

## New Proposal

Date Submitted: 09/27/19 10:25 am

Viewing: **: Recreation, Sport and  
Tourism BS/MS**

Last edit: 10/09/19 9:09 am

Changes proposed by: Kim Shinew

### In Workflow

1. **U Program Review**
2. **1714 Committee Chair**
3. **1714 Head**
4. **KY Committee Chair**
5. **KY Dean**
6. **University Librarian**
7. **Grad\_College**
8. **Provost**
9. **Senate EPC**
10. Senate
11. U Senate Conf
12. Board of Trustees
13. IBHE
14. DMI

### Approval Path

1. 09/27/19 4:58 pm  
Deb Forgacs  
(dforgacs):  
Approved for U  
Program Review
2. 09/28/19 11:12  
am  
Kim Shinew  
(shinew):  
Approved for 1714  
Committee Chair
3. 09/30/19 5:39 pm  
Carla Santos  
(csantos):  
Approved for 1714  
Head
4. 10/08/19 1:12 pm  
Reggie Alston  
(alston): Approved  
for KY Committee  
Chair

5. 10/08/19 1:13 pm  
Reggie Alston  
(alston): Approved  
for KY Dean
6. 10/08/19 1:39 pm  
John Wilkin  
(jpwilkin):  
Approved for  
University  
Librarian
7. 10/08/19 5:06 pm  
Allison McKinney  
(agrindly):  
Approved for  
Grad\_College
8. 10/09/19 8:54 am  
Kathy Martensen  
(kmartens):  
Approved for  
Provost

## Proposal Type

Proposal Type:

Joint Program (ex. Master of Public Health & PhD. in Community Health)

Proposal Title

Establishing a 5-year BS/MS option in the Department of Recreation, Sport and  
Tourism (RST)

Is this program available on  
campus and  
online? No

Official Program Name Recreation, Sport and Tourism BS/MS

Banner/Codebook  
Name

Program Code:

Major Code	Minor Code	Conc Code	Degree Code
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EP Control Number EP.20.24

Senate Approval Date

Senate Conference Approval Date

BOT Approval Date

IBHE Approval Date

Effective Date:

Effective Catalog Term Fall 2020

Sponsor College Applied Health Sciences

Sponsor Department Recreation, Sport & Tourism

Sponsor Name

Sponsor Email

College Contact

College Contact Email

Academic Level Graduate Undergraduate

## Program Description and Justification

Provide a **brief** description and justification of the program, including highlights of the program objectives, and the careers, occupations, or further educational opportunities for which the program will prepare graduates, when appropriate.

The Department of Recreation, Sport and Tourism (RST) requests to establish a 5-year BS/MS option for professional track students. This option would create an accelerated path for RST undergraduate majors who are interested in pursuing a MS in RST. Students would apply for this option at the beginning of their junior year. The admission deadline would be September 1 each year. The admission criteria would include: 1) a GPA of 3.5 or above, 2) two letters of recommendation from faculty (within or outside of RST), and 3) a statement of purpose. No GREs would be required for admission to the 5-year program, which is consistent with other combined 5-year programs across campus. Applicants would be reviewed by the RST faculty and the admission decisions would be made by the Graduate Committee.

A 5-year option would be attractive to our current undergraduate students who know by the beginning of their junior year that they want to complete a professional MS. It may serve as a recruiting enticement for internal college transfers (ICTs) as well as external transfer students who are comparing RST to other programs and institutions. It can also be appealing to high school students who are considering a BS in RST, with hopes of also obtaining an advanced degree. Thus, offering a 5-year program for professional track students could increase enrollment in the undergraduate program as well as increase the number of fee-paying students obtaining a master's degree. Because there would not be additional cost to the RST Department, the option has potential financial value for RST by increasing the number of tuition paying MS students.

