College of Law already collaborates with the W. P. Carey Business School, such as by having a number of concurrent degree programs, and the Department of Athletics, such as by having the University's Vice President for University Athletics and Athletic Director, Ray Anderson, serve as a Professor of Practice at the College of Law and by having several Department of Athletics employees serve as faculty associates at the law school. This degree would benefit greatly from those connections.

There are no established programs in the country that are offered as inter- or cross-disciplinary partnerships between graduate law and business, as is the case with this proposed degree. There are currently only a few Sports Law programs in the country, but most are not well-established or focus primarily on Entertainment Law, and none include a comprehensive business component. For example, UCLA's Entertainment, Media, and Intellectual Property Law Program does not focus on sports and they offer only one sports-only class, Sports and the Law, and one other course that includes sports entitled Income Taxation of Entertainers, Athletes, and Artists. USC's Entertainment and Media Law Program offers a one-credit Sports Law course and one two-credit seminar in amateur sports law. The University of New Hampshire's Sports and Entertainment Law Institute is part of their Center for Intellectual Property and offers only two courses on sports law and one "sports and entertainment law" course. Tulane Law School's Sports Law program offers only two sports law courses, and the University of Vermont offers eight credits, but the law school focuses primarily on environmental law and has faced significant difficulties recently.

The only two established programs are at Thomas Jefferson and Marquette, with Marquette having the strongest program of the two and offering a certificate and an LL.M. in sports law. Even the Marquette program, though, has significant weaknesses compared to the proposed new degree; their program is not inter-disciplinary and offers no formal connection between sports law and business, and the curriculum is traditional and not problem- or project-based. Finally, Marquette is in Milwaukee and is not a top-tier law school. Thomas Jefferson is also a lower-tier law school and their program is designed for J.D. students, who take about 20% of their courses in sports law and "related" courses. Beyond the J.D., St. John's recently created an LL.M. in International and Comparative Sports Law that offers four courses and Drexel University Mack School of Law offers an online Graduate Certificate in NCAA Compliance and Sports Law, but not much else exists.

3. IMPACT ON OTHER PROGRAMS - Attach any letters of collaboration/support from impacted programs. (see Checklist coversheet)

Letters of support from Amy Hillman, Dean of the W. P. Carey School of Business, and Ray Anderson, Vice President for University Athletics and Athletic Director, are attached.

4. PROJECTED ENROLLMENT - How many new students do you anticipate enrolling in this program each year for the next five years? Please note, The Arizona Board of Regents (ABOR) requires nine masters and six doctoral degrees be awarded every three years. Thus, the projected enrollment numbers must account for this ABOR requirement.

5-YEAR PROJECTED ANNUAL ENROLLMENT					
Please utilize the following tabular format.	1st Year	2nd Year (Yr 1 continuing + new entering)	3rd Year (Yr 1 & 2 continuing + new entering)	4th Year (Yrs 1, 2, 3 continuing + new entering)	5th Year (Yrs 1, 2, 3, 4 continuing + new entering)
Number of Students Majoring (Headcount)	30	35	40	45	50

5. STUDENT LEARNING OUTCOMES AND ASSESMENT:

A. List the knowledge, competencies, and skills students should have attained by graduation from the proposed degree program. (You can find examples of program Learning Outcomes at <http://www.asu.edu/oue/assessment.html>).

- 1) Students will be able to identify and analyze legal issues related to sports law and business; and
- 2) Students will be able to write effectively on topics related to sports law and business.

B. Describe the plans and methods to assess whether students have achieved the knowledge, competencies and skills identified in the Learning Outcomes. (You can find examples of assessment methods at (<http://www.asu.edu/oue/assessment.html>)).

- 1a) 80% of all students will receive a B- or better on the final paper, project, or exam in Sports Law and Business, a required course; and
- 1b) 70% of graduates will respond “very strong” or “strong” to a question on the Graduate Student Report Card about how well the degree program helped develop the student’s critical thinking skills.

- 2a) 80% of students will achieve a grade of B- or better on the final paper in Contracts: Negotiating and Drafting; and
- 2b) 70% of graduates will respond “very strong” or “strong” to a question on the Graduate Student Report Card about the development of the student’s writing skills.

6. ACCREDITATION OR LICENSING REQUIREMENTS (if applicable): Provide the names of the external agencies for accreditation, professional licensing, etc. that guide your curriculum for this program, if any. Describe any requirements for accreditation or licensing.

