



# New Graduate Concentration Proposal

This form should be used for academic units wishing to propose a new concentration for existing graduate degrees.

A concentration is a subspecialty within a degree and major. It indicates the fulfillment of a designated, specialized course of study, which qualifies the student with skills and training in one highly concentrated area of the major. Concentrations are formally-recognized educational designations (including the assignment of a university plan code for reporting/record-keeping purposes and appearance on the ASU transcript). Concentrations are distinguished from more informal academic distinctions such as "emphases," "tracks," "foci," "options," etc.

Submit the completed and signed (chairs, unit deans) proposal to the Office of Graduate Academic Programs, mail code 1003 and electronic copies to [eric.wertheimer@asu.edu](mailto:eric.wertheimer@asu.edu) or [amanda.morales-calderon@asu.edu](mailto:amanda.morales-calderon@asu.edu).

Please type.

<b>Contact Name(s):</b> Sam Renaut	<b>Contact Phone(s):</b> 480-965-7435
<b>College/School/Division Name:</b> Sandra Day O'Connor College of Law	
<b>Academic Unit Name:</b> Dean's office (or proposing faculty group for interdisciplinary proposals)	
<b>Existing Graduate Degree and Major under which this concentration will be established:</b> Master of Legal Studies (MLS) in Legal Studies	
<b>Proposed Concentration Name:</b> Sports Law and Business	
<b>Requested Effective Term and Year:</b> Fall 2018 (e.g. Fall 2014)	
<b>Is a program fee required?</b> <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
<i>Note: for more information about program fee requests, visit <a href="https://provost.asu.edu/curriculum-development/changemaker/form-instructions#fees">https://provost.asu.edu/curriculum-development/changemaker/form-instructions#fees</a></i>	
Is the unit willing and able to implement the program if the fee is denied? <input type="checkbox"/> Yes <input type="checkbox"/> No	
<b>Delivery method and campus or location options:</b> <i>select all locations that apply</i>	
<input checked="" type="checkbox"/> Downtown Phoenix <input type="checkbox"/> Polytechnic <input checked="" type="checkbox"/> Tempe <input type="checkbox"/> Thunderbird <input type="checkbox"/> West <input type="checkbox"/> Other: _____	
<input type="checkbox"/> <b>Both on-campus and</b> <input type="checkbox"/> ASU Online* - (check applicable campus(es) from options listed above)	
<input type="checkbox"/> ASU Online only ( <u>all</u> courses online and managed by ASU Online)	
<i>Note: Once students elect a campus or Online option, students will not be able to move between the on-campus and the ASU Online options. Approval from the Office of the University Provost and Philip Regier (Executive Vice Provost and Dean) is required to offer programs through ASU Online. Please complete the ASU Online Offering form in <a href="#">Curriculum ChangeMaker</a> to begin this request. Prior to completing the online Curriculum ChangeMaker form, please contact EdPlus at <a href="mailto:asuonline@asu.edu">asuonline@asu.edu</a> who can provide you with additional information regarding the online request process.</i>	
<b>Do Not Fill in this information: Office Use Only</b>	<b>CIP Code:</b>
<b>Plan Code:</b>	

## 1. Overview

- A. Provide a brief description (not to exceed 150 words) of the new concentration (including the focus of the new concentration, relationship to other concentrations within this degree program, etc).**

The Sports Law and Business concentration under the MLS will provide real world experience to aspiring professionals, teaching how to approach and solve industry problems through the lens of sports by considering all regulatory, revenue, reputational, and relationship factors involved in a given scenario. It will give theoretical and practical knowledge and experience necessary for success at the nexus of sports and law.

## 2. Impact Assessment

- A. Explain the unit's need for the new concentration** (e.g., market demand, research base, direction of the discipline, and interdisciplinary considerations). How will the new concentration complement the existing degree program, including enrollment, national ranking, etc.?