This accelerated path would allow professional track students in the program to count three graduate course requirements against three core undergraduate courses. Students would take three graduate courses (up to 12 hours) to count for both their graduate and undergraduate degree requirements. The following substitutions may be considered:

- RST 515 (Marketing in RST) in lieu of RST 325 (Marketing in RST)
- RST 516 (Finance & Budgeting in RST) in lieu of RST 240 (Financial Resource Management in RST)
- RST 519 (Strategic Management in RST) in lieu of RST 410 (Strategic Thinking in RST)

The Director of Graduate Studies and Undergraduate Advisor will decide the appropriate course substitutions for each student at the time of the student's admission into the 5-year option. The elective substitutions will be based on each student's completed coursework in such a manner that the core competencies and prerequisite competencies within the student's undergraduate program of study are maintained. Students interested in doing a research project (in lieu of a thesis since that option will not be available to students enrolled into his program) will be able to do so by selecting an independent study course as an elective.

The students will complete the undergraduate internship requirement during the summer before the beginning of the last year of the 5-year option or during the summer prior to graduation.

Students may withdraw from the 5-year option at any time by notifying the Director of Graduate Studies and Undergraduate Advisor. Students who do not complete all combined degree requirements will work with their advisor to determine requirements for the bachelor's degree. Students may request by petition to have all accrued graduate hours converted to undergraduate hours and applied toward a standalone BS with a major in RST.

Is This a Teacher Certification Program?

No

Will specialized accreditation be sought for this program?

No

## Institutional Context

University of Illinois at Urbana-Champaign

Describe the historical and university context of the program's development. Include a short summary of any existing program(s) upon which this program will be built.

Explain the nature and degree of overlap with existing programs and, if such overlap exists, document consultation with the impacted program's home department(s).

The 5-year option enables professional track students to fast track their studies by reducing the time to a professional master's degree. Consultation with other departments and the Graduate College confirms that offering a 5-year option is a well-established path for many departments at the University of Illinois. Students receive their BS and MS degrees at the same time once they have fulfilled the requirements for the entire option. Both the RST Undergraduate Committee and the RST Graduate Committee reviewed this option. Additionally, the 5-year option was put to a faculty vote and was unanimously supported by all faculty.

Students would apply for the program at the beginning of their junior year. The admission deadline would be September 1 each year. The admission criteria would include: 1) a GPA of 3.5 or above, 2) two letters of recommendation from faculty (within or outside of RST), and 3) a statement of purpose. No GREs would be required for admission to this option, which is consistent with other combined 5-year programs across campus. The RST faculty would review applicants and the RST Graduate Committee would make the admission decisions.

University of Illinois

Briefly describe how this program will support the University's mission, focus and/or current priorities. Demonstrate the program's consistency with and centrality to that mission.

The proposed 5-year BS/MS option will offer current professional track RST students an opportunity to obtain a master's degree in addition to a bachelors' degree in a shorter period and accelerate our graduates' career progression and trajectory. Many of the highly sought after positions in RST organizations prefer a master's degree and/or equivalent work experience. Further, our hope is this will allow our department to attract and retain our best and brightest undergraduate students into our master's program. This option may be particularly attractive to cost-sensitive students from less affluent backgrounds who wish to obtain an advanced degree in an efficient manner, in a department that exemplifies the University's land-grant mission of public engagement and service for the public good. The 5-year BS/MS option is consistent with UIUC's mission of transforming lives and serving society by educating individuals, creating and sharing knowledge, and putting knowledge to work to benefit society. The RST Department fosters a generation of new leaders who appreciate and value people of different backgrounds and who make a difference in quality of life indicators in communities across Illinois and the country. The learning outcomes for the RST MS Program are as follows:

MS Program Learning Outcomes:

1. Graduates will have an in-depth understanding of the conceptual and theoretical foundations (i.e., concepts, theories, applications, and principles) of recreation, sport and tourism.
2. Graduates will have an in-depth understanding of societal issues and how recreation, sport and tourism is integral to addressing contemporary societal issues.
3. Graduates will have an in-depth understanding of managing recreation, sport and tourism organizations.
4. Graduates will develop understanding and competence in marketing planning, strategy, implementation and evaluation in recreation, sport and tourism.
5. Graduates will develop understanding and competence in budgeting and finance in recreation, sport and tourism.
6. Graduates will develop understanding and competence in strategic planning and management in recreation, sport and tourism organizations.

