



Alabama Commission on Higher Education

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New Program Proposal

The following must be submitted to complete a new program request:

Submission Checklist:

- ☒ New Program Proposal
- ☒ Business Plan (<https://www.ache.edu/index.php/forms/>)
- ☒ Undergraduate or Graduate Curriculum Plan (<https://www.ache.edu/index.php/forms/>)

Primary Contact Information

Institution: Alabama State University

Contact: Dr. Tanjula Petty

Title: Vice President for Institutional Effectiveness, Strategic Initiatives, and Transformation

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Telephone: 334-840-0765

Program Information

Date of Proposal Submission: 8/24/2026

Award Level: Bachelor's Degree

Award Nomenclature (e.g., BS, MBA): BS

Field of Study/Program Title: Sport Analytic Management

CIP Code (6-digit): 30.7199

Administration of the Program

Name of Dean: Dr. Cedric L. Stone

Name of College/School: Percy J. Vaughn COBA

Name of Chairperson: Dr. Cedric L. Stone

Name of Department/Division: Business Administration Department

Implementation Information

Proposed Program Implementation Date: 4/30/2027

Anticipated Date of Approval from Institutional Governing Board: 8/11/2026

Anticipated Date of ACHE Meeting to Vote on Proposal: 12/11/2026

SACSCOC Sub Change Requirement (Notification, Approval, or NA): Choose an item.

Other Considerations for Timing and Approval (e.g., upcoming SACSCOC review):



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I. Program Description

A. Concise Program Summary (one paragraph) to be included in ACHE Agenda:

Alabama State University's Percy J. Vaughn College of Business Administration proposes a Bachelor of Science in Sport Analytics and Management (S.A.M.) that combines data analytics, sport management, and performance science to prepare students for high-demand careers across professional and collegiate athletics and the broader sports industry. The program responds to the growing reliance on data-driven decision-making in areas such as player evaluation, strategy, fan engagement, and revenue optimization while addressing the limited availability of specialized programs at HBCUs. Through coursework in statistics, R and Python programming, database management, sport economics, and performance analytics, complemented by applied projects, internships, and industry partnerships, students will develop practical, career-ready skills. Strategically aligned with the University's mission, S.A.M. will strengthen workforce development, experiential learning, student retention, industry partnerships, and institutional competitiveness while establishing Alabama State University as a leader in sport analytics education among HBCUs.

B. Specific Rationale (Strengths) for the Program

List three (3) to five (5) strengths of the proposed program as specific rationale for recommending approval of this proposal.

The proposed **Bachelor of Science in Sport Analytics and Management (S.A.M.)** at Alabama State University has several compelling strengths:

1. Strong Alignment with Industry Demand

The program directly responds to the rapid growth of data-driven decision-making in the sports industry. Its integration of analytics, sport management, economics, and performance science prepares students for emerging careers in professional sports, collegiate athletics, sports business, and related industries.

2. Distinctive Positioning Among HBCUs

The limited availability of specialized sport analytics programs at HBCUs provides Alabama State University with an opportunity to differentiate itself nationally. The program could establish ASU as a leader in sport analytics education while contributing to greater diversity in the sports analytics and management workforce.

3. Interdisciplinary and Career-Focused Curriculum

The combination of statistics, R and Python programming, database management, sport economics, and performance analytics provides students with a strong technical foundation while maintaining a connection to sport business and management. This interdisciplinary design increases the versatility of graduates across multiple career pathways.

4. Emphasis on Experiential Learning and Workforce Readiness

Applied projects, internships, and partnerships with athletic and industry organizations give students opportunities to translate classroom knowledge into practical experience. This emphasis on hands-on learning strengthens the program's ability to produce graduates who are immediately prepared to contribute in professional settings.



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5. Strong Financial and Institutional Sustainability

The projected enrollment growth—from 25 students in Year 1 to 170 by Year 4—combined with an anticipated break-even point between Years 2 and 3 and a projected \$475,000 annual surplus by Year 4, demonstrates significant financial potential. Beyond revenue generation, the program supports ASU's goals related to innovation, workforce development, experiential learning, student engagement, and institutional competitiveness.