Sport is a multi-billion dollar global industry. The competition for jobs is more highly competitive than ever, and the demand for high quality, "client-ready" professionals is higher than it has ever been. This concentration merges disciplines across the law, business, and athletics administration by teaching universal skills for problem-solving in high pressure, high dollar scenarios with C-level executives and other powerful people. This concentration provides a unique learning laboratory in one of the fastest growing markets in sports, the Phoenix Valley, and it will help solidify Arizona State as the hub for sports academia worldwide.

The most notable programs currently in existence demonstrate a body of knowledge that is already very well established. Law schools such as Columbia, Tulane, Marquette, Villanova, and many others have or are launching sports law programs with permanent faculty, dedicated centers, sports law journals, and major conferences. Arizona State is positioning itself as the thought leader in this field, harnessing the incredible interest in sports and creating partnerships, events, programs, and revenue generating opportunities that will each serve to raise the quality of the Sandra Day O'Connor College of Law. As the only existing program in the country that combines law and business in the context of sports, we are uniquely positioned to corner this market, currently ranked higher than any other law school considering such an opportunity other than Columbia, which is considering an online certificate.

The current Master of Sports Law and Business is an elite and limited program. Creating a Master of Legal Studies (MLS) degree with a concentration in sports law and business will allow additional students to specialize in the area. We aim to bring in top quality graduate students who may not otherwise attend Arizona State's College of Law, but for the opportunity to learn from our world class faculty associations and professors of practice in the sports industry. By formalizing a concentration in Sports Law and Business under the MLS degree, we are able to address the unique needs of these students with greater resources, faculty, and advising.

The concentration for the MLS degree will not impact the other two proposed concentrations or the existing MLS (Patent Practice concentration). The new concentrations are offered to three distinct student populations.

- B. Please identify other related ASU programs and describe how the new concentration will complement these existing ASU programs?** (If applicable, statements of support from affected academic unit administrators should be included with this proposal submission.)

This concentration will complement the existing Master of Sports Law and Business, sharing its resources and adding greater perspective to the already multi-disciplinary program in place through a partnership with W. P. Carey, Sun Devil Athletics, and the Sandra Day O'Connor College of Law.

- C. Is this an interdisciplinary concentration?** If yes, please address the relationship of the proposed concentration to other existing degree programs and any parallel or similar concentrations in those degree programs. (Please include relevant Memoranda of Understanding regarding this interdisciplinary concentration from all applicable academic units.)

This is interdisciplinary, existing as a three-way partnership between the College of Law, W. P. Carey School of Business, and Sun Devil Athletics. Housed in the College of Law, we have been granted the use of faculty, resources, and staff from each of our partners who have direct experience in the many fields of study that fall within the curriculum of the Sports Law and Business program.

### 3. Academic Requirements and Curriculum

**A. What are the total minimum hours required for the major and degree under which the proposed concentration will be established?**

The Sports Law and Business concentration will be established under the Master of Legal Studies (MLS) degree, which requires the completion of 30 credits.

**B. Please provide the admissions criteria for the proposed concentration.**

Applicants must fulfill the requirements of both the Graduate College and the Sandra Day O'Connor College of Law.

Applicants are eligible to apply to the program if they have earned a bachelor's degree in any field, from an accredited four year college or university in the United States or attained a comparable degree from a foreign institution.

Applicants must have a minimum of a 3.00 cumulative GPA (scale is 4.00 = "A") in the last 60 hours of a student's first bachelor's degree program, or applicants must have a minimum of a 3.00 cumulative GPA (scale is 4.00 = "A") in an applicable master's degree program.

**All applicants must submit:**

1. the completed MLS application form
2. the required application fee
3. a resume that does not exceed three typed pages
4. a personal statement (typed, double-spaced) that does not exceed 1,250 words
5. transcripts from all institutions attended, including the transcript showing that the bachelor's degree was conferred
6. two letters of recommendation
7. a writing sample

**Additional Application Information**

Applicants whose native language is not English (regardless of current residency) must provide proof of English proficiency.

Applicants with degrees from foreign institutions must submit transcripts to World Education Services (<http://www.wes.org>) and meet the Graduate College and Sandra Day O'Connor College of Law English proficiency requirements.

