

# UNIVERSITY OF MARY WASHINGTON -- NEW COURSE PROPOSAL

Electronically submit this completed form with attachments in one file to the Chair of the College Curriculum Committee.

<b>COLLEGE (check one):</b>	<b>Arts and Sciences</b> <input checked="" type="checkbox"/>	<b>Business</b> <input type="checkbox"/>	<b>Education</b> <input type="checkbox"/>
Proposal Submitted By: Dana S. Hall	Date Prepared: Dec. 15, 2014		
Course Title: Intro to Sports Management			
Department/discipline and course number*: IDIS 130 (approved by Betty Bradshaw)			

*\*This course number must be approved by the Office of the Registrar before the proposal is submitted.*

Number of credits proposed: 3	Prerequisites: none		
Will this be a <b>new, repeatable</b> "special topics" course? (Do you want students to be able to take this new course more than once if the topic changes?)		<b>NO</b>	<input checked="" type="checkbox"/> <b>YES</b>

Date of first offering of this <b>new</b> course: <b>FALL SEMESTER, 2016</b>	
Proposed frequency of offering of the course:	Each Fall
List the faculty who will likely teach the course:	Todd Helbling (AHPE), or possibly a BUAD professor
<b>Are ANY new resources</b> required?	<b>NO X</b> <b>YES</b> <i>Document in attached impact statement</i>

<b>This new course will be (check all that apply):</b>			
Required in the <b>minor</b>	<input checked="" type="checkbox"/>	General Elective	
Elective in the major	<input type="checkbox"/>	General Education**	

*\*\*AFTER the new course is approved, a separate proposal must be sent to the General Education Committee.*

**Catalog Description:**  
 This course will examine all facets of Sports Management as they relate to the industry of sports, including topics such as the basic principles of management, marketing, law, finance and ethics in sports. Students will be challenged to apply knowledge of sport management to solve basic problems faced by sport managers. The course will also introduce and explore an understanding of career opportunities in the field of Sports Management.

COURSE HISTORY			
Was this course taught previously as a topics or experimental course?	<b>YES</b>	<input type="checkbox"/>	<b>NO</b> <input checked="" type="checkbox"/>
<b>Course Number and Title of Previous Course</b>	<b>Semester Offered</b>	<b>Enrollment</b>	
<p><b>CHECK HERE</b> if the proposed course is to be <b>equated</b> with the earlier topics or experimental offerings. This means that students who took the earlier "topics" course will only be able to take the new course if they made a C- grade or lower in the earlier course.</p> <p><b>NOTE:</b> If the proposed course has not been previously offered as a topics or experimental course, <b>explain in the attached rationale statement</b> why the course should be adopted even though it has not been tried out.</p>			

**REQUIRED ATTACHMENTS:**

1. **Rationale Statement** (Why is this course needed? What purposes will it serve?)
2. **Impact Statement** (Provide details about the Library, space, budget, and technology impacts created by adding this new course. Include supporting statements from the Library, IT Department, etc. as needed.)
3. **Sample Syllabus**

Department Chair Approval: Ken Tyler

Date: 12/31/2014

CCC Chair Approval: 

Date: 1/16/15

UCC Chair Approval: \_\_\_\_\_

Date: \_\_\_\_\_

## **Rationale Statement – IDIS 130 Intro to Sports Management**

This course supports the proposed Sports Management Minor. IDIS 130 – Intro to Sports Management will fulfill the Sports Management minor's required course requirements. This course is specifically designed for students who desire an understanding of management as it impacts sports. It is an integral component of the sports management minor, and Intro to Sports Management is designed to introduce the challenges and opportunities in the sports industry. Students will acquire knowledge, skills, and abilities relating to the basic principles of management, marketing, law, finance and ethics in sports. Students will be challenged to apply knowledge of sport management situations to solve basic problems faced by sports managers. The course will also introduce and explore career opportunities in professional sports, semi-pro sport organizations, collegiate athletics, sport marketing agencies, sport broadcasting venues, facility management in both community and commercial venues and theme parks.