C. External Support (Recommended)

List external entities (more may be added) that may have supplied letters of support attesting to the program's strengths and attach letters with the proposal at the end of this document.

1. Alabama State University- Dr. Jason Cable, Vice President of Vice President and Director of Intercollegiate Athletics
2. Montgomery Biscuits – General Manager Michael Murphy
3. Montgomery School District – District Director of Athletic, Gregory Ruffin

D. Student Learning Outcomes

List four (4) to seven (7) of the student learning outcomes of the program.

Student Learning Outcomes

Upon successful completion of the Bachelor of Science in Sport Analytics and Management program, students will be able to:

1. **Apply analytical and statistical methods** to collect, interpret, and evaluate sport-related data to support evidence-based decision-making.
2. **Demonstrate proficiency in technical tools and technologies** used in sport analytics, including statistical software, programming languages, databases, and data visualization platforms.
3. **Analyze real-world sport data** to identify trends, evaluate performance, and develop solutions to contemporary challenges in sport organizations.
4. **Apply sport management principles** to address organizational, financial, operational, marketing, and strategic issues within professional, collegiate, and related sport industries.
5. **Communicate analytical findings effectively** through written reports, visualizations, presentations, and other professional formats appropriate for sport industry stakeholders.
6. **Demonstrate professional readiness and collaborative skills** through experiential learning, internships, applied projects, and engagement with professional organizations and athletic programs.
7. **Evaluate issues of diversity, inclusion, and access** in sport analytics and management and demonstrate an understanding of the importance of developing a diverse and equitable sports industry workforce.



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E. Similar Programs at Other Alabama Public Institutions

List programs at other Alabama public institutions of the same degree level and the same (or similar) CIP codes. If no similar programs exist within Alabama, list similar programs offered within the 16 SREB states. If the proposed program duplicates, closely resembles, or is similar to any other offerings in the state, provide justification for any potential duplication.

CIP Code	Degree Title	Institution with Similar Program	Justification for Duplication
30.7199	B.A. Sport Analytics	Rice University	Institution does not offer a combined Sport Analytics and Sport Management program like ASU
30.7099	B.S. Sport Analytics	UNC Charlotte	Institution does not offer a combined Sport Analytics and Sport Management program like ASU

F. Relationship to Existing Programs within the Institution

Nearly all new programs have some relationship to existing offerings through shared courses, faculty, facilities, etc. Is the proposed program associated with any existing offerings within the institution, including options within current degree programs? **Yes** ☐ **No** ☒

If **yes**, please describe these relationships including whether or not the program will replace or compete with existing offerings: (**Note:** If this is a graduate program, list any existing undergraduate programs which are directly or indirectly related. If this is a doctoral program, also list related master's programs.)

If **not**, please describe how the institution plans to support a program unrelated to existing offerings.

Alabama State University will support the proposed Bachelor of Science in Sport Analytics and Management (S.A.M.) by leveraging existing institutional strengths in business, computer information systems, management, finance, marketing, quantitative disciplines, athletics, and experiential learning while making targeted investments in specialized faculty, technology, and industry partnerships. Housed in the Percy J. Vaughn College of Business Administration, the program will draw upon existing faculty expertise and infrastructure while recruiting faculty with specialized knowledge in sport analytics, programming, data science, performance analytics, and sport management. ASU will provide students with access to appropriate analytical software, databases, programming tools, internships, applied projects, and partnerships with athletic and professional sport organizations. The interdisciplinary nature of the program will also encourage collaboration across business, information systems, mathematics, economics, health and human performance, and athletics. Through these resources, along with ongoing assessment of enrollment, student achievement, retention, employment outcomes, and industry needs, ASU can responsibly establish and sustain this new program while advancing its commitment to innovative, career-focused education and workforce development.



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G. Collaboration

Have any collaborations **within your institution** (i.e., research centers, across academic divisions, etc.) been explored? Yes ☒ No ☐

If **yes**, provide a brief explanation of the proposed collaboration plan(s) for the program:

We will enter collaborations with our athletic department to ensure the SAM program is flexible to meet the needs of the student-athletic population providing a quality curriculum that will meet their career goals and cross reference courses in other colleges if needed.