**C. If the proposed concentration is part of a larger, interdisciplinary agenda, please provide additional admission information related to students who may enter with various academic backgrounds, including expected entry-level competencies. As applicable, please also address the courses that must be taken to remedy any relevant deficiencies for incoming students.**

N/A

**D. Student Learning Outcomes and Assessment**

Attach a PDF copy of the assessment plan printed from the University Office of Evaluation and Educational Effectiveness assessment portal demonstrating UOEEE's approval of your assessment plan for this program. Visit the assessment portal at <https://uoeee.asu.edu/assessment-portal> or contact [uoeee@asu.edu](mailto:uoeee@asu.edu) with any questions.

See Appendix II for Assessment Plan.

**E. Please provide the curricular structure for the proposed concentration.**

- Additionally, please ensure that all **new** required course proposals have been submitted to the Provost's office through the Curriculum ChangeMaker online course proposal submission system for approval before this concentration is put on the University Graduate Council and CAPC agendas.

<b>Required Core Courses for the Degree</b>			<b>Credit Hours</b>
<i>(Prefix &amp; Number)</i>	<i>(Course Title)</i>	<i>(New Course?) Yes or No?</i>	<b>(Insert Section Sub-total) 6</b>
LAW 581	US Law and Legal Analysis	No	3
	Students must choose one of below LAW courses		
LAW 515/LAW 530 (may choose either)	Contracts*/Fundamentals of Contract Law	No	3
LAW 516	Criminal Law	No	3
LAW 517	Torts	No	3
LAW 518	Civil Procedure	No	3
LAW 522	Con Law I	No	3
LAW 523	Property	No	3
LAW 602	Civil Procedure	No	3
LAW 625	Constitutional Law II	No	3
LAW 654	Business Organizations	No	3

LAW 664	Intellectual Property	No	3
<b>Required Concentration Courses</b>			<b>Credit Hours</b>
(Prefix & Number)	(Course Title)	(New Course?) Yes or No?	(Insert Section Sub-total) 9
	Students must choose one (1) of below LAW courses for three credit hours		3
LAW 675	Professional Sports Law	No	3
LAW 676	Amateur Sports Law	No	3
	Students must choose two (2) of below non-JD SLB Courses for six credit hours		6
SLB 516	Revenue Generation in Sports	No	3
SLB 518	Sports Analytics	No	3
SLB 517	Sports Marketing	No	3
SLB 514	Negotiations & Alternative Dispute Resolutions in the Sports Industry	No	3
SLB 515	Sports Business Strategies & Executive Decisions	No	3
<b>Elective or Research Courses</b> (minimum of three (3) credits worth of electives)			<b>Credit Hours</b>
(Prefix & Number)	(Course Title)	(New Course?) Yes or No?	(Insert Section Sub-total) 15
	Students must choose one of the courses below for three credit hours		
LAW 670	*Pro Sport Team Operations and Legal Issues OR	No	3
LAW 671	*Sports Venue Construction: Legal and Financial Issues OR	No	3
LAW 673	*Risk Management for Venues in the Sports Industry OR	No	3
LAW 674	*NCAA Compliance, Infractions and Enforcement	No	3
	*Alternative courses may be approved by program director on a case-by-case basis.		
LAW	Electives	No	12
<b>Culminating Experience</b> E.g. - Capstone project, applied project, <u>thesis (masters only)</u> – 6 credit hours) or <u>dissertation (doctoral only)</u> – 12 credit hours) as applicable			<b>Credit Hours</b> (Insert Section Sub-total)

N/A Law program predates requirement	
<b>Other Requirements</b> <i>E.g. - Internships, clinical requirements, field studies as applicable</i>	<b>Credit Hours</b> (Insert Section Sub-total)
<i><b>For doctoral programs</b> – as approved by the student’s supervisory committee, the program can allow 30 credit hours from a previously awarded master’s degree to be used for this program. As applicable, please indicate the total credit hour allowance that will be used for this program.</i>	
<b>Total required credit hours</b>	<b>30</b>

- F. **Please describe the primary course delivery mode, (e.g., online, face-to-face, off-site etc.). Please note: If this proposed initiative will be offered **completely** online, clearly state that in this section, and fill out the applicable section in the Operational Appendix.**

Classes will primarily be face-to-face.

