

LSC Use Only No:	LSC Action-Date:	UWUCC USE Only No.	UWUCC Action-Date:	Senate Action Date:
		12-56c	AP-10/30/12	App-12/4/12

Curriculum Proposal Cover Sheet - University-Wide Undergraduate Curriculum Committee

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Proposing Department/Unit Health and Physical Education	Phone 724-357-0123

Check all appropriate lines and complete information as requested. Use a separate cover sheet for each course proposal and for each program proposal.

1. Course Proposals (check all that apply)		
<input checked="" type="checkbox"/> New Course	<input type="checkbox"/> Course Prefix Change	<input type="checkbox"/> Course Deletion
<input type="checkbox"/> Course Revision	<input type="checkbox"/> Course Number and/or Title Change	<input type="checkbox"/> Catalog Description Change
<u>Current Course prefix, number and full title</u>		<u>Proposed course prefix, number and full title, if changing</u> <i>HPED 351 Managing Budgets and Technology in Sport</i>
2. Additional Course Designations: check if appropriate		
<input type="checkbox"/> This course is also proposed as a Liberal Studies Course.	<input type="checkbox"/> Other: (e.g., Women's Studies, Pan-African)	
<input type="checkbox"/> This course is also proposed as an Honors College Course.		
3. Program Proposals		
<input type="checkbox"/> New Degree Program	<input type="checkbox"/> Program Title Change	<input type="checkbox"/> Program Revision
<input type="checkbox"/> New Minor Program	<input type="checkbox"/> New Track	<input type="checkbox"/> Other
<u>Current program name</u>		<u>Proposed program name, if changing</u>
4. Approvals		
		Date
Department Curriculum Committee Chair(s)	<i>ols 15</i>	9-17-12
Department Chair(s)	<i>Blair Blair</i>	9-17-12
College Curriculum Committee Chair	<i>Janki Wachtel</i>	10-10-12
College Dean	<i>Mary E. Seiler</i>	10/10/12
Director of Liberal Studies *		
Director of Honors College *		
Provost *		
Additional signatures as appropriate:		
(include title)		
UWUCC Co-Chairs	<i>Gail Sedquist</i>	11/1/12

* where applicable

Received

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NOV 2 2012

OCT 10 2012

Liberal Studies

Liberal Studies

Part II. Description of Curricular Change

SYLLABUS OF RECORD

I. Catalog Description

HPED 351 Managing Budgets and Technology in Sport

3 class hours
0 lab hours
3 credits

Prerequisites: HPED 292, ECON 121, 122

(3c-01-3cr)

Provides the student with information concerning the application of finance and accounting principles to managerial control of sport organizations. Examines current economic and financial issues that impact the sports industry. Topics include budget development, funding, capital projects, financial analysis, licensing and economic impact studies related specifically to managing sport. Emphasizes specific software packages currently being used to manage sport organizations.

II. Course Outcomes:

Upon completion of this course the student will be able to:

1. Explain financial terminology pertaining to sport and fitness management.
2. Demonstrate knowledge of general sport business financial concepts, including financial research.
3. Demonstrate the application of financial analyses and forecast financial challenges facing the sport industry.
4. Develop a fund-raising strategy used to generate revenues for sport enterprises.
5. Analyze economic principles that impact sport facilities and events.
6. Analyze revenue generation through ticket sales, merchandise and concession sales, and licensing.
7. Demonstrate knowledge of current software packages used in managing and operating sport organizations.
8. Demonstrate hands-on knowledge of selected sport software packages.

III. Course Outline

A. The Principles of Sport Finance

9 hours

1. Overview of the sport industry from a financial perspective
 - a. Current financial status of sports
 - b. The value of sports teams
 - c. Sports sponsorship
 - d. Government funding of sports facilities
2. Calculating revenues and expenses
3. Budgeting strategies in sport
4. Financial systems