State of Illinois

Indicate which of the following goals of the Illinois Board of Higher Education's Strategic Initiative are supported by this program: (choose all that apply)

College Affordability - ensure college affordability for students, families, and taxpayers.  
Educational Attainment - increase educational attainment to match the best-performing states.  
High Quality Credentials to Meet Economic Demand - Increase the number of high-quality post-secondary credentials to meet the demands of the economy and an increasingly global society.  
Integration of Educational, Research and Innovation Assets - Better integrate Illinois' educational, research and innovation assets to meet economic needs of the state and its regions.

Describe how the proposed program supports these goals.

This option may be particularly attractive to cost-sensitive students from less affluent backgrounds who wish to obtain an advanced degree in an efficient manner.

Research indicates a 40% increase (from 2013 to 2016) in demand for continuing education and master's level education in recreation management. Moreover, a 2017 Crain's Chicago Business article stated that professional sport management jobs, especially in sponsorship, sales and development were among the fastest growing jobs in the Chicago area in 2017. According to the International Business Times, careers in event management and recreation were some of the top jobs and were expected to continue to grow. The outlook is also good for tourism. According to an analysis by the World Travel and Tourism Council (WTTC), there is a shortage of educational opportunities for the travel and tourism profession. In particular, the WTTC noted a demand for more education in areas such as management, organizational behavior, and finance. Moreover, according to the Miami Herald (Jenkins, 2019), the luxury cruising industry has experienced tremendous growth in recent years, opening up more career opportunities in hospitality, entertainment, and event and venue management.

## Enrollment

Number of Students in Program (estimate)

Year One Estimate	5	5th Year Estimate (or when fully implemented)
15-20		

Estimated Annual Number of Degrees Awarded

Year One Estimate	5	5th Year Estimate (or when fully implemented)
15-20		

Delivery Method

This program is available:  
Face-to-Face

## Budget

Will the program or revision require staffing (faculty, advisors, etc.) beyond what is currently available?

No

Additional Budget Information

No more than 15 to 20 existing undergraduate students are expected to be admitted to this 5-year option. Thus, rather than increasing teaching loads, the proposal is likely to



make more efficient use of faculty time by filling vacant seats in courses currently under-enrolled.

Attach File(s)

## Resource Implications

### Facilities

Will the program require new or additional facilities or significant improvements to already existing facilities?

No

### Technology

Will the program need additional technology beyond what is currently available for the unit?

No

### Non-Technical Resources

Will the program require additional supplies, services or equipment (non-technical)?

No

## Resources

### Faculty Resources

Please address the impact on faculty resources including any changes in numbers of faculty, class size, teaching loads, student-faculty ratios, etc. Describe how the unit will support student advising, including job placement and/or admission to advanced studies.

The proposed option utilizes courses currently available in the department. In all cases, current courses have sufficient capacity to serve increased numbers of students while maintaining educationally appropriate enrollments.

Rather than increasing teaching loads, the proposal is likely to make more efficient use of faculty time by filling available seats in courses currently under-enrolled.

### Library Resources

Describe your proposal's impact on the University Library's resources, collections, and services. If necessary please consult with the appropriate disciplinary specialist within the University Library.

None anticipated

### Instructional Resources

Will there be any reduction in other course offerings, programs or concentrations by your department as a result of this new program/proposed change?

No

Does this new program/proposed change result in the replacement of another program?

No

Does the program include other courses/subjects impacted by the creation/revision of this program?

No

## Financial Resources

How does the unit intend to financially support this proposal?