- G. **Please describe the culminating experience(s) required for completion of the existing degree and major, and the proposed concentration (e.g., thesis, dissertation, comprehensive exams, capstone course(s), practicum, applied projects, etc.).**

N/A Law program predates requirement.

- H. **Please describe any other requirements for completion of the existing degree and major, and the proposed concentration (e.g., internships, foreign language skills, etc.).**

N/A

- I. **For interdisciplinary programs, additional sample curricular structures must be included as appendix items to this proposal relating to students with various academic backgrounds who may pursue the proposed concentration, including expected mastery of core competencies (e.g., course work, skills, and/or knowledge).**  
N/A

**J. COMPREHENSIVE EXAMS**

*(Please choose what is appropriate for the degree type selected)*

1. **Master’s Comprehensive Exam (when applicable), please select from the appropriate option.**

N/A

**K. COURSES**

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

N/A

#### 4. Administration and Resources

- A. How will the proposed concentration be administered** (including recommendations for admissions, student advisement, retention etc.)? Describe the administering body in detail, especially if the proposed concentration is part of a larger interdisciplinary initiative. How will the graduate support staffing needs for this proposed concentration program be met?

The existing internal staff and resources are sufficient for this concentration. No new or external resources need to be allocated toward the admissions, advising, or retention of students in this concentration. College of Law Professor of Practice Glenn Wong is the Director of the Sports Law and Business Program. San Renaut is the Assistant Director. Both will provide advising and support. The College of Law Admissions office will process applications.

- B. How many students will be admitted immediately following final approval of the concentration?** What are enrollment projections for the next three years?

We anticipate having a minimum of 15 students enrolling each year.

3-YEAR PROJECTED ANNUAL ENROLLMENT			
Please utilize the following tabular format	1 <sup>st</sup> Year	2 <sup>nd</sup> Year (Yr. 1 continuing + new entering)	3 <sup>rd</sup> Year (Yr. 1 & 2 continuing + new entering)
Number of Students in concentration (Headcount)	15	30	45

- C. What are the resource implications for the proposed concentration, including any projected budget needs?** Will new books, library holdings, equipment, laboratory space and/or personnel be required now or in the future? If multiple units/programs will collaborate in offering this concentration, please discuss the resource contribution of each participating program. Letters of support must be included from all academic units that will commit resources to this concentration.

As this program grows, more resources may need to be dedicated to it. Additional faculty associates may be needed to provide a more robust curriculum that keeps up with the changing pace of the sports industry. The Master of Sports Law & Business program will pool its resources with the MLS Concentration in Sports Law and Business, treating it as an extension of its own overarching mission.

Update 3/1/18: Since this proposal was drafted a full-time faculty member has been added. Additionally the College of Law will provide the support necessary for this program.

- D. Please list the primary faculty participants in this proposed concentration.**

Name	Title	Highest Degree	Area(s) of Specialization as they relate to proposed concentration	Estimated level of involvement
Glenn M. Wong	Professor of Practice and Executive Director, SLB Program	JD	All levels of sports law, sports careers, negotiation and arbitration, contracts	High
Michael Mokwa	Professor and Associate Director, SLB Program	PhD	Business, sales, finance, marketing, customer behavior, event management, economics	Medium