5. Business structure in sport organizations

- a. Sole proprietorship
 - b. Partnerships
 - c. Subchapter S corporations
 - d. C corporations
 - e. Limited liability corporations
 - f. Not-for-profit organizations
- B. Principals of Financial Analysis** **9 hours**
- a. Financial statements
 - b. Budget forecasting in sports
 - c. Financial planning
 - d. Time value of money
 - i. Present value
 - ii. Future value
 - e. Approaches to financial planning
- C. Exam** **1 hour**
- D. Capital Structuring in Sports Organizations** **4 hours**
- a. Obtaining funding
 - b. Capital stocks
 - c. Bonds
- E. Managing Budgets in Sport** **6 hours**
- a. Capital budgeting
 - b. Short-term financial management
 - c. Inventory and production control
- F. Managing Profits Specific to Sports Organizations** **4 hours**
- a. Taxation
 - b. Legal issues
 - c. Spending earnings
- G. Financial Troubleshooting** **3 hours**
- a. Auditing
 - b. Exit strategy
- H. Software Packages to Manage Sport Organizations** **3 hours**
- a. NCAA compliance software
 - b. Ticketing software
 - c. Integrated sport scheduling software
- I. Software Packages to Operate Sport Organizations** **3 hours**
- a. DV Sport scouting software
 - b. Integrated system software to operate sport facilities
 - c. Game analysis software

d. Technology for crowd control

J. Final Exam

2 hours

IV. Evaluation Methods

The final grade will be determined as follows:

1. 15% Weekly Quizzes
2. 15% Sport Franchise Finance Budget Project
Activity will include monthly spreadsheets, description of budget plan, and fundraising strategies.
3. 15% Stock Market Project
This activity involves two parts, a 3 page evaluation paper of the stock of three different sport-related companies. Spreadsheet ledgers will be completed throughout the quarter tracking the value of the stocks. Project will conclude with Part 2, an explanation of the reasons for the value of the stock
4. 15% Finance Expense Log Case Study
This activity involves keeping track of the expenditures for one month for a sport organization presented in a case study. Complete a spreadsheet of all expenditures, including totals for expenditures in categories as well as planned versus impulse purchases. Submit a written two-page evaluation and reflection of your financial management during the project.
5. 20% Exams
Student will take two examinations covering the materials in the course.
6. 20% Sport Software Project
Students will complete a project utilizing a select software package used to manage or operate a sport organization.

V. Grading Scale

≥ 90 = A; 80 – 89% = B; 70 – 79% = C; 60 – 69% = D; < 60% = F

VI. Attendance Policy

The course attendance policy will be consistent with the university undergraduate attendance policy included in the Undergraduate Catalog.

VII. Required Text

Brown, M., Rascher, D., Nagel, M., & McEvoy, C. (2010). *Financial Management in the Sport Industry*. Holcomb Hathaway, Publishers, Scottsdale, AZ.

VIII. Special Resource Requirements

None

IX. Bibliography

Fried, G., Shapiro, S.J., & Deschriver, T.D. (2008). *Sport finance*, 2nd ed. Champaign, IL: Human Kinetics.

- Journal of Sport Management.* (2000-2011). Champaign, IL: Human Kinetics.
- International Journal of Sport Management.* (2000-2011). Boston: American Press.
- Li, M., Hofacre, S., & Mahony, D. (2001). *Economics of sport.* Morgantown, WV: Fitness Information Technology.
- Miller, L., Shaad, S., Burch, D., & Turner, R. (1999). *Sales success in sports marketing.* Newton, KS: Mennonite Press.
- Milne, G.R. & McDonald, M.A. (1999). *Sport marketing: Managing the exchange process.* Boston: Jones and Bartlett Publishers.
- Parkhouse, B.L. (2005). *The management of sport (4th ed.).* New York: McGraw Hill.
- Pitts, B.G. & Stotlar, D.K. (2002). *Fundamentals of sport marketing (2nd ed.).* Morgantown, WV: Fitness Information Technology.
- Rosner, S.R. & Shropshire, K.L. (2010). *The business of sports.* Boston: Jones and Bartlett.
- Ruxin, R.H. (2004). *An athlete's guide to agents (4th ed.).* Boston: American Press.
- Sawyer, T.H., Hypes, M., & Hypes, J.A. (2004). *Financing the sport enterprise.* Champaign, IL: Sagamore.
- Street & Smith's Sports Business Journal* (2000-2011). Charlotte, NC. American City Business Journal.