All classes involved in this option are currently being taught and have the capacity to serve additional students. Enrollment at the BS and MS levels will not be substantially increased as a result of this option, so no additional funding will be necessary to support the undergraduate or master's program.

Will the unit need to seek campus or other external resources?

No

Attach letters of support

Will an existing tuition rate be used or continue to be used for this program?

Yes

## Market Demand

What market indicators are driving this proposal? If similar programs exist in the state, describe how this program offers a unique opportunity for students:

Research indicates a 40% increase (from 2013 to 2016) in demand for continuing education and master's level education in recreation management. Moreover, a 2017 Crain's Chicago Business article stated that professional sport management jobs, especially in sponsorship, sales and development are among the fastest growing jobs in the Chicago area in 2017. According to the International Business Times, careers in event management and recreation were some of the top jobs and were expected to continue to grow. The outlook is also good for tourism. According to an analysis by the World Travel and Tourism Council (WTTC), there is a shortage of educational opportunities for the travel and tourism profession. In particular, the WTTC noted a demand for more education in areas such as management, organizational behavior, and finance. Moreover, according to the Miami Herald (Jenkins, 2019), the luxury cruising industry has experienced tremendous growth in recent years, opening up more career opportunities in hospitality, entertainment, and event and venue management.

What type of employment outlook should these graduates expect? Explain how the program will meet the needs of regional and state employers, including any state agencies, industries, research centers, or other educational institutions that expressly encourage the program's development.

As noted above, the demand of entry level management positions in the RST industry is high. Sports management jobs are among the fastest growing jobs in several major metropolitan areas. The tourism industry has noted a demand for education in tourism management areas such as finance and marketing, which our program includes. The public sector of recreation has noted the large retirement class of many directors of Illinois Park District and this program will help meet that need.

What resources will be provided to assist students with job placement?

Within the RST Department, students are provided with several experiential opportunities that will assist them with job placement. In addition to the required undergraduate internship, graduate internships are also available. Several for-credit field trip-based courses allow for career exploration experiences that involve developing networking knowledge and skills while engaging with industry alumni and professionals in their agencies and facilities. Registered Student Organizations (RSO) associated with the RST Department include "Play for Change" and the "Sports Business Association," both of which host professional conferences and guest speakers.

If letters of support are available attach them here:

## Program Regulation

Describe how the program is aligned with or meets licensure, certification, and/or entitlement requirements, if applicable.

Briefly describe the plan to assess and improve student learning, including the program's learning objectives; when, how, and where these learning objectives will be assessed; what metrics will be used to signify student's achievement of the stated learning objectives; and the process to ensure assessment results are used to improve student learning.

Not applicable

Is the career/profession for graduates of this program regulated by the State of Illinois?

No

## Program of Study

*"Baccalaureate degree requires at least 120 semester credit hours or 180 quarter credit hours and at least 40 semester credit hours (60 quarter credit hours) in upper division courses" (source: <https://www.ibhe.org/assets/files/PrivateAdminRules2017.pdf>). For proposals for new bachelor's degrees, if this minimum is not explicitly met by specifically-required 300- and/or 400-level courses, please provide information on how the upper-division hours requirement will be satisfied.*

All proposals must attach the new or revised version of the Academic Catalog program of study entry. Contact your college office if you have questions.

For new [Program of Study.docx](#)  
programs, attach  
Program of Study

#### Catalog Page Text

Catalog Page Text: Description of program for the catalog page. This is not official content, it is used to help build the catalog pages for the program. Can be edited in the catalog by the college or department.

The Department of Recreation, Sport and Tourism (RST) offers an integrated and accelerated program for outstanding students that combines a bachelor's and master's degree, referred to as the 5-year BS/MS option. This option can be completed in less time than is required for the two degrees separately. The 5-year BS/MS option is designed to provide students with the academic and professional skills needed to succeed in the recreation, sport and tourism industry.

RST majors with a GPA of 3.5 are eligible to apply at the beginning of their junior year. Accepted students will then work on both degrees simultaneously and will receive both degrees at the same time, once all requirements for each have been completed.