Have collaborations with **other institutions or external entities** (i.e., local business, industries, etc.) been explored? Yes ☒ No ☐

If **yes**, provide a brief explanation of the proposed collaboration plan(s) for the program:
Yes, the dean of COBA has had conversations with the Montgomery Biscuits and the Montgomery School District to enter collaborations through internships and experimental learning projects. The collaborations will provide the students with real world and relevant experience that strengthen their understanding of the theoretical knowledge through practical application.

H. Programmatic Accreditation

Select the appropriate program accreditor from the drop-down menu below:

Accreditation Council for Business Schools and Programs (ACBSP)

Provide a detailed timeline for gaining accreditation (i.e., when will full candidacy be reached?):
The SAM program will be accredited after two years of existence and the graduation of students from the program. The dean of COBA chairs site visit teams for ACBSP and has been very active in the organization holding various roles since 2014.

I. Professional Licensure

Will the program be considered a Professional Licensure Program based on the following definition: Yes ☐ No ☒

Professional Licensure Program: As defined in federal regulations, an instructional program that is designed to meet educational requirements for a specific professional license or certification that is required for employment in an occupation or is advertised as meeting such requirements.

If **yes**, please explain:

Select the appropriate licensure body from the table below:

Choose an item.



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Select the appropriate license from the table below:

Choose an item.

J. Professional Certification

Will students earn industry certifications while completing the degree or be prepared for industry certifications upon graduation? **Yes** ☒ **No** ☐

If **yes**, please explain:

The dean of COBA will incorporate a lean six sigma greenbelt certification into the program. This certification will further differentiate the program from any other program in the academic community and add industry value. The Lean Six Sigma Greenbelt Certification will give the students a competitive advantage and provide additional knowledge for using the analytics data to operate more efficiently in the workplace.

K. Admissions

Provide any additional admissions requirements beyond the institution's standard admissions process/policies for this degree level. Include prerequisites, prior degrees earned, etc.

There are no additional admission requirements for this degree program.



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L. Mode of Delivery

Provide the planned delivery format(s) of the program as defined in policy (i.e., in-person, online, hybrid). Please also note whether any program requirements can be completed through competency-based assessment.

Can students complete the entire degree program through distance education (100% online) based on the following definition? **Yes** ☐ **No** ☒

Distance Education: An academic program for which required instructional activities can be completed entirely through distance education modalities. A distance education program may have in-person requirements that are non-instructional (e.g., orientation, practicum).

M. Instructional Site(s)

Provide the planned location(s) where the program will be delivered (i.e., main campus, satellite campus, off-campus site.) If the program will be offered at an off-campus site, provide the existing site name or submit an **Off-Campus Site Request** if new.

Will more than 50% of this program be offered at an off-campus site(s) **Yes** ☐ **No** ☒

If **yes**, which sites?

N. Industry Need

Using the federal **Standard Occupational Code (SOC) System**, indicate the top three occupational codes related to post-graduation employment from the program. A full list of SOC codes can be found at <https://www.onetcodeconnector.org/find/family/title#17>.

SOC 1 – Coaches and scouts **27-2022.00**

SOC 2 – General and Operations Managers **11-1021.00**

SOC 3 – Statisticians **15-2041.00**

Briefly describe how the program fulfills a specific industry or employment need for the State of Alabama. As appropriate, discuss alignment with Alabama's Statewide or Regional Lists of In-Demand Occupations (<https://www.ache.edu/index.php/policy-guidance/>) or with emerging industries as identified by [Innovate Alabama](#) or the [Economic Development Partnership of Alabama](#) (EDPA).



