Florida Institute of Technology

ADDING A NEW COURSE TO THE CURRICULUM

This course is available for student registration only after the approval process has been completed.

SUBJECT BUS COURSE NO. 3509 CREDIT HOURS 3 TERM TO BE ADDED TO THE FILE Fall 2011

CLASS HOURS 45/semester LECTURE HOURS 45/semester LAB HOURS CONTACT HOURS (CEU ONLY)

DEPARTMENT Business SCHEDULE TYPE Lecture (A)

□ COLLEGE OF AERONAUTICS - 23 □ COLLEGE OF PSYCHOLOGY AND LIBERAL ARTS - 25
□ NATHAN M. BISK COLLEGE OF BUSINESS - 24 □ COLLEGE OF SCIENCE - 26
□ COLLEGE OF ENGINEERING - 1 □ EXTENDED STUDIES DIVISION / NATHAN M. BISK COLLEGE OF BUSINESS - 90

COMPUTER TITLE Restricted to 25 characters, including spaces Intro to Sports Mgmt

CATALOG TITLE Introduction to Sports Management

CATALOG DESCRIPTION OF COURSE Restricted to 350 characters, including spaces
Examines the multiple contexts in which management principles are applied within the general sports context. Includes discussions of sports and recreation programs, sports communication and marketing, facilities and event management, and professional development in sports management.

This description has been approved by the catalog office 11/23/10

In addition, please attach a course syllabus and/or more detailed description.

RESTRICTIONS □ Prerequisite BUS 3501 □ Corequisite Course Number □ and □ or □ and □ or

□ Prerequisite Course Number □ Corequisite Course Number

□ Prerequisite Course Number □ Corequisite Course Number

GRADES TO BE ISSUED □ A, B, C, D, F □ A, B, C, D, F, CEU □ CEU □ S, U □ P, F □ Other

ADDITIONAL RESTRICTION

(e.g., Major, Class Level, Department Head Approval)

if this course replaces a course currently offered in BANNER, please indicate old course Information and the date/term the course may be removed from the system.

SUBJECT Alpha Prefix (e.g., CSI) COURSE NO. (e.g., 1301) TERM TO INACTIVATE

APPROVAL: Upon completion of appropriate department approvals, submit form to Chair, Graduate Council, or Chair, Undergraduate Curriculum Committee for approval below and forward to Catalog Director.

Originator [Signature] 11/23/10

Date

Chair, Graduate Council Date

Chair, Undergraduate Curriculum Committee Date

Dean or Associate Dean Date

Catalog Director Date

REGISTRAR'S USE ONLY

SCARCE SCADTL SCAPREF SCARBASE

SCABRES Operator Init. Date

DISTRIBUTION

Florida Institute of Technology Office of the Registrar

150 West University Boulevard, Melbourne, FL 32901-6975 • (321) 674-8114 • Fax (321) 674-7827
Introduction to Sport Management

Course Code: BUS 3509
Prerequisites: BUS 3501

Course Description

Examines the multiple contexts in which management principles are applied within the general sport context. Includes discussion of sport and recreation programs, sport communication and marketing, facilities and event management, and professional development in sport management.

Aims and Objectives

The purpose of the course is to provide the student with a sound theoretical basis of sport management, including managerial roles of sport managers, foundations of sport management, skills and competencies required of sport managers in various sports or sports-related organizations, career considerations, and future trends. Knowledge obtained will be both data driven from the empirical literature and practical from persons engaged in sport management careers.

After completing this course you will be able to:
- recognize the potential career fields in sport management and the special qualification required of those fields;
- demonstrate an understanding of the unique dimensions and characteristics of sport and how these influence the management of sport;
- gain an understanding of the managerial role and the responsibilities of sport managers in a variety of sports-related organizational settings.
- appreciate the major issues and problems confronting sport managers;
- recognize the required competencies and managerial skills for sport managers.

Candidate Topics
- What is sport management?
  - Unique aspects of sport management
  - Essential responsibilities of sport managers
  - Factors that determine success or failure of sport managers
- Sport Management Principles
  - Skills and competencies of sport managers
  - Applying management principles to sport management
  - Team leadership
- Legal and social environment in sport management
  - Ethical behavior and social responsibilities in sport management
  - Legal aspects of managing sport
- Management of Sport Programs
  - Professional sports; Intercollegiate athletics; Sport clubs
- Management of Recreation Programs
  - Campus recreation programs; Park and recreation programs
- Facilities and Event Management
• Sport Communication & Marketing
  o Sport information; Sport journalism; Public relations in sport
  o Sport marketing; advertising and promotion management
• Professional development in sport management
  o Career opportunities and sources of employment
  o Professional preparation/curriculum in sport management
  o Model of career pursuit in sport management
• Future directions of sport management

Sample Assignments and Projects

1. Research/Position Paper

   The student should select an important issue facing concerned sport managers to write a research/position paper. Well-researched evidence should be presented to support opinion and arguments on the subject.