None

7. FACULTY, STAFF, AND RESOURCE REQUIREMENTS:

A. Faculty

- i. **Current Faculty** - List the name, rank, highest degree, area of specialization/expertise and estimate of the level of involvement of all current faculty members who will teach in the program.

Rodney K. Smith is a Professor of Practice at the College of Law. Professor Smith holds an S.J.D. and an LL.M. from the University of Pennsylvania Law School, as well as a J.D., *cum laude*, from the J. Reuben Clark Law School, Brigham Young University. Professor Smith previously served as Dean of three law schools (University of Arkansas at Little Rock School of Law, The University of Montana School of Law, and Capital University Law and Graduate Center), and he also served as President of Southern Virginia University for seven years. Professor Smith is a recognized expert in the field of sports law, having authored three sports law textbooks and numerous academic articles on a variety of sports law topics. Prior to joining ASU, he was the Distinguished Professor of Law and Director of the Sports Law and Policy Center at the Thomas Jefferson School of Law. He has been a legal educator for over thirty years.

Ray Anderson, ASU’s Vice President for University Athletics and Athletic Director, is a Professor of Practice at the College of Law. Professor Anderson previously served as the Executive Vice President of football operations for the National Football League. He was appointed to the NFL Committee on Workplace Diversity and was named to Sports Illustrated’s list of the “101 Most Influential Minorities in Sports.” Professor Anderson earned his B.A. in political science from Stanford and his J.D. from Harvard Law School.

Michael Mokwa, who will serve as Associate Director of the degree program, is a marketing professor at the W. P. Carey School of Business. Professor Mokwa holds a Ph.D. from the University of Houston. His research areas include strategic marketing management and sports business decision making. Professor Mokwa co-teaches, with Professor Smith, Strategic Career Planning. He also teaches marketing courses regarding the essentials of sports business.

Rocky Harris is the Chief of Staff of ASU’s Department of Athletics. He received his master’s degree in sports management from the University of San Francisco, where he graduated *summa cum laude* and earned the 2002 Director’s Award for being the top graduate in the program. Prior to coming to Arizona State University, Professor Harris served as Senior Vice

President and Chief Marketing Officer of Major League Soccer's Houston Dynamo and AEG Global Partnerships. Professor Harris teaches Strategic Fundraising in Sport.

Steve Webb, ASU's Executive Director of Athletics Compliance, oversees ASU's Athletics Compliance Office, including the office's efforts to deter and detect violations of NCAA, Pac-12 Conference, and institutional athletics rules and regulations. Webb came to ASU after spending six years at the NCAA national office and its Eligibility Center. Webb graduated with a J.D. *summa cum laude* from The Ohio State University Michael E. Moritz College of Law. He co-teaches an Infractions and Compliance course with Professor Smith.

Caleb Jay, Faculty Associate at the College of Law and Senior Director, Legal Affairs & Associate General Counsel for the Arizona Diamondbacks, teaches the College of Law's basic Sports Law course. Professor Jay received his J.D. from the University of San Francisco School of Law.

Steven A. Adelman is a Faculty Associate at the College of Law and is the principal attorney in the Adelman Law Group, PLLC, which specializes in risk management and venue safety. He earned his bachelor's degree at Tufts University, master's degree at the University of Massachusetts, and law degree at Boston College. Professor Adelman teaches Risk Management and Venue Safety.

Don Gibson, Faculty Associate at the College of Law and former VP, Acting President, and General Counsel of Major League Baseball Properties, Inc., the licensing and marketing division of Major League Baseball, holds a JD from UCLA School of Law. Professor Gibson spent more than twenty years in senior leadership positions in the sports industry. He co-teaches, with Professor Smith, the Professional Sports Law course.

Daniel McIntosh, Faculty Associate at the W. P. Carey School of Business and co-founder of Cardinal Advising, a research firm that applies academic models to real life problems, has taught a number of marketing and business courses, including MKT-431, Sports Facility Operations, at ASU. He will teach Sports Analytics.

- ii. **New Faculty** - Describe the new faculty hiring needed during the next three years to sustain the program. List the anticipated hiring schedule and financial sources for supporting the addition of these faculty members.

No permanent full-time hires are anticipated, but additional Faculty Associates with expertise in particular areas may be employed with a minimal stipend (generally \$1,000 per credit).

- iii. **Administration of the program** - Explain how the program will be administered for the purposes of admissions, advising, course offerings, etc. Discuss the available staff support.