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The proposed Bachelor of Science in Sport Analytics Management (S.A.M.) addresses a growing workforce need in Alabama by combining sport-industry knowledge with high-demand skills in data analytics, programming, database management, statistical analysis, and business intelligence. S.A.M. aligns with ACHE 2025 In-Demand Occupations framework identifies data-intensive occupations, including data scientists and business intelligence analysts, as areas of workforce demand, providing a strong occupational foundation for the program's technical curriculum. The program also aligns with Alabama's emerging technology and innovation economy. The Economic Development Partnership of Alabama identifies technology as a growing Alabama industry, with nearly 15,000 employees in the IT sector and a substantial need for technology talent supported by higher education. Similarly, Innovate Alabama emphasizes talent development and the expansion of data science, artificial intelligence, software, and other technology-intensive capabilities as important components of Alabama's innovation ecosystem. The S.A.M. program will apply these high-demand analytical and technological competencies to the expanding sports industry, preparing Alabama graduates for careers in sport analytics, business intelligence, performance analysis, revenue optimization, fan engagement, and sport management. Its emphasis on internships, applied projects, and industry partnerships will further connect students to Alabama employers and strengthen the state's technology and sports workforce pipeline. This positioning is particularly timely given existing Alabama initiatives that provide HBCU students with paid, project-based internships in the state's innovation and technology ecosystem.

O. Additional Education/Training

Please explain whether further education/training is required for graduates of the proposed program to gain entry-level employment in the SOC occupations selected above.

There is no additional training the students will need prior to entering the workforce. The students will gain additional training from their respective organizations once employed.

P. Student Demand

Please explain how you projected the student enrollment numbers in the **Business Plan, Lines 24-27** and provide evidence to substantiate student demand (i.e., surveys, enrollments in related courses, etc.).

The student enrollment projections started with a modest 25 students but quickly ramped up with incremental increase in the following years. The aggressive enrollment numbers were based on uniqueness of the program which is not offered in any other 16 SREB states. Schools will either offer a Sport Analytics program or a Sport Management program however; no school offers a combination of Sport Analytics and Sport Management programs. In addition, a Lean Six Sigma Greenbelt certificate will be incorporated into the curriculum for an added competitive advantage. Also, the dean has developed a feasibility study to determine if there was an interest and/or need for the Sport Analytic Management Program, the results are ongoing and show a strong favorable indication that the program will be in high demand.

Add feasibility study results.



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II. Program Resources and Expenses

A. All Proposed Program Personnel

Provide all personnel counts for the proposed program.

Employment Status of Program Personnel		Personnel Information		
		Count from Proposed Program Department	Count from Other Departments	Subtotal of Personnel
Current	Full-Time Faculty	7	2	9
	Part-Time Faculty	10	8	18
	Administration	1	0	1
	Support Staff	1	2	3
**New To Be Hired	Full-Time Faculty	1	1	2
	Part-Time Faculty	1	1	2
	Administration	1	2	3
	Support Staff	0	0	0
Personnel Total				38

Provide justification that the institution has proposed a sufficient number of faculty (full-time and part-time) for the proposed program to ensure curriculum and program quality, integrity, and review:

Alabama State University will provide sufficient full-time and part-time faculty to support the academic quality, integrity, and continuous review of the proposed Bachelor of Science in Sport Analytics and Management. Because the program integrates sport management, statistics, programming, database management, data visualization, sport economics, and performance analytics, faculty expertise must reflect these interdisciplinary areas. The program will initially leverage qualified faculty within Percy J. Vaughn College of Business Administration and related disciplines while adding specialized faculty in sport analytics, data science, statistics, programming, and sport management as enrollment grows. Based on projected enrollment of 25 students in Year 1 and 170 students by Year 4, ASU anticipates approximately four full-time faculty at full implementation, supplemented by qualified part-time faculty and industry practitioners for specialized courses. Full-time faculty will oversee curriculum development, student advising, assessment, research, industry engagement, and program review, while part-time faculty will provide additional specialized expertise. Faculty staffing and workload will be reviewed annually to ensure resources remain adequate to support enrollment, student learning outcomes, and program quality.



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Note: Include *any new funds* designated for compensation costs (faculty, administration, and/or support staff to be hired) in the **Business Plan, Line 7 - Personnel Salaries and Benefits**. Current personnel salary/benefits *should not be included* in the Business Plan.



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B. Proposed Faculty Roster*

Complete the following **Faculty Roster** to provide a brief summary and qualifications of current faculty and potential new hires specific to the program.

