

PROGRAM INFORMATION PROFILE

This profile offers information about the performance of a program in the context of its basic purpose and key features.

Name of Institution

Institution: Liberty University

Program Accreditor: Commission on Sport Management Accreditation

Institutional Accreditor: Southern Association of Colleges and Schools Commission on Colleges

Date of Next Comprehensive Program Accreditation Review: 2026

Date of Next Comprehensive Institutional Accreditation Review: 2022

To learn more about the accredited status of the program, click here:

http://www.liberty.edu/index.cfm?PID=7650&_ga=2.201428881.1227661357.1500292175-1375243266.1491330911

Or

<https://www.liberty.edu/business/sport-event-tourism-management/cosma-accreditation/>

Program Context and Mission

Program Mission:

In Liberty University's Statement of Mission and Purpose it states that Liberty University will:

1. Emphasize excellence in teaching and learning.
2. Foster University-level competencies in communication, critical thinking, information literacy, and mathematics in all undergraduate programs.
3. Ensure competency in scholarship, research, and professional communication in all graduate programs and undergraduate programs where appropriate.
4. Promote the synthesis of academic knowledge and Christian worldview in order that there might be a maturing of spiritual, intellectual, social and physical value-driven behavior.
5. Enable students to engage in a major field of study in career-focused disciplines built on a solid foundation in the liberal arts.
6. Promote an understanding of the Western tradition and the diverse elements of American cultural history, especially the importance of the individual in maintaining democratic and free market processes.
7. Contribute to a knowledge and understanding of other cultures and of international events.
8. Encourage a commitment to the Christian life, one of personal integrity, sensitivity to the needs of others, social responsibility and active communication of the Christian faith, and, as it is lived out, a life that leads people to Jesus Christ as the Lord of the universe and their own personal Savior.

http://www.liberty.edu/index.cfm?PID=6899&_ga=2.166363710.1227661357.1500292175-1375243266.1491330911

The mission of the Sport Management degree program at Liberty University is to help students develop skills to organize, administer, and facilitate sport programs at the corporate, agency, professional, and amateur levels. Opportunities are provided to develop knowledge and skills relevant to the performance of these functions.

<https://www.liberty.edu/index.cfm?PID=36432>

Program Goals:

The student will be able to:

1. Articulate a Christian worldview that incorporates moral leadership and ethical decision-making in the sport management workplace.
2. Demonstrate oral, written, and technological communication effectively and persuasively within professional sport management settings.
3. Evaluate research in sport management from the perspective of current business trends and historical sport management contexts.
4. Synthesize academic principles through knowledge transfer and exchange to the sport management environment.
5. Demonstrate leadership skills in the sport management industry.

Brief Description of Student Population:

The student population within the Department of Sport Management represents both the traditional college student and non-traditional college student, a wide range of professional experience and knowledge of the sport industry, and representing at least eight (8) nations diverse ethnic background.

Admissions Requirements:

Undergraduate Admissions Requirements

We welcome your application to Liberty University! When we evaluate undergraduate applications, we value intellectual ability, academic achievement, and personal qualities that will contribute to our university mission and campus community.

- Admissions Decisions

Admission decisions are competitive and are based primarily on the following factors:

- Cumulative high school GPA and college (if applicable)
- GED scores (if applicable)
- Consistency and trends of grades
- Results from the SAT or ACT without writing, using the highest score on each section (super scoring)
- Essay submission

Note: Other documentation such as reference letters, community service, and leadership, may also be helpful or required by the admissions committee.

Mid-ranges for enrolled freshmen:

50% of admitted students come from within the following mid-ranges:

High School GPA	3.17-3.85
Old SAT** (math and critical reading only)	950-1170
New SAT (ERW* and math only)	Data Coming Soon
ACT composite	20-26
CLT composite	Data Coming Soon

**Prior to March 2016

***Evidence-Based Reading and Writing**

- Suggested Course Completions

We do not have specific course requirements for applicants; however, the recommended curriculum will prepare you for classroom expectations at Liberty. The recommended curriculum includes:

- 4 units of English
- 2-3 years of college preparatory mathematics
- 2 years of laboratory science
- 2 years of social science
- 2 years of foreign language
- At least 4 units of elective credits

Undergraduate Admissions Requirements

<http://www.liberty.edu/index.cfm?PID=21901>

Undergraduate Academic Catalog-Academic Information and Policies

<https://www.liberty.edu/index.cfm?PID=33746>

Indicators of Effectiveness with Undergraduates As Determined by the Program

1. Graduation

Year: 2018-2019 # of Graduates: 54 Graduation Rate: 64%

2. Completion of Educational Goal (other than certificate or degree – if data collected)

of Students Surveyed: N/A # Completing Goal: N/A

3. Average Time to Certificate or Degree