2. Presentation of Career Profile

   The students in the class will be divided randomly into several groups of three students each. Each group will be responsible for developing a career profile for a sport management-related job position. The sport management-related positions include, but are not limited to the following:
   • The general manager of a professional sports franchise
   • The athletic director of a collegiate athletic department
   • The director of a sport promotion and marketing firm
   • The general manager of a public assembly facility
   • The director of a college recreation and intramural department
   • The manager of a sporting goods retailing store
   • The general manager of a commercial sport club

In order to complete this assignment, the students may collect information from sport management-related literature and conduct interviews with sport management practitioners.

Grading structure

• Midterm examination 20%
• Event promotion plan (2-3 person groups) 20%
• Research paper 20%
• Career Profile 10%
• Final 30%

100%

Candidate Textbooks:


Florida Institute of Technology

ADDING A NEW MAJOR OR MINOR TO THE CURRICULUM

Please provide the following information when requesting a new major or minor (program or option) to be added to the curriculum.
Only new majors, minors and options are assigned a new code and print on the diploma.
The code will be assigned by the Office of the Registrar and a copy of this form will be sent to the appropriate department.

COLLEGE: Nathan M. Bisk College of Business

DEPARTMENT: College of Business

SITE(S): Melbourne

CAMPUS(ES): Melbourne

PROGRAM TO BE ADDED: ☐ Major or ☐ Minor or ☐ Option for __________________________ (existing degree program)

NOTE: Only Majors, Minors and Options receive new codes and print on the diploma; use Option for new program name to appear with existing degree name.

☐ Associate of Arts (A.A.) ☐ Master of Arts (M.A.) ☐ Educational Specialist (Ed.S.)
☐ Bachelor of Arts (B.A.) ☐ Master of Business Administration (M.B.A.) ☐ Doctor of Philosophy (Ph.D.)
☒ Bachelor of Science (B.S.) ☐ Master of Education (M.Ed.) ☐ Doctor of Psychology (Psy.D.)
☐ Master of Public Administration (M.P.A.)
☐ Master of Science (M.S.)
☐ Master of Science in Aviation (M.S.A.)
☐ Graduate Certificate

OTHER ADDITION TO THE CURRICULUM (NOTE: Only Majors, Minors and Options receive new codes and print on the diploma; use Concentration or Specialization if the new program represents less than a full degree curriculum.)

☐ Concentration or ☐ Specialization for __________________________ (existing degree program)

PROGRAM TITLE: Restricted to 30 characters, including spaces

Sport Management

TERM TO BE INITIATED: Fall 2011

ADVISER FOR NEW PROGRAM: Alex Vamosi and Sam Doss

ROUTING APPROVALS: 1) Department head/program chair and college dean approve and sign form; 2) Provost approves business plan of the program in terms of financial viability and impact on the university mission, and signs form; 3) Undergraduate Curriculum Committee or Graduate Council approves academics and signs form; 4) Provost gives final approval of program, signs form and forwards to Office of the Registrar.

1) __________________________ 4/27/2016
Department Head/Program Chair

2) __________________________
Provost

3) __________________________
Chair, Graduate Council

4) __________________________
Chair, Undergraduate Curriculum Committee

REGISTRAR’S USE ONLY

PFA ATLAS: ________________
SOAXREF: ________________
STDMAJR: __________________
SOACURR: ________________
SAOXCURR: ________________
CIP Code: ________________
Operator Initials/Date: ________________

DISTRIBUTION
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General Information—ext. 8115, Graduation—ext. 8116, Records and Transcripts—ext. 8117, Registration—ext. 8118
RG5-004-310
MEMORANDUM

TO: Undergraduate Curriculum Committee
FROM: Alexander R. Vamosi, Associate Dean COB
Through Robert Niebuhr, Dean COB
DATE: Tuesday, November 23, 2010
SUBJECT: Adding a New Major --- B.S. in Sport Management

The College of Business seeks approval to add a new degree program, B.S. in Sport Management (120 credit hours), to its current undergraduate offerings. The proposed major utilizes existing courses from the College of Business and the College of Psychology and Liberal Arts to offer a unique program that blends management practices with communication skills, and the study of sports psychology and organizational behavior. As part of the new program we also request approval for one new course titled Introduction to Sport Management. Additional courses will be developed in the future but we will initially teach these as Special Topics in Management.

JUSTIFICATION

The sports industry is one of the largest industries in the United States, with an estimated size of over $400 billion (as reported by Plunkett Research, 2010). This includes NCAA sports revenue of close to $1 billion dollars. Florida Tech officials recognize the importance of intercollegiate athletics and have committed to expanding its athletic programs in the areas of football, lacrosse, track and field and swimming & diving. With more student athletes on campus there is a need to provide degree programs that are both of high demand and ones that we can staff properly. The addition of this proposed program is most appropriate to serving our undergraduate student population and is consistent with both the university and college missions.
CURRICULUM

The proposed major in Sport Management will offer students a curriculum that blends management practices with communication skills, psychology and organizational behavior. Students who major in Sport Management (SM) are required to complete six core courses and three restricted elective courses as shown in Exhibit 1. Students will also complete their QEP research elective project by analyzing an industry within sport, entertainment, recreation, leisure or communication. They will also complete a 150 hour Major Field Practicum related to some aspect of their sport management curriculum (examples listed in exhibit 1.)