***Note:** Institutions must maintain and have current as well as additional faculty curriculum vitae available upon ACHE request for as long as the program is active, but CVs are **not** to be submitted with this proposal.

CURRENT FACULTY

1	2	3	4
CURRENT FACULTY NAME (FT, PT)	COURSES TAUGHT including Term, Course Number, Course Title, & Credit Hours (D, UN, UT, G, DU)	ACADEMIC DEGREES and COURSEWORK Relevant to Courses Taught, including Institution and Major; List Specific Graduate Coursework, if needed	OTHER QUALIFICATIONS and COMMENTS Related to Courses Taught and Modality(ies) (IP, OL, HY, OCIS)
Dr. Keith Cole (FT)	MGT 400 Entrepreneurship and Small Business, MKT 435 Marketing Strategy, MGT 462 Business Policies (UG Capstone), MGT 520 Organization Behavior and Leadership, MGT 561 Human Resource Management, MGT 575 Advanced Project Management I, and MGT 590 Strategic Management (GR Capstone).	PhD in Business Administration with a concentration in Management, Master of Science in Management with a concentration in Leadership.	
Dr. Saraji Sahoo (FT)	CIS 206 Business Programming Languages CIS 300 Programming in Python CIS 305 Mobile App Develop with Swift CIS 351 Business Data Analytics CIS 550 Data Cleansing, Integration, Visualization CIS 560 Big Data Analysis CIS 570 Python for Manages	Ph.D. CIS	
Dr. Sanket Kanekar (FT)	Economics/Statistics. Data analysis/ Quantitative Analysis	Ph.D Applied Economics; Masters Economics	
Dr. Shin	Finance/ Statistics	MSBA in Finance PhD in Finance	
Dr. Ngo-Ye Thomas	CIS 404 Database Administration, CIS 461 Advanced Database Systems, CIS 410 Systems Analysis, CIS 205 Intro to Comp. Info. Systems CIS 329 Business Process Integration CIS 206 Business Programming Languages	PhD, Management Information Systems, MS, Information Management. MS, Management Science and Engineering	
Dr. Min Park (FT)	FIN 321 – Principles of Financial Management FIN 417 – Real Estate Finance FIN 418 – Real Estate Asset and Property Management FIN 423 – Financial Institutions	Ph.D. Finance M.A. in Mathematical Finance, M.S. in Economics, University	



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New Program Proposal

1	2	3	4
CURRENT FACULTY NAME (FT, PT)	COURSES TAUGHT including Term, Course Number, Course Title, & Credit Hours (D, UN, UT, G, DU)	ACADEMIC DEGREES and COURSEWORK Relevant to Courses Taught, including Institution and Major; List Specific Graduate Coursework, if needed	OTHER QUALIFICATIONS and COMMENTS Related to Courses Taught and Modality(ies) (IP, OL, HY, OCIS)
Dr. Genese Lavalis (PT)	MGT 203: Special Topics- Intro to Sport Management	Sport Administration Educational Administration with a concentration in Higher Education	
Dr. Quinin Zhang (FT)	CIS 206 Business Programming Languages CIS 310 Networking Fundamentals CIS 341 Information Security MGT 252 Business Statistics II MGT 570 Operations and Supply Chain Management MGT 580 Quantitative Analysis	M.S. in Business Administration (Management Information Systems), Doctor of Liberal Studies (Management Information Systems),	
Dr. Lashaun Seay (FT)	Marketing/Sports Marketing	DBA Marketing	
Dr. Mario Zaino (FT)	Marketing/logistics/Strategy.	Ph.D. Marketing, MBA Marketing	
Atty. Tanisha Asbury (PT)	Law and Ethics	Juris Doctorate	
Atty. Battle Hodge (PT)	Law and Ethics	Juris Doctorate	

ADDITIONAL FACULTY (TO BE HIRED)