BarbaraKaye Miller, the Assistant Dean of Admissions and Graduate Programs at the College of Law, is the primary administrator responsible for recruitment and admissions to the law school's Master's level programs. She manages the Office of Admissions, Financial Aid, and Student Life. She oversees the processing of applications for admissions, advises students, and works with the Associate Dean for Academic Affairs, Judith Stinson, in ensuring course availability. Her time is devoted to non-JD (Master's and LL.M.) admissions. The College of Law currently has fewer than 100 Master's and LL.M. students per year.

Professor Michael Mokwa, a tenured faculty member in the W. P. Carey School of Business, will serve as Associate Director for the Master of Sports Law and Business degree. In that capacity, he will oversee administration of the business courses. He will also be integrally involved in developing and delivering the curriculum.

Professor Rod Smith will serve as Director for the degree program and he, along with Associate Director Mokwa, will advise each degree student. They will also, using their close ties to the sports industry, develop programmatic placements and create opportunities for

degree students such as internships and job possibilities. Professors Mokwa and Smith also co-teach the Strategic Career Planning course.

B. Resource requirements needed to launch and sustain the program: Describe any new resources required for this program's success such as new staff, new facilities, new library resources, new technology resources, etc

None.

8. COURSES:

A. Course Prefix (es): Provide the following information for the proposed graduate program.

i. Will a new course prefix (es) be required for this degree program?

Yes No

ii. If yes, complete the [Course Prefixes / Subjects Form](#) for each new prefix and submit it as part of this proposal submission.

B. New Courses Required for Proposed Degree Program: Provide course prefix, number, title, and credit hours and description for any new courses required for this degree program.

Note: all of the "new" courses listed below have been submitted to Changemaker with permanent numbers.

SLB 510: Amateur Sports Law (2 credits)

This course studies law, policy, and problem solving in the amateur sports context, focusing primarily on interscholastic and intercollegiate athletics, Title IX, and racial equity in sports.

SLB 511: Strategic Career Planning (1 credit)

This course focuses on examining job opportunities in the sports industry and the development of strategies for obtaining a position suitable to the talents and abilities of individual students. Students will refine their skills in terms of searching for a job. Students will also develop a career plan, beginning with an entry-level position or a next-level position for students currently working in the area. Students will perform a market assessment to determine what entry or other appropriate level positions are available in their respective areas of interest. Students will also develop a strategy for advancement in the profession and develop relationship building and other related skills.

SLB 512: Professional Sports Law (2 credits)

This course studies law, revenue, branding, and problem solving in the professional sports context, focusing primarily on professional sports league governance and regulation, labor relations, representing and marketing players and coaches, and issues of equity and race. The course will also examine international issues related to professional sports.

SLB 513: Sports Law and Business (3 credits)

This course examines professional, amateur, and international sports law issues. The course employs a problem-focused approach, simulating the real-world interaction between sports and business and engaging students in the skill sets needed to succeed in that environment.

SLB 514: Contracts: Negotiations and Drafting (3 credits)

This course provides students with a working, basic knowledge of contract law, together with in-depth instruction regarding negotiating and drafting in the sports context. During the course, students will actively simulate the negotiation and drafting process in the sports industry, selecting a player, coach, university, or club and then negotiating a contract.

SLB 518: Sports Analytics (2 credits)

The purpose of this course is to develop and learn to apply analytical skills focusing on applications in the sports context and using approaches that are rapidly becoming important in the business of sports analytics. Upon successful completion of this course, students will achieve the following outcomes: ask interesting questions and utilize various sources of data to develop answers to questions; construct logical arguments and answers to questions supported by data; develop technical skills necessary for data-driven solution generation; and create informative spreadsheets to support decision making.

SLB 515: Sports Business Strategy and Industry Dynamics (3 credits)

This course maintains a pragmatic, experiential, and well-grounded focus, studying the role, nature, and dynamics of sports business both in and around “sports industries” and in and around “conventional businesses.” Course objectives are: to develop a sophisticated yet practical understanding of the nature, contexts, and dynamics of sports business; to provide exposure to leading-edge thought, methods, and practices in sports business, and to consider leading-edge thought, methods, and practices from conventional business that can be applied to enhance performance in sports business; to exercise, practice, and demonstrate disciplined, strategic, and operational “decision making” and effective communication addressing a variety of challenging sports business issues/situations; and to build and demonstrate knowledge, skills, savvy, and some relationships that should enhance opportunities for career success in sports business.

