



February 20, 2026

Dr. Michael Amiridis
President
University of South Carolina - Columbia
206 Osborne Administration Bldg.
Columbia, SC 29208

Dear Dr. Amiridis:

Thank you for submitting the following substantive change:

Substantive change:

**OCIS Approval Limited Review
Darla Moore School of Business Charlotte Regional Site
200 South College Street
Suite 110
Charlotte, NC 28202**

Submission date:

7/30/2025

Intended Implementation date:

1/1/2026

Case ID:

SC032885

The University of South Carolina - Columbia proposes to offer the Master of Sport and Entertainment Management (MSEM) program at the Darla Moore School of Business Charlotte Regional Site off-campus instructional site (OCIS). The prospectus was deferred for the following additional information on September 17, 2025.

1. Provide a narrative with supporting evidence to demonstrate that the number of full-time faculty members will be adequate to support the program at the proposed site.
2. Describe the impact on faculty workload of the proposed site.
3. Describe the equipment that will be available at the new site.

The response to the deferral was received on November 11, 2025.

The University of South Carolina - Columbia anticipates enrolling 10 students per year in the Master of Sport and Entertainment Management (MSEM) program. The enrollment is projected to grow to 30 students per year by the third year of implementation. The program will be delivered through a face-to-face format at the Darla Moore School of Business Charlotte Regional Site and via distance education. The University was approved for distance education on December 5, 2003. The target audience will be professionals working in the sports and entertainment industry or individuals interested in a career in the industry. The program at the site will be ongoing.

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The Master of Sport and Entertainment Management program is an existing 36-credit-hour degree program. Students can choose a thesis option or a non-thesis option. The program prepares students for the nature of the sport and entertainment industry and how it operates by applying learned concepts and theory to practical applications. Graduates will apply key managerial, analytical, and judgment skills to solve problems successfully in sport, entertainment, and venue management.

The University is prepared to offer the program at the new site. The Master of Sport and Entertainment Management program has been offered on the main campus since 2004. This expansion provides the Department of Sport and Entertainment Management with a significant employment market in sports and entertainment offerings. Its sports and entertainment culture continues to grow with the region's economy. The site's strengths include three major sports franchises: a National Football League (the Carolina Panthers), a National Basketball Association (the Charlotte Hornets), and a Minor League Baseball team (the Charlotte Knights). Charlotte also hosts NASCAR races and Pro Golf Association (PGA) tournaments, minor league hockey, and soccer teams.

In 2024, the Nilson Report stated Charlotte was a central hub for college football and basketball, ranking 21st among all U.S. cities for sports television. Similarly, the area's arts and entertainment offerings cover a broad array of concerts, theater, events, and festival venues. As one of the fastest-growing cities in the U.S., Charlotte's regional economy is projected to grow above the national average, with massive growth in sport and entertainment management and marketing occupations. Labor is a key challenge in the region, and matching worker abilities with industry demands is a constant challenge.

This program modification aligns with the University's mission and core values by responding to the global enhancement of sport and entertainment, accessibility, and removing barriers to access for working students who cannot attend classes in Columbia, South Carolina. Offering the Master of Sport and Entertainment Management (MSEM) program off-site in Charlotte, North Carolina, is a strategic move given the city's growing sports industry, accessibility, and its status as a hub for sport and entertainment.

In 2023, upon learning of the possibility of utilizing classroom space in uptown Charlotte by the Darla Moore School of Business, the Department of Sport and Entertainment Management faculty initiated a program proposal whereby students beyond the reach of the main campus in Columbia could earn the MSEM through a combination of online and in-person courses based in Charlotte. On September 13, 2024, the departmental faculty voted to submit a program proposal for off-site delivery. On October 4, 2024, the Provost reviewed and approved the College's Pre-authorization Request. The College of HRSM faculty approved the proposal on October 16, 2024.

Approval to operate in the state of North Carolina was granted by the University of North Carolina System on May 15, 2025. Additionally, the South Carolina Commission on Higher Education approved the offering at the new site on July 7, 2025, and the University of South

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Carolina Board of Trustees on December 20, 2024. The approval letters are included in the prospectus.

The Graduate School provides oversight for all graduate programs. The graduate program director will oversee all administrative aspects of the program. Faculty will be responsible for program oversight. The department chair provides general administrative oversight to ensure compliance with graduate school policies and regulations. The Associate Dean of Graduate Education within the College of Hospitality, Retail, and Sport Management serves as the liaison between the department and the dean's office. The Associate Dean provides academic program reviews and oversees faculty and students.