Although their degrees will not officially be awarded, students may participate in the bachelor's graduation ceremonies once they have completed the 120 credit-hour requirement for that degree.

#### Statement for Programs of Study Catalog

##### Course List

Code	Title	Hours
Undergraduate Coursework		
General Education		39
RST Core		30
Electives (12 of which are restricted)		32
Concentration Requirements		9
Internship		12
Graduate Coursework		
<a href="#">RST 501</a>	Concepts & Applications in Recreation, Sport & Tourism	4
<a href="#">RST 512</a>	Managing Recreation, Sport & Tourism Organizations	4
<a href="#">RST 515</a>	Marketing in RST	4
<a href="#">RST 516</a>	Finance & Budgeting in RST	4
<a href="#">RST 519</a>	Strategic Management in RST	4
Select one Option Area Course from:		4
<a href="#">RST 502</a>	Critical Issues Recreation Mgt	
<a href="#">RST 520</a>	Critical Issues Sport Mgt	
<a href="#">RST 530</a>	Critical Issues Tourism Mgt	
Restricted Electives		12
Total Hours		158

## EP Documentation

Attach  
Rollback/Approval  
Notices

## DMI Documentation

Attach Final  
Approval Notices

Attached  
Document

Justification for  
this request

Program Reviewer  
Comments

**Kathy Martensen (kmartens) (03/06/19 4:08 pm):** Rollback: Hi Kim, this needs to be proposed as a Joint Program, please select that at the top and then the RST-BS and RST-MS as the two programs being joined. You'll notice that selecting this option will open additional questions that need to be addressed, e.g., admission requirements, market demand, etc. that I believe you will have easily at hand or that's referenced elsewhere in the proposal. If you run into any problems, please let me and/or Deb Forgacs know. Thanks! --Kathy

**Reggie Alston (alston) (04/15/19 2:44 pm):** Rollback: Laura, please meet with Kim Shinew to make the committee's recommended revisions to the 5 year BS/MS proposal. Thanks.

**Reggie Alston (alston) (04/17/19 5:58 pm):** Rollback: Laura, See rollback.

**Deb Forgacs (dforgacs) (04/22/19 4:23 pm):** Rollback: Department Request for rollback.

**Allison McKinney (agrindly) (09/26/19 12:07 pm):** Rollback: Rolling back to Kim per her request to provide clarifying language regarding the overlap of graduate/undergraduate requirements.

Key: 638

The Department of Recreation, Sport and Tourism (RST) originated at the University of Illinois in 1940. Today, this program continues to rank nationally among the top three in the field, and takes pride in producing a large number of exceptional professionals in the field. The Department of Recreation, Sport and Tourism offers a bachelor of science degree with three areas of concentration: recreation and park management, sport management, and tourism management. The curriculum prepares students to design, manage, and deliver RST services to a variety of populations in diverse settings and provides a firm foundation from which students may pursue graduate studies. A broad general education is emphasized and complemented with a core of professional courses. Beyond a strong core integrating theory, management, and research, the program allows students to focus on a major market segment within the RST field by choosing an area of concentration. A total of 128 hours is needed for graduation. For further information, contact the Department of Recreation, Sport and Tourism, 219 Huff Hall, 1206 S. Fourth Street, Champaign, IL 61820, (217) 333-4410.

The Department of Recreation, Sport and Tourism (RST) also offers an integrated and accelerated program for outstanding students that combines a bachelor's and master's degree, referred to as the 5-year BS/MS option. This option can be completed in less time than is required for the two degrees separately. The 5-year BS/MS option is designed to provide students with the academic and professional skills needed to succeed in the recreation, sport and tourism industry. RST majors with a GPA of 3.5 are eligible to apply at the beginning of their junior year. Accepted students will then work on both degrees simultaneously and will receive both degrees at the same time, once all requirements for each have been completed.