The core courses cover sports psychology, public relations, intro to sports management, entertainment and sports marketing, event and facilities management, and economics and finance of sport. Majors can choose their electives from either business administration or communication. Students who wish to emphasize business administration can choose courses that build depth of knowledge in the areas of marketing management and/or organizational/cultural behavior and management. The emphasis in communication offers courses in journalism, mass communication, business communication, and strategic communication. Students who complete the communication emphasis can earn a minor in communication by completing one to four additional credit hours (depending on course selection.)

The curriculum in Sport Management requires the development of four new business courses. At this time we request approval for one new course BUS 3509 Intro to Sport Management. We plan to teach the three 4XXX courses initially as Special Topics in Management (BUS 4504) courses. Once the courses have been refined we will bring to committee for approval. The three courses include Economics and Finance of Sport, Event and Facilities Management, and Team Leadership.

LIST OF ATTACHMENTS

- Adding New Major or Minor to the Curriculum
- Adding a New Course to the Curriculum (1)
  - catalog approved by Liz Fox
- Syllabus (1)
  - Introduction to Sport Management
B.S. in SPORT MANAGEMENT

CORE – 6 COURSES

- PSY 2446 SPORTS PSYCHOLOGY (prereq PSY 1411)
- COM 3440 PUBLIC RELATIONS (prereq, COM 2225)
- BUS 3509 INTRO TO SPORT MANAGEMENT (prereq BUS 3501) NEW COURSE
- BUS 3611 ENTERTAINMENT AND SPORTS MARKETING (prereq BUS 3601)
- BUS 4XXX ECONOMICS AND FINANCE OF SPORT (prereq BUS 2304, BUS 3401, BUS 3xxx)
- BUS 4XXX EVENT AND FACILITIES MANAGEMENT (BUS 3xxx, senior level standing)

ELECTIVES – 3 COURSES FROM THE FOLLOWING CATEGORIES (AT LEAST ONE 4000 LEVEL)

- BUSINESS ADMINISTRATION EMPHASIS
  - BUS 3603 ADVERTISING AND PROMOTIONS MANAGEMENT (prereq BUS 3601)
  - BUS 3612 HOSPITALITY AND TOURISM MARKETING (prereq BUS 3601)
  - BUS 3801 CROSS-CULTURAL MANAGEMENT (prereq BUS 3501)
  - BUS 4503 BUSINESS ETHICS (prereq BUS 4502)
  - BUS 4XXX TEAM LEADERSHIP (prereq BUS 4502)

- COMMUNICATION EMPHASIS
  - COM 2425 INTRODUCTION TO COMMUNICATION
  - COM 3242 JOURNALISM (prereq COM 2225)
  - COM 3425 MASS COMMUNICATION (prereq COM 2425; or COM 2225 & COM 3440)*
  - COM 4440 STRATEGIC COMMUNICATION (prereq COM 3440)
  - COM 2224 BUSINESS AND PROFESSIONAL WRITING (prereq COM 1102)
  - COM 4424 ADVANCED BUSINESS & PROFESSIONAL COMMUNICATION (prereq COM 2224)

* Department of Humanities and Communication has agreed to waive the COM 2425 prereq if students complete both COM 2225 and COM 3440 first.

Currently and depending on course selection, students who take the communication emphasis can complete a communication minor with as little as one additional credit hour (Com 2012 Resource Sources and Systems).

CAPSTONE EXPERIENCE

- RESEARCH SEQUENCE - ANALYSIS OF SPORT, ENTERTAINMENT, RECREATION, LEISURE, OR COMMUNICATION INDUSTRY
- PRACTICUM – SUGGESTED BUT NOT LIMITED TO FOLLOWING CATEGORIES
  - ADVERTISING AND PROMOTION
  - EVENT AND FACILITIES MANAGEMENT
  - COMMUNICATION – PUBLIC RELATIONS
  - RECREATION & LEISURE
  - HOSPITALITY AND TOURISM
  - COACHING – HIGH SCHOOL, UNIVERSITY, OR BREVARD CLUB TEAMS
# Florida Tech College of Business
## Sport Management (120 hrs)
### Flow Chart (7XXX)

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### FRESHMAN YEAR - Fall

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### Comments: **CORRESPONDS TO LIST ON REVERSE**

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Faculty Advisor: _______________ Signature: _______________ Date: _______________

Associate Dean: _______________ Signature: _______________ Date: _______________

Catalog Year: 10-11

11/23/2010 8:32 AM