Sam Renaut	Assistant Director, SLB Program	JD	All levels of sports law, sports careers, negotiation, contracts	High
Don Gibson	Professor of Practice, College of Law	JD	All level of sports law, branding and intellectual property, licensing, negotiations, contracts	High
Stephanie Jarvis	Lecturer, College of Law	JD	All level of sports law, mega event operations and management, contracts, negotiations, compliance	High
Daniel McIntosh	Lecturer, W.P. Carey School		Marketing, economics, revenue generation, analytics, finance, business development	Low
Christopher Lee	Clinical Assistant Professor, W.P. Carey School		Marketing, economics, finance, business development, business strategies, revenue generation, fan experience	Low
Ray Anderson	Professor of Practice, College of Law		All levels of sports law, negotiations, contracts, labor and employment	Low
Dana Hooper	Faculty Associate, College of Law	JD	All levels of sports law, negotiations, contracts, litigation, labor and employment, commercial law	Medium
Travis Leach	Faculty Associate, College of Law		All levels of sports law, Title IX, NCAA compliance, real estate development law, construction law, commercial litigation, corporate law	Low
Steven Adelman	Faculty Associate, College of Law	JD	Torts, venue liability, risk management, ADA compliance, event management	Medium
Caleb Jay	Faculty Associate, College of Law	JD	All levels of sports law, franchise operations, sweepstakes and gaming law, negotiations, contracts, dispute resolution, intellectual property	Medium
Steve Webb	Faculty Associate, College of Law		NCAA compliance and infractions, Title IX compliance, patents and intellectual property	Low
Natesh Rao	Faculty Associate, College of Law		Global strategy and partnerships, sponsorship, revenue generation, business development, special programming	Low
Allan H. "Bud" Selig	Distinguished Professor of Practice	JD	League governance, negotiation and dispute resolution, labor and employment law, business development, leadership, collective bargaining, economics	Low

**E. Is there a graduate faculty structure for this concentration program that will differ from the original degree program graduate faculty structure (for PhD programs only)?** If yes, please include the name of the graduate faculty group and whether they will participate in offering this concentration.

**F. REQUIRED SUPPORTING DOCUMENTS**

*(Please label accordingly, i.e., Appendix or Attachment A, B, etc.)*


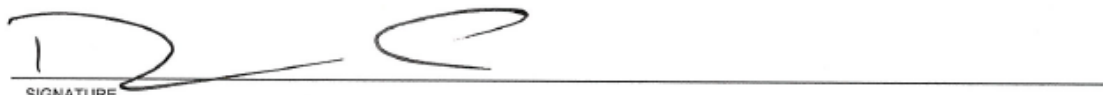
Please include the following with your proposal:

1. Statements of support from all deans – Please see dean's signature below.



2. Impact statements of heads of impacted academic units (programs with similar names/content, utilizing courses, faculty, etc.) – Please see attached support statement from the W. P. Carey School of Business.

**5. Additional Material** — Please attach any additional information that you feel relates to the proposed concentration. (Please label accordingly, i.e., Appendix or Attachment A, B, etc.)

<b>Approvals</b> (if the proposal submission involves multiple units, please include letters of support from those units)	
DEPARTMENT CHAIR or SCHOOL DIRECTOR	
	
SIGNATURE	DATE
DEAN (Please print or type)	
	
SIGNATURE	DATE
	<u>1/17/18</u>
	DATE

**The following section will be completed by the Graduate College following the recommendations of faculty governance bodies.**

DEAN, GRADUATE COLLEGE

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SIGNATURE
DATE

**Please note:** Proposals for new concentrations also require the review and recommendation of approval from the University Graduate Council, Curriculum and Academic Programs Committee (CAPC), the Academic Senate (Information item only), and the Office of the Provost before they can be put into operation.

**The final approval notification will come from the Office of the Provost.**

GF1112E-92

## 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 Sports Law and Business concentration under the MLS program will provide real world experience to aspiring professionals and future lawyers, teaching how to approach and solve industry problems through the lens of sports by considering all regulatory, revenue, reputational, and relationship factors involved in a given scenario. It will give theoretical and practical knowledge and experience necessary for success at the nexus of sports and law.

2. **Marketing description** (*Optional - 50 words maximum. The marketing description should not repeat content found in the program description.*) N/A

3. **Curricular Structure Breakdown for the Academic Catalog:**  
(*To be completed by the Graduate College*)

**Required Core (6 credit hours)**

LAW 581 US Law and Legal Analysis (3)

LAW course from an approved list (3)

**Concentration (9 credit hours)**

LAW 675 Professional Sports Law (3) or LAW 676 Amateur Sports Law (3)

Non-JD SLB courses (6)

**Electives or Research (15 credit hours)**

**Total (24 credit hours)**

**Additional Curriculum Information.**

Please see the academic unit for elective course options.