SLB 517: Marketing for Sports Organizations (3 credits)

This course builds knowledge and skills related to sports marketing analysis, decision making, and strategy development and execution. Course Objectives are for students to understand, competently explain, and critically assess the following: the history and evolution of sports business; the scope and unique aspects of sports compared to other industries; the key components of sports fan and stakeholder behaviors; the nature and management of sports products and brands; sports market communication, sales, and sponsorship strategies; the revenue and cost dimensions of the sports industry; and the application of key marketing concepts and techniques to numerous “real-world” sports issues.

SLB 516: Sports Business Development (2 credits)

The course aims to develop an appreciation for and understanding of the multiple stakeholders and diverse interests in and around sports business, and of their constantly changing and interactive impact on sports business practice and performance. The goal of this course is to give students broad exposure to the major revenue generating domains in the sports industry. Students will explore the fundamentals of marketing and apply those fundamentals to the domains of sponsorship, endorsement, media, ticketing, merchandising, and fundraising as means to create and maintain revenue streams. The primary objectives of this course are to provide exposure to current thought leaders in industry; develop an appreciation for the methods and practices of business development staff; and to consider methods and practices from conventional business that can be applied to enhance performance in sports business.

**APPENDIX I
OPERATIONAL INFORMATION FOR GRADUATE PROGRAMS**

(This information is used to populate the [Graduate Programs Search](#)/catalog website.)

1. Provide a brief (catalog type - no more than 150 words) program description.

The Sandra Day O'Connor College of Law at Arizona State University, in partnership with the W. P. Carey School of Business and in full cooperation with ASU's Athletics Department, offers a master's degree in sports law and business. This program provides students with the training to understand the regulatory (legal and policy) and revenue (business, branding and marketing) forces that drive the increasingly global sports industry. The program uses a small class environment to deliver a problem- and project-based legal and business curriculum taught by recognized academic and professional leaders. That curriculum, together with an applied project, prepares students with the skills necessary to address the difficult issues present in the sports industry. This unique graduate degree can be completed on a full-time basis in a 12-month period or in two or fewer years for part-time students working in the field.

2. Campus (es) where program will be offered:

(Please note that Office of the Provost approval is needed for ASU Online campus options.)

ASU Online only (all courses online)

All other campus options (please select all that apply):

Downtown Polytechnic
 Tempe West

Both on-campus and **ASU Online (*) - (Check applicable campus from options listed.)**

(*) Please note: Once students elect a campus option, students will not be able to move back and forth between the on-campus (in-person) or hybrid options and the ASU Online campus option.

3. Admission Requirements:

Degree: Minimum of a bachelor's degree from a regionally accredited four-year College or University in the United States or attained a comparable degree from a foreign institution. Possible majors include, but are not limited to, the following: Pre- Law, Business (Finance, Accounting, Marketing, etc.), Sports Business, Journalism, Communications, etc.

GPA: Admission to the program is competitive. Selection will be based on a variety of factors, including academic background and potential, diversity of experience and background, career experience and ambitions, space and resource limitations in the law school and other factors. While the applicant's undergraduate record is an important predictor, no decision will be made on objective criteria alone.

English Proficiency Requirement for International Applicants: The English proficiency requirements are the same as the Graduate Education requirement. (see Graduate Education requirement http://graduate.asu.edu/admissions/international/english_proficiency): **Yes** **No**

If applicable, list any English proficiency requirements that are supplementary to the Graduate Education requirement.

Applicants must meet the requirements of the [Graduate Education](#) as well as those of the Sandra Day O'Connor College of Law. If English is not the student's native language, he or she must provide evidence of English proficiency as indicated by acceptable scores. Applicants should have a TOEFL score above 600 (paper), 250 (computer), or 100 (Internet). Exceptional candidates with relevant experience and background who have scores of at least 590 (paper), 243 (computer) or 96 (internet) also will be considered. **ASU's institutional code is 4007.**

Foreign Language Exam:

Foreign Language Examination(s) required? Yes No

If yes, list all foreign languages required:

Required Admission Examinations: GRE GMAT Millers Analogies None required
(Select all that apply.)

Optional: Graduate school entrance exams (e.g., LSAT, GRE, GMAT, etc.) are not required. Nevertheless, applicants who have taken a graduate school entrance exam are invited to report their scores.