This course marries well with other majors at the University of Mary Washington. There is no prerequisite for this course and a non-Sports Management minor may enroll in the course for elective credit. All of the tasks students will complete build a stronger foundational base in the management of sports for students interested in related careers. Importantly, the assessments are designed to enhance students' analytical and critical thinking skills, which are key elements to successful completion of a Liberal Arts curriculum. As further support of the Liberal Arts curriculum at the University, the students will synthesize the results of each task in a relevant assessment which enhances critical thinking skills. Lastly, students will also be required to present their results periodically, which enhance oral communication skills.

Though the course has not been offered previously at the University of Mary Washington, it is commonly offered at colleges and universities\*. Offering the course at University of Mary Washington will enhance interdisciplinary student options with respect to the Sports Management minor, as well as other students seeking electives classes. Offering more options for courses in general could help to attract more students who may currently rule the University out because they are interested in that area. I believe that student enrollment between fifteen and thirty students each fall in this course is achievable. This number is based on current students and prospective students at various Admissions day events, who have indicated an interested in Sports Management.

### **Learning Outcomes in Intro to Sport Management – IDIS 130:**

(1) To acquaint the student with the basic principles of management, marketing, law, finance, and ethics in sports.

(2) To address the challenges facing sport managers throughout the various sectors of the sport industry.

(3) To explore and understand the career opportunities available in the sports management industry. The following list offers a sampling of possible career paths and is not meant to be comprehensive: Fitness/Health Club manager, Sportscaster, Fitness Instructor, Sports Agent, Athletic Director, Sports Event Coordinator, Media Relations Specialist, Sports Information Director, YMCA Youth Leader, Sports Marketing Specialist, Community Center Director, Director of Stadium Operations, Director of Ticket Operations, Promotions Director, Athletic Contract Manager, and Sports Camp Director.

\*Sampling of diverse colleges and universities in Virginia with an Intro to Sports Management course:

**Averett University**

**Bluefield College**

**Emory & Henry College**

**Eastern Mennonite University**

**Ferrum College**

**The George Washington University**

**George Mason University**

**Hampton University**

**Liberty University**

**Lynchburg College**

**Virginia Commonwealth University**

**Virginia State University**

## **Impact Statement**

There are no new financial resources required for this course. The plan is to begin offering this course in fall 2016, and every fall semester thereafter. The University of Mary Washington library and its online databases contain sufficient material for research options to support this course. Additionally, this course contemplates some guest speakers, but speakers will be limited to those who do not seek remuneration. In fact, due to the interdisciplinary aspect of this course, it is possible that a UMW professor from a variety of departments may be invited to be a guest speaker on occasion.

## **Sample Syllabus**

### **University of Mary Washington** Intro to Sports Management Course

IDIS 130  
FALL 2016

**Instructor:** Staff

**Office:** \_\_\_\_\_

**Alt. Classroom:** Anderson Center

**Telephone:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Office Hours:** By Appointment

**Class Schedule:** TR \_\_\_\_\_

**Classroom:** AC TR #6

### **Textbook:**

- Masteralexis, L.P., Barr, C.A. & Hums, M.A. (2011). Principles and Practices of Sport Management, 4<sup>th</sup> Edition. Sudbury, MA: Jones & Bartlett.

### **Course Description:**

This course will examine all of the facets of sports management as they relate to the industry of sports; including topics such as the basic principles of management, marketing, law, finance and ethics in sports. Students will be challenged to apply knowledge of sport management to solve basic problems faced by sport managers. The course will also explore an understanding of career opportunities in the field of sports management. This is a core requirement for the Sports Management minor and a prerequisite for PHYD 330 Event & Facility Management.

### **Class Format:**

The course will consist primarily of lecture, class discussion and a group project and a current business issue presentation. On occasion there will be guest speakers lecturing on topics related to the field of sports management.

### **Course Objectives:**

Upon completion of this course, students will be able to:

- Describe the various governance structures within the sport industry
- Discuss the historical evolution of professional sport management practice
- Discuss how the basic principles of management, marketing, law, finance, and ethics are applied to understand and manage sport
- Detail the challenges facing sport managers throughout the various sectors of the sport industry
- Apply knowledge of the sport management industry to solve basic problems faced by sport managers
- Understand the career opportunities available in the sport management industry

### **Course Evaluation:**

The course will consist of a mid-term exam, final exam, a group project, a current business issue presentation and class participation. Students will also be evaluated on their participation in the discussions sessions. The breakdown of a students' final grade is as follows:

**Mid-term examination: 25%**  
**Professional Interview & Reflective Paper: 25%**  
**Final Examination: 25%**  
**Class participation: 20%**  
**Current Business Issue Presentation: 5%**

**The mid-term and final examinations** will be a combination of multiple-choice, true/false, and short answer questions. The mid-term will be comprised of questions relating to topics covered up to date. The final examination will cover topics addressed in the second half of the semester.