The University provided the curriculum program of study, course descriptions, and a projected schedule of course offerings. It also provided the qualifications for 15 full-time and one part-time faculty member. Academic qualifications appear adequate for teaching courses in the new program. The University also offered the scholarship and research capability of faculty members teaching in the graduate program. Keep in mind that the ultimate determination of faculty qualifications is the responsibility of the peer review team, which will assess the program as part of the institution's next SACSCOC reaffirmation review.

The University confirms that there are enough faculty to begin programs at the new site. The program will initially offer two classes per semester at the site. Therefore, no additional faculty are required at this time, because of the department's size, experience, and scheduling, the program can operate efficiently at both locations. There will be minimal impact on faculty workload.

The library and learning information resources appear adequate to support the program at the proposed site. The library provides materials in the sport and entertainment discipline, including current journals, e-journals, and textbooks. The library offers resources such as databases, journal search, and online access to streaming video and audio. The use of interlibrary loans and online resources will be necessary for this distance program.

Key journals for the MSEM program include the Journal of Sport Management, Sport Management Review, European Sport Management Quarterly, Sport Marketing Quarterly, Communication and Sport, Symposium, and sport-related law reviews.

Distance learners can access discipline-specific library and learning resources by using their university login credentials. Additionally, the library provides access to mainstream media content. Journals include Sport Business Journal, Sport Business International, Sports Illustrated, and media newspapers that cover local, regional, and global sports.

The University provides a Research, Instruction, and Reference Librarian who is the Library Liaison for the Department of Sport and Entertainment Management (SPE). This individual works directly with faculty and students to select materials for the collection. The librarian is also involved in library instruction and research consultations for the department.

Student support resources appear adequate to support the program at the proposed site. Resources include a graduate student resource hub, professional development opportunities, and scholarly initiatives.

The Darla Moore School of Business Charlotte Regional Site in Charlotte has approximately 4,963 rentable square feet. The site is connected to the University of South Carolina's network. Students will have the same connectivity as if they were on the main campus in Columbia. The site includes three classrooms available for course instruction. There is also a conference room available for student and faculty meetings to support teaching and research initiatives. Additional site features include one faculty and staff office and a breakroom.

The facility is fully equipped with connectivity and video conferencing capabilities. No new equipment is required for this site. The University confirms that there will be no impact on physical facilities or existing programs and services at the site. The University currently rents this space in Charlotte, used by the Darla Moore School of Business. The space is not fully utilized. The Department of Sport and Entertainment Management will coordinate with the School of Business in the use of the space.

Financial resources appear adequate to support the program at the new site. Funds will be reallocated from existing resources. In the first year of implementation, new recurring expenses include faculty and instructional staff, and the building sub-lease. The projected budget includes ongoing costs for the first five years. Positive revenue is anticipated by year three based on enrollment projections.

If expected revenues do not materialize or if costs exceed estimates, the University confirms that the College of Hospitality, Retail, and Sport Management has funds to cover the site's operating costs.

The University of South Carolina-Columbia has an assessment protocol in place for all programs within academic units. The program assessment process occurs on a two-year schedule in which programs report their assessment data to analyze student performance, evaluate program efficiency, and use the results for continuous improvement. Assessment data will be reviewed annually by the program director, program faculty, and department chair to determine revisions needed to individual courses and/or the program.

A committee visit is not required; the policy-defined threshold has been met. The site will be reviewed, and may include a site visit, as part of the institution's next fifth-year interim and/or decennial review.

Note: As part of the recent Substantive Change policy update, this type of substantive change submission is no longer required. This submission has been processed as an approval because it was started and completed prior to the change in policy.

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The Board of Trustees of the Southern Association of Colleges and Schools Commission on Colleges reviewed the materials seeking approval of the Darla Moore School of Business Charlotte Regional Site off-campus instructional site (OCIS). It was the decision of the Board to approve the site and include it in the scope of accreditation.

An invoice for \$500 to help defray the cost of reviewing the prospectus is included with this letter.

Should you need assistance, please contact Dr. Kelli V. Mckeone at (404) 994-6545 or via email at kmckeone@sacscoc.org.

Please include the Case ID number above in all submissions or correspondence about this substantive change.

Sincerely,



Stephen L. Pruitt, Ph.D.
President

SLP/DDG:lp

Enclosure (invoice with liaison's copy only)

cc: Mr. Donald Miles, Executive Director Institutional Research, Assessment, and Analytics,
University of South Carolina - Columbia
Dr. Kelli V. Mckeone, Vice President, SACSCOC