Letters of Recommendation: Yes No

4. Application Review Terms (if applicable Session): Indicate all terms for which applications for Admissions are accepted and the corresponding application deadline dates, if any:

Fall (regular) Deadline (month/year): Priority Deadline: July 30th
Priority Deadline: June 15th for International Applicants who require a Visa

Spring (regular) Deadline (month/year): Priority Deadline: November 30th
Priority Deadline: October 30th for International Applicants who require a Visa

5. Curricular Requirements:

(Please expand tables as needed. Right click in white space of last cell. Select "Insert Rows Below")

5A. Will concentrations be established under this degree program? Yes No

5B. Curricular Structure: Note: all of the "new" courses listed below have been submitted to Changemaker with permanent numbers.

Required Core Courses for the Degree			Credit Hours
(Prefix & Number)	(Course Title)	(New Course?) Yes or No?	(Insert Section Sub-total) 24
LAW 581	U.S. Law and Legal Analysis	N	3
SLB 510	Amateur Sports Law	Y	2
SLB 511	Strategic Career Planning	Y	1
SLB 512	Professional Sports Law	Y	2
SLB 513	Sports Law and Business	Y	3
SLB 514	Contracts: Negotiations and Drafting	Y	3
SLB 518	Sports Analytics	Y	2
SLB 515	Sports Business Strategy and Industry Dynamics	Y	3
SLB 517	Marketing for Sports Organizations	Y	3
SLB 516	Sports Business Development	Y	2
Elective or Research Courses <i>(as deemed necessary by supervisory committee)</i>			Credit Hours
(Prefix & Number)	(Course Title)	(New Course?) Yes or No?	(Insert Section Sub-total) 9
LAW 584	Internship	N	3-6

varied	Elective Law course(s) (see Appendix A)	N	3-6
varied	Elective Business course(s) (see Appendix B)	N	3-6
<u>Culminating Experience</u> <i>E.g. - Capstone course, applied project, thesis (masters only) – 6 credit hours) or dissertation (doctoral only) – 12 credit hours) as applicable</i>			<u>Credit Hours</u> (Insert Section Sub-total) 3
SLB 593: Applied Project: Each student will be required to complete a major problem-solving paper or projects within the industry and related to their career aspirations, where students will examine the regulatory (legal), revenue (business), and reputational (branding) aspects of the problem in developing their proposed solution.			3
<u>Other Requirements</u> <i>E.g. - Internships, clinical requirements, field studies as applicable</i>			<u>Credit Hours</u> (Insert Section Sub-total)
Total required credit hours			36

- List all required core courses and total credit hours for the core (required courses other than internships, thesis, dissertation, capstone course, etc.).
- Omnibus numbered courses cannot be used as core courses.
- Permanent numbers must be requested by submitting a course proposal to Curriculum ChangeMaker for approval. Courses that are new, but do not yet have a new number can be designated with the prefix, level of the course and X's (e.g. ENG 5XX or ENG 6XX).

6. Comprehensive Exams:

Master's Comprehensive Exam (when applicable), please select the appropriate box.

N/A

- Oral comprehensive exam is required – in addition to written exam
- No oral comprehensive exam required - only written exam is required

7. **Allow 400-level courses:** Yes No (No more than 6-credit hours of 400-level coursework can be included on a graduate student plan of study.)

8. **Committee:** Required Number of Thesis or Dissertation Committee Members (must be at least 3 including chair or co-chairs):

1 for the Applied Project (the Program Director will serve in this role)

9. **Keywords** (List all keywords that could be used to search for this program. Keywords should be specific to the proposed program.)

sports law
sports graduate degree
sports business
sports
one year sports degree
professional sports programs
sports
law

10. Area(s) of Interest

A. Select **one (1)** primary area of interest from the list below that applies to this program.

- [Architecture & Construction](#) [Interdisciplinary Studies](#)

- | | |
|-----------------------------------------------------------------------|-------------------------------------------------------------------------|
| <input type="checkbox"/> Arts | <input checked="" type="checkbox"/> Law & Justice |
| <input type="checkbox"/> Business | <input type="checkbox"/> Mathematics |
| <input type="checkbox"/> Communication & Media | <input type="checkbox"/> Psychology |
| <input type="checkbox"/> Education & Teaching | <input type="checkbox"/> STEM |
| <input type="checkbox"/> Engineering & Technology | <input type="checkbox"/> Science |
| <input type="checkbox"/> Entrepreneurship | <input type="checkbox"/> Social and Behavioral Sciences |
| <input type="checkbox"/> Health & Wellness | <input type="checkbox"/> Sustainability |
| <input type="checkbox"/> Humanities | |