4. **Allow 400-level courses:**  Yes  No

*Note: No more than six credit hours of 400-level coursework may be included on a graduate student plan of study.*

5. **Contact and Support Information:**

Office Location (Building & Room): BCLS 558	Campus mail code: 9520
Campus Telephone Number: 480-965-0304	Program Director (Name <b>and</b> *ASU ID): <b>Glenn M. Wong</b>
Program email address: <a href="mailto:mslbasu@asu.edu">mslbasu@asu.edu</a>	Program Support Staff (Name <b>and</b> *ASU ID): <b>N/A</b>
Program website address: <a href="https://law.asu.edu/degree-programs/sports-law-business">https://law.asu.edu/degree-programs/sports-law-business</a>	Admissions Contact (Name <b>and</b> *ASU ID): <b>N/A</b>

\* ASU ID (e.g. SHJONES)

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

sports, law, business, professional athletes , amateur athletes

7. **Area(s) of Interest:**

\* To select desired box, place cursor on the left side of the box, right click mouse, select **Properties**, under **Default Value** select **Checked**, press **OK** and the desired box will be checked

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

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

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

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

## APPENDIX II

### Assessment Plan



<b>Date:</b> 12/4/2017	<b>Program Name:</b> MLS in Legal Studies (Sports Law and Business)	<b>Status:</b> UOEEE Provisional Approval
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#### Comment

#### Assessment Plan

**Outcome 1:** Graduates will be able to identify and analyze legal issues relating to sports and business.

Measure 1.1 Final exam or final paper in course required for concentration - LAW 675 Professional Sports Law. Law school exams use multiple choice, short answer, and/or essay questions to test students' capacity to identify legal issues, analyze them under the appropriate legal rules, and articulate conclusions and arguments based on that analysis.

Performance Criterion 1.1 80% will achieve a grade of B- or better.

Measure 1.2 Graduate/Law Student Report Card (a University administered survey) item about the development of student's critical thinking skills.

Performance Criterion 1.2 70% will respond "very strong" or "strong"

Measure 1.3

Performance Criterion 1.3

**Outcome 2:** Graduates will be able to write effectively on a topic related to law, sports and business.

Measure 2.1 Final exam or final paper in course required for concentration - LAW 676 Amateur Sports Law. Law school exams use multiple choice, short answer, and/or essay questions to test students' capacity to identify legal issues, analyze them under the appropriate legal rules, and articulate conclusions and arguments based on that analysis.

Performance Criterion 2.1 80% will achieve a grade of B- or better.

Measure 2.2 Graduate/Law Student Report Card (a University administered survey) item about the development of student's writing skills.

Performance Criterion 2.2 70% will respond "very strong" or "strong"

**APPENDIX III  
Letters of Support**

**Sandra Day O'Connor College of Law – Official Submission**

**From:** Leslie Mamaghani [<mailto:leslie.mamaghani@asu.edu>]  
**Sent:** Tuesday, January 23, 2018 10:18 AM  
**To:** [curriculumplanning@asu.edu](mailto:curriculumplanning@asu.edu)  
**Subject:** FW: SLB concentration proposals

Hi.

Attached are concentration proposals for the College of Law JD, MLS, and LLM degrees.

If there are questions about the proposals please let me know.

Thanks.

**Leslie Mamaghani**  
Assistant Dean of Educational Programs  
**Arizona State University**  
Sandra Day O'Connor College of Law  
111 E. Taylor Street  
Phoenix, AZ 85004  
**P: 480.965.9042**

## W. P. Carey School of Business – Support Statement

**From:** Eric Menkhus  
**Sent:** Tuesday, January 16, 2018 10:00 AM  
**To:** Adam Chodorow; Leslie Mamaghani  
**Subject:** FW: Impact Statement Re: Sports Law and Business Concentrations (with my signature)

They believe emails will work for our submissions. See below.