**Professional Interview and Reflective Paper** will consist of an interview with an executive from a professional, semi-professional or collegiate organization in management. Topics for the interview will be submitted for approval by the professor 2 weeks before the actual interview.

**The current business issue** presentation will be assigned at the beginning of the semester. Students will work in pairs and will present an overview of a current event involving sport and why it is significant for the field of sport management. Presentations will occur in the first 10 minutes of each class. The discussion items for each class will be a topic on the exams. **Class participation** percentage will be calculated by attendance, discussion assignments and participation in lecture and discussion. Additional group tasks may be assigned throughout the semester.

#### **Attendance Policy:**

It is expected that students attend all scheduled class lectures and discussions. Materials covered during these sessions will be addressed in the mid-term and final examinations. Students will be permitted a maximum of two (2) absences without affecting their final grade. For each unexcused missed class after two, the student will **lose 2 percentage points off their final grade.**

#### **Course Policies:**

All sources should be properly cited in papers. Assignments and presentations are expected to be completed by the assigned deadline. Late submissions will result in a five (5) point per day deduction until the assignment is completed or otherwise excused by the instructor.

#### **Honor Code:**

All students are expected to adhere to the Honor Code, and must write out and sign the pledge on tests and assignments. The regular principles regarding the honor code apply in this class.

In addition, there are some specific requirements; Removing tests from this building, or copying tests, is an Honor Code violation. Students must return tests to us when they are finished with them.

Also, referring to past tests or studying from past tests is a violation of the Honor Code.

#### **Disability statement:**

The Office of Disability Services has been designated by the University as the primary office to guide, counsel, and assist students with disabilities. If you already receive services through the Office of Disability Services and require accommodations for this class, make an appointment with either of us as soon as possible to discuss your approved accommodation needs. Please bring your accommodation letter with you to the appointment. We will hold any information you share with us in the strictest confidence unless you give us permission to do otherwise.

If you need assistance, contact the Office of Disability Services to receive accommodations, (note taking assistance, extended time for tests, etc.). The Office will require appropriate documentation of disability. Their phone number is 540-654-1266.

*\*\*\* This syllabus and the attached course outline is tentative and the instructor reserves the right to make any amendments thereto. \*\*\**

This schedule is based on a twice a week class meeting (3 credit course) for the Fall of 2016.

## **SEMESTER SCHEDULE**

<b><u>Date</u></b>	<b><u>LECTURE</u></b>	<b><u>RELATED CHAPTERS</u></b>
8/30	Introduction & tour of the Anderson Center	
9/1	History of Sports	Chapter 1
9/6	Managerial Principles	Chapter 2
9/8	Sports Law	Chapter 5
9/13	Sport Finance/Golf Industry	Chapter 4
9/15	Fund Raising & Foundations	
9/20	Sports Ethics	Chapter 6
9/22	Sports Marketing	Chapter 3
9/24	Guest Speaker	
9/27	College Athletics	Chapter 8
9/29	Professional Sports-Part I	Chapter 10
10/4	Mid-term Exam	
10/6	Event Management	Chapter 13
10/11	Fall Break	
10/13	Sales & Sponsorships	Chapter 15
10/18	International Sports	Chapter 9
10/20	Marketing & Endorsements	Chapter 14
10/25	Guest Speaker	
10/27	Professional Sports – Part II	Chapter 10
11/1	Sports Agency	Chapter 11
11/3	Sports Agency	Chapter 11
11/8	Facility Management	Chapter 12
11/10	Sport Communications	Chapter 16
11/15	Sports & the Media	Chapter 18
11/17	Guest Speaker	
11/22	Career Opportunities	
11/24	Thanksgiving	
11/29	Group Presentations	
12/01	Group Presentations	
12/8	Final Exam	