1	2	3	4
FACULTY POSITION (FT, PT)	COURSES TO BE TAUGHT including Term, Course Number, Course Title, & Credit Hours (D, UN, UT, G, DU)	ACADEMIC DEGREES and COURSEWORK Relevant to Courses Taught, including Institution and Major; List Specific Graduate Coursework, if needed	OTHER QUALIFICATIONS and COMMENTS Related to Courses Taught and Modality(ies) (IP, OL, HY, OCIS)
Mr. Mike Martin (PT)	Project Management, Statistics/ Data Analysis	MBA management	PMP/ LSSMB
Ms. Addonnis Chambers (PT)	Project Management, Statistics/ Data Analysis	MBA management	PMP
Dr. Jong Hoon Park (FT)	Economics/Statistics – 03cr.	Ph.D. Economics	
Dr. Cedric Stone (PT)	Project Management/Management	DM Project Management	LSSBB
Faulty 1(FT)	Data Analytics	Ph.D. Data Analytics	
Faulty 2(FT)	Sport Management	Ph.D. Sport Management	

Abbreviations: (FT, PT): Full-Time, Part-Time; (D, UN, UT, G, DU): Developmental, Undergraduate Nontransferable, Undergraduate Transferable, Graduate, Dual: High School Dual Enrollment
Course Modality: (IP, OL, HY, OCIS): In-Person, Online, Hybrid, Off-Campus Instructional Site



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C. Equipment

Will any special equipment be needed specifically for this program? Yes ☒ No ☐

If **yes**, list the special equipment and include all special equipment costs in the **Business Plan, Line 8**:

The primary requirements (software) would include:

- Computer laboratory/workstations capable of supporting R, Python, SQL/database applications, statistical software, and data visualization tools.
- Software and licenses for statistical analysis, programming, database management, business intelligence, and visualization (e.g., R/RStudio, Python, SQL, Power BI, Tableau, or comparable platforms).
- Sport analytics datasets and platforms for accessing game, player, performance, financial, and fan-engagement data.
- Data storage and cloud-computing resources for managing larger datasets and student analytics projects.
- Data visualization and presentation technology, including large displays or interactive monitors for classroom demonstrations and student presentations.
- Optional sport-performance technology, such as video-analysis tools, wearable sensors, tracking systems, or performance-monitoring platforms, as industry partnerships and program resources develop.

D. Facilities

Will new facilities or renovations to existing infrastructure be required specifically for the program?

Yes ☐ No ☒

If **yes**, describe the new facilities or renovations and include all *new* facilities and/or *renovation* costs in the **Business Plan, Line 9**:

E. Assistantships/Fellowships

Will the institution offer any assistantships specifically for this program? Yes ☒ No ☐

If **yes**, provide the number of assistantships to be offered and include all *new* costs for assistantships in the **Business Plan, Line 10**. The program will have access to two graduate assistants at a cost of \$7,500 (ea) per year for a total of \$15,000/yr.

Explain the function of the Assistantships (i.e., teaching, research, etc.):

The GAs will assist the program director and data analysis professor with the task of reviewing and grading the analytics assignments using specific software. The GAs will assist and support the students with their research projects.

F. Library



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Will any **additional** library resources be purchased to support the program? Yes ☒ No ☐

If **yes**, briefly describe new resources to be purchased and include the cost of new library resources in the **Business Plan, Line 11**:

Potential library resource categories include:

- Sport management and sport business journals and e-books
- Statistics, data science, and analytics databases
- Business, finance, economics, and marketing databases
- Sport performance and exercise science research databases
- Industry reports and professional sports publications
- Data repositories and publicly available sports datasets
- Programming, Python, R, SQL, and data visualization resources
- Research and citation-management tools

The library resources are estimated at \$20,000 renewal cost every 4th year. This cost will cover the research journals and database access for the program.

G. Accreditation Expenses

If programmatic accreditation was indicated above, please include all accreditation costs in the **Business Plan, Line 12** and itemize and explain below:

The cost to accredited this program will be covered in the normal cost of accreditation for the college. ACBSP annual renewal fee is roughly \$2,500/yr.

H. Other Costs

Please include all other costs incurred with program implementation, such as marketing or recruitment, in the **Business Plan, Line 13** and explain below:

There will be an incremental cost to market the launch of the program. Primarily the marketing of this program will be included in the marketing budget for all programs at the institution.