New Catalog Description

HPED 351 Managing Budgets and Technology in Sport

(3c-01-3cr)

Prerequisites: HPED 292, ECON 121, 122

Provides the student with information concerning the application of finance and accounting principles to managerial control of sport organizations. Examines current economic and financial issues that impact the sports industry. Topics include budget development, funding, capital projects, financial analysis, licensing and economic impact studies related specifically to managing sport. Emphasizes specific software packages currently being used to manage sport organizations

Course Analysis Questionnaire

Section A: Details of the Course

- A1 How does this course fit into the programs of the department? For what students is the course designed? (majors, students in other majors, liberal studies). Explain why this content cannot be incorporated into an existing course.
This course is intended to serve as a required course for sport administration students. The course is very specific to the sport industry and coupled with FIN 310 Fundamentals of Finance will meet the criteria recommended by the Commission on Sport Management Accreditation (COSMA).
- A2 Does this course require changes in the content of existing courses or requirements for a program? If catalog descriptions of other courses or department programs must be changed as a result of the adoption of this course, please submit as separate proposals all other changes in courses and/or program requirements.
No other courses will require changes as a result of the addition of this new course.
- A3 Has this course ever been offered at IUP on a trial basis (e.g. as a special topic) If so, explain the details of the offering (semester/year and number of students).
This course is a new course. This course was offered as a HPED 481 (Special Topics) in fall 2011 and the spring of 2012 with 40 students in each section.
- A4 Is this course to be a dual-level course? if so, please note that the graduate approval occurs after the undergraduate.
This course is not intended to be dual level.
- A5 If this course may be taken for variable credit, what criteria will be used to relate the credits to the learning experience of each student? Who will make this determination and by what procedures?
This course is not to be taken for variable credit.
- A6 Do other higher education institutions currently offer this course? If so, please list examples (institution, course title).
Slippery Rock University: SPMT 369 Sport Budgeting and Finance
California University of Pennsylvania: SPT 415 Sport Finance
Florida State University: SPM 4505 Sport Finance
Troy University: HPR 4451 Sport Finance and Business
Ohio University: SASM 425 Financial Issues in Sport
- A7 Is the content, or are the skills, of the proposed course recommended or required by a professional society, accrediting authority, law or other external agency? If so, please provide documentation.
The Commission on Sport Management Accreditation (COSMA) grants accreditation to programs for baccalaureate and graduate levels to recognize excellence in sport management education. This course is a recommended component of sport administration programs as recommended by COSMA.

Section B: Interdisciplinary Implications

- B1 Will this course be taught by instructors from more than one department? If so, explain the teaching plan, its rationale, and how the team will adhere to the syllabus of record.
This course will be taught by one instructor from the Department of Health and Physical Education.
- B2 What is the relationship between the content of this course and the content of courses offered by other departments? Summarize your discussions (with other departments) concerning the proposed changes and indicate how any conflicts have been resolved. Please attach relevant memoranda from these departments that clarify their attitudes toward the proposed change(s).
This course does not overlap with others at the University.
- B3 Will this course be cross-listed with other departments? If so, please summarize the department representatives' discussions concerning the course and indicate how consistency will be maintained across departments.
This course is not cross-listed.

Section C: Implementation

- C1 Are faculty resources adequate? If you are not requesting or have not been authorized to hire additional faculty, demonstrate how this course will fit into the schedule(s) of current faculty. What will be taught less frequently or in fewer sections to make this possible? Please specify how preparation and equated workload will be assigned for this course.
No new faculty member will be required to teach this course. This 3 credit course will replace HPED 343 that was removed from the concentration. This course will produce a reduction in the course load within the department.
- C2 What other resources will be needed to teach this course and how adequate are the current resources? If not adequate, what plans exist for achieving adequacy? Reply in terms of the following:
- Space – **Current classroom space is adequate for this course.**
 - Equipment – **No additional equipment is required to teach the course.**
 - Laboratory Supplies and other Consumable Goods – **None needed.**
 - Library Materials – **Current library holdings are adequate.**
 - Travel Funds – **No travel funds required.**
- C3 Are any of the resources for this course funded by a grant? If so, what provisions have been made to continue support for this course once the grant has expired? (Attach letters of support from Dean, Provost, etc.)
No grant funds are required for this course.
- C4 How frequently do you expect this course to be offered? Is this course particularly designed for or restricted to certain seasonal semesters?
The course will be offered once each year during the fall semester. Spring and summer offering may occur should student need warrant additional sections.
- C5 How many sections of this course do you anticipate offering in any single semester?
One section of the course will be offered each fall semester.

- C6 How many students do you plan to accommodate in a section of this course? What is the justification for this planned number of students?
Each section of this class will accommodate 45 to 55 students. This number should be sufficient to reach the students currently enrolled in this course of study. All HPED Sport Administration course sections are offered with seat capacities of 50 – 70 students resulting in only one section of a particular Sport Administration course being offered in a semester instead of two.
- C7 Does any professional society recommend enrollment limits or parameters for a course of this nature? If they do, please quote from the