

# SPORT AND ENTERTAINMENT MANAGEMENT

Approved April, 2013

Both SACS Guidelines (Standard 3.71) And USF Policy (10-115) provide that faculty teaching graduate and post-baccalaureate course work [must possess an] earned doctorate/terminal degree in the discipline taught or a related discipline.

The College of Business holds separate accreditation from the Association to Advance Collegiate Schools of Business (AACSB). AACSB Standard 15, which addresses faculty qualifications, requires that faculty meet criteria for classification as Scholarly Academic, Practice Academic, Scholarly Practitioner, or Instructional Practitioner with at least 40% of faculty meeting the criteria for Scholarly Academic (terminal degree in the field taught or equivalent and a record of basic, discipline-based research); 60% meeting the criteria for Scholarly Academic or Practice Academic (terminal degree in the field taught or equivalent and a record of substantive “linkages to practice”); and at least 90% meeting the criteria for one of the four categories.

## Sport & Entertainment Management Interpretation of SACS Policies and Guidelines

Sport and Entertainment Management is an applied discipline. While there are distinct and unique aspects of the business, much of the theory and practice upon which sport business and entertainment management is based and most of the models that are used to make strategic sport/entertainment business management decisions evolved from theories and models that were developed in management, marketing, finance, economics and statistics. As an area of study, sport and entertainment management encompasses four general areas: (1) sport and entertainment management (2) sport and entertainment marketing, (3) sport and entertainment finance, economics and analysis, and (4) sport and entertainment programming and services delivery. Other elements such as law, communication and technology are woven throughout those areas.

Because all sport and entertainment coursework is offered at the graduate level, all faculty are expected to hold an earned Ph.D. or other terminal degree (e.g., JD) in the field or a related field with substantial academic preparation in an academic discipline, or a Ph.D. in a related field with a record of publication in the field or significant and ongoing experience.

The strategy of Sport & Entertainment Management MBA/MS programs is to utilize persons who have the best qualifications in one or more of these areas to provide a quality education to the students. The Program’s decision to hire a new faculty member is based on a number of factors, including the academic preparation, existing research record, research potential, professional experience and network, and fit with the department.

With the exceptions noted above, faculty will meet AACSB criteria for classification as Scholarly Academic, Practice Academic, Scholarly Practitioner, or Instructional Practitioner with at least 40% of