B. Select **one (1)** secondary area of interest from the list below that applies to this program.

- | | |
|--------------------------------------------------------------------------|-------------------------------------------------------------------------|
| <input type="checkbox"/> Architecture & Construction | <input type="checkbox"/> Interdisciplinary Studies |
| <input type="checkbox"/> Arts | <input type="checkbox"/> Law & Justice |
| <input checked="" type="checkbox"/> Business | <input type="checkbox"/> Mathematics |
| <input type="checkbox"/> Communications & Media | <input type="checkbox"/> Psychology |
| <input type="checkbox"/> Education & Teaching | <input type="checkbox"/> STEM |
| <input type="checkbox"/> Engineering & Technology | <input type="checkbox"/> Science |
| <input type="checkbox"/> Entrepreneurship | <input type="checkbox"/> Social and Behavioral Sciences |
| <input type="checkbox"/> Health & Wellness | <input type="checkbox"/> Sustainability |
| <input type="checkbox"/> Humanities | |

11. Contact and Support Information:

Office Location (Building & Room):	Armstrong Hall, Room 119 (Admissions)
Campus Telephone Number:	5-1474
Program email address:	MLSASU@asu.edu
Program website address:	https://www.law.asu.edu/admissions/Admissions/CustomizedPrograms/SportsLawandBusiness.aspx
Program Director (Name):	Rodney K. Smith
Program Support Staff (Name):	Tina George
Admissions Contact (Name):	Barbara Kaye Miller

12. Application and iPOS Recommendations: List the Faculty and Staff who will input admission/POS recommendations to Gportal **and** indicate their approval for Admissions and/or POS:

Name	Empl ID	ADMSN	POS
N/A			

APPENDIX A
SAMPLE LAW ELECTIVES

<u>Prefix</u>	<u>Course</u>	<u>Credits</u>
LAW 662	ADR and Employment Law	2
LAW 701	Arbitration	2
LAW 654	Business Organizations	3
LAW 655	Chapter 11 Bankruptcy	3
LAW 515	Contracts	4
LAW 646	Copyright Law	3
LAW 629	Employment Law	3
LAW 631	Environmental Law	3
LAW 664	Intellectual Property	3
LAW 614	International Contracts	3
LAW 768	International Business Transactions	3
LAW 705	Media Law	3
LAW 733	Negotiation	3
LAW 645	Patent Law	3
LAW 523	Property	4
LAW 517	Torts	4

APPENDIX B
SAMPLE BUSINESS ELECTIVES

<u>Prefix</u>	<u>Course</u>	<u>Credits</u>
ECN 503	Global Business Environment	3
MGT 502	Organization Theory/Behavior	3
MGT 513	Leadership Skills and Principles	3
MGT 540	Entrepreneurship	2
MGT 589	Strategic Management	3
MKT 502	Operations and Supply Management	3
MKT 520	Services Marketing and Management	3
MKT 535	Global Marketing Strategy	3
SCM 502	Marketing Management	3

APPENDIX II
Support Statements



Office of the Dean

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January 15, 2015

Arizona Board of Regents
2020 N. Central Avenue, Suite 230
Phoenix, AZ 85004-4593

Dear Arizona Board of Regents:

I am writing on behalf of the W.P. Carey School of Business in support of the College of Law's proposal to create a new Master of Sports Law and Business degree. W.P. Carey has been highly engaged in the development of the current version of the Sports Law and Business curriculum and program and we believe the proposed new degree will provide second-to-none educational experiences to students via enhanced classroom and experiential learning opportunities.

We value these cross-disciplinary degree programs and the proposed new degree only strengthens the partnership between W.P. Carey and the College of Law.

Regards,

A handwritten signature in black ink that reads "Amy Hillman". The signature is written in a cursive, flowing style.

Amy Hillman
Dean
W. P. Carey School of Business



January 15, 2015

Dear Arizona Board of Regents:

I am writing on behalf of ASU's Athletics Department in support of the College of Law's request for approval of the Master of Sports Law and Business degree. ASU Athletics has been closely involved with the development of the Sports Law and Business program and curriculum over the past year and is very proud of the level the program has risen to in a very short time. Additionally, many people from Athletics are directly involved in the program as advisors, professors, guest lecturers, and students. I, personally, am a Professor of Practice at the College of Law and sought that title because of my belief in what the College is building and the effect their graduates can have on the sports industry.

The proposed new degree is the next step toward becoming the best educator of tomorrow's sports industry leaders and ASU Athletics supports the College of Law's request.

Regards,

Ray Anderson
Vice President for University Athletics
Athletic Director

Arizona State University
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