Eric Menkhus  
Assoc. Dean, New Education Initiatives  
Clinical Professor  
Sandra Day O'Connor College of Law  
Arizona State University  
480.727.8856 (w)  
602.510.4365 (m)  
[eric.menkhus@asu.edu](mailto:eric.menkhus@asu.edu)

**From:** Kay Faris  
**Sent:** Tuesday, January 09, 2018 1:33 PM  
**To:** Eric Menkhus <[eric.menkhus@asu.edu](mailto:eric.menkhus@asu.edu)>; Amy Ostrom <[AMY.OSTROM@asu.edu](mailto:AMY.OSTROM@asu.edu)>  
**Cc:** Kay Faris <[KAY.FARIS@asu.edu](mailto:KAY.FARIS@asu.edu)>  
**Subject:** RE: Impact Statement Re: Sports Law and Business Concentrations (with my signature)

Hi Eric,

Thank you for sending these to us. Like, Amy, I value our collaborations and I, too, support these proposals.

Thanks,

Kay

Kay A. Faris  
Senior Associate Dean, Academic Programs  
W. P. Carey School of Business  
Arizona State University  
Tempe, AZ 85287-3406  
Phone: 480-965-7587  
Fax: 480-965-3846  
[Kay.Faris@asu.edu](mailto:Kay.Faris@asu.edu)

**ASU** **W.P. Carey**  
School of Business  
Arizona State University

Where Business Is Personal®

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**From:** Eric Menkhus  
**Sent:** Tuesday, January 09, 2018 8:11 AM  
**To:** Amy Ostrom <AMY.OSTROM@asu.edu>  
**Cc:** Kay Faris <KAY.FARIS@asu.edu>  
**Subject:** RE: Impact Statement Re: Sports Law and Business Concentrations (with my signature)

Thanks, Amy.

Kay, just following up to see if there are any concerns or issues at the college level. See Amy's comments below.

Eric Menkhus  
Assoc. Dean, New Education Initiatives  
Clinical Professor  
Sandra Day O'Connor College of Law  
Arizona State University  
480.727.8856 (w)  
602.510.4365 (m)  
[eric.menkhus@asu.edu](mailto:eric.menkhus@asu.edu)

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**From:** Amy Ostrom  
**Sent:** Wednesday, December 27, 2017 3:53 PM  
**To:** Eric Menkhus <[eric.menkhus@asu.edu](mailto:eric.menkhus@asu.edu)>  
**Subject:** Impact Statement Re: Sports Law and Business Concentrations (with my signature)

Hi Eric,

From the perspective of the Department of Marketing in W. P. Carey, we support the three sports-related degree programs (JD, LLM and MLS) that you plan to offer through the Sandra Day O'Connor College of Law. We value our collaboration with you and our participation in providing sports business-related courses as part of these degree programs. I have copied Kay Faris so she can verify as needed from a school perspective.

Best wishes,  
Amy

Amy L. Ostrom, PhD  
Department of Marketing | W. P. Carey School of Business | Arizona State University  
Chair | Professor of Marketing | President's Professor | PetSmart Chair in Services Leadership  
P. O. Box 874106 | Tempe, AZ | 85287-4106  
p: 480.965.6412 | email: [amy.ostrom@asu.edu](mailto:amy.ostrom@asu.edu)



Amy,

As mentioned when we last met, we are working some formal Sports Law & Business concentrations proposals through the university process. Part of this is getting an impact statement from WP Carey. Since the sports curriculum is run out of your department, you appear to be the proper person to ask.

The three proposals attached are for three separate degrees – JD, LLM, and MLS (which will primarily be delivered via our online programs). We may make a couple small tweaks but they're 95% accurate at least. Can you take a look at them and let us know if there is anything concerning from your vantage point? If not, can you send us some language we can include with the proposal indicating WP Carey doesn't take issue with it?

Thanks!

Eric Menkhus  
Assoc. Dean, New Education Initiatives  
Clinical Professor  
Sandra Day O'Connor College of Law  
Arizona State University  
480.727.8856 (w)  
602.510.4365 (m)  
[eric.menkhus@asu.edu](mailto:eric.menkhus@asu.edu)



## **(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.**

- 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](mailto: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](mailto: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 the Graduate College 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](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](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](http://graduate.asu.edu/faculty_staff/policies) to access Graduate Policies and Procedures.