III. Program Revenue and Funding

A. Tuition Revenue: Please describe how you calculated the tuition revenue that appears in the **Business Plan, Line 17**. Specifically, did you calculate using cost per credit hour or per term? Did you factor in differences between resident and non-resident tuition rates?

Note: Tuition Revenue should be proportional to total enrollment.

The tuition cost was calculated at roughly \$11K per year using the in-state residents rate. The rate was multiplied by the student enrollment per year.

B. External Funding: Will the proposed program require external funding (e.g., Perkins, Foundation, Federal Grants, Sponsored Research, etc.)? Yes ☐ No ☒



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If **yes**, please include all external funding in the ***Business Plan, Line 18*** and explain specific sources and funding below:

C. Reallocations: For each year will tuition revenue and/or external funding cover projected expenses? **Yes** ☒ **No** ☐

If **not**, budget reallocation may be required. Please include all reallocations in the ***Business Plan, Line 19*** and describe below how your institution will cover any shortfalls in any given year.

1	ACADEMIC DEGREE PROGRAM BUSINESS PLAN								
2	INSTITUTION:	Alabama State University							
3	PROGRAM NAME:	Sport Analytics Management					CIP CODE:		
4	SELECT LEVEL:	UNDERGRADUATE (BACHELOR'S)							
5	ESTIMATED *NEW* EXPENSES TO IMPLEMENT PROPOSED PROGRAM								
6		Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	TOTAL
7	PERSONNEL SALARIES & BENEFITS	\$205,000	\$205,000	\$205,000	\$305,000	\$305,000	\$305,000	\$400,000	\$1,930,000
8	EQUIPMENT	\$70,000	\$0	\$0	\$0	\$0	\$0	\$0	\$70,000
9	FACILITIES	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
10	ASSISTANTSHIPS/FELLOWSHIPS	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$105,000
11	LIBRARY	\$20,000	\$0	\$0	\$20,000	\$0	\$0	\$20,000	\$60,000
12	ACCREDITATION	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$17,500
13	OTHER COSTS	\$3,000	\$2,000	\$1,000	\$0	\$0	\$0	\$0	\$6,000
14	TOTAL EXPENSES	\$315,500	\$224,500	\$223,500	\$342,500	\$322,500	\$322,500	\$437,500	\$2,188,500
15	*NEW* REVENUES AVAILABLE FOR PROGRAM SUPPORT								
16		Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	TOTAL
17	TUITION + FEES	\$276,700	\$830,100	\$1,383,500	\$1,883,560	\$1,883,560	\$1,883,580	\$1,883,580	\$10,024,580
18	EXTERNAL FUNDING	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
19	REALLOCATIONS	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
20	TOTAL REVENUES	\$276,700	\$830,100	\$1,383,500	\$1,883,560	\$1,883,560	\$1,883,580	\$1,883,580	\$10,024,580
21	ENROLLMENT PROJECTIONS								
22									
23		Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	AVERAGE
24	FULL-TIME ENROLLMENT HEADCOUNT	No data reporting	100	225	350	520	850	1100	524.17
25	PART-TIME ENROLLMENT HEADCOUNT		0	0	0	0	0	0	0.00
26	TOTAL ENROLLMENT HEADCOUNT		100	225	350	520	850	1100	524.17
27	NEW ENROLLMENT HEADCOUNT		75	50	45	50	50	50	53.33
28	Validation of Enrollment			NO	NO	NO	NO	NO	
29	DEGREE COMPLETION PROJECTIONS								
30	Note: Do not count Lead “0”s and Lead 0 years in computing the average annual degree completions.								
31		Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	AVERAGE
32	DEGREE COMPLETION PROJECTIONS	No data reporting	0	0	25	50	50	45	42.50

Undergraduate Curriculum Plan

Undergraduate Curriculum Checklist:

1. Overview
2. Components
3. Options (as required)



1. Undergraduate Overview

Enter the credit hour value for all applicable components (N/A if not applicable).
The credit hours **MUST** match the credit hours in the Curriculum Components table.

Curriculum Overview of Proposed Program	
Credit hours required in General Education	45
Credit hours required in Program Courses & Required Electives	69
Credit hours in Program Options (concentrations/specializations/tracks)	0
Credit hours in Free Electives	9
Credit hours in required Capstone/Internship/Practicum	
Total Credit Hours Required for Completion:	123

Maximum number of credits that can be transferred in from another institution and applied to the program:	30
Intended program duration in semesters for full-time students:	8
Intended program duration in semesters for part-time students:	16

Does the program require students to demonstrate industry-validated skills, specifically through an embedded industry-recognized certification, structured work-based learning with an employer partner, or alignment with nationally recognized industry standards?:

YES NO

☐

If **yes**, please explain (i.e., number of hours required, etc.):

Does the program include any concentrations/ tracks/ options?

YES NO

☐

If **yes**, please explain (i.e., define):

2. Undergraduate Components

Please provide all course information as indicated in the following table. Indicate new courses with “Y” in the associated column. If the course includes a required work-based learning component, such as an internship or practicum course, please indicate with a “Y” in the WBL column.

Insert Additional Rows as Needed				
Institution:	Alabama State University			
Program Name:	Sport Analytics Management			
Program Level:	UNDERGRADUATE (BACHELOR'S)			
Curriculum Components of Proposed Program				
Course Number	Course Name	Credit Hours	New? (Y)	WBL? (Y)
General Education Courses		45		
ORI 100	Freshman Orientation	1		
ENG 131	English Comp. (or 140 Hon)	3		
ENG 132	English Comp. (or 141 Hon)	3		
HUM 131	Hum. Through the African	3		
ENG 209	Introduction to Literature	3		
	<i>Choose one of the following</i>	3		
ART 131	Art Appreciation			
THE 111	Introduction to Theatre Arts			
MUS 121	Music Appreciation			
	<i>Choose one of the following</i>	3		
ENG 210	Introduction to Literature II			
HUM 101	Interdisciplinary Humanities			
HUM 102	Interdisciplinary Humanities			
CMS 200	Voice & Diction			
CMS 205	Public Speaking			
PHL 201	Logical Reasoning			
HIS 131	World History	3		
HIS 132	World History	3		
ECO 251	Principles of Macroeconomics	3		
ECO 252	Principles of Microeconomics	3		
	<i>Choose one of the following</i>	3		
GEO 206	World Geography			
ANT 113	Societies Around the World			
POS 207	American Government			
PSY 251	General Psychology			
SOC 110	Introduction to Sociology			
BIO 127	General Biology	3		
BIOL 127	General Biology Lab	1		
BIO 128	General Biology	3		
BIOL 128	General Biology Lab	1		
MAT 137	Pre-Calculus Algebra	3		
Program Courses & Required Electives		69		
CIS 205	Introduction to CIS	3		
ACT 214	Prin of Financial Accounting	3		
ACT 215	Prin of Managerial Accounting	3		
MGT 202	Business Statistics I	3		
MGT 252	Business Statistics II	3		
MGT 255	Business Law/Legal	3		
MGT 201	Business Orientation	3		

CIS 206	Business Program Languages	3		
MGT 204	Business Communications	3		
FIN 321	Essentials of Mgr. Finance	3		
MGT 321	Principles of Management	3		
MKT 321	Elements of Marketing	3		
CIS 329	Business Process Int using SAP	3		
MGT 422	Production Management	3		
MGT 462	Business Policies	3		
SAM 310	Introduction to Sport Analytics	3	Y	
SAM 320	Sport Data Analysis	3	Y	
SAM 330	Sport Economics	3	Y	
SAM 340	Database and Programming	3	Y	
SAM 410	R and Python for Sport Analysis	3	Y	
SAM 420	Research Methods for Sport Analytics	3	Y	
SAM 430	Sport Performance Analytics	3	Y	
SAM 440	Predictive Analysis in Athletics	3	Y	
Program Options (concentrations/specializations/tracks)		0		
Free Electives (choose three courses)		9		
SAM 401	Strategy and Behavior	3	Y	
CIS 351	Business Data Analytics	3		
SAM 402	Predictive Modeling	3	Y	
PSY 251	General Psychology	3		
Total Credit Hours Required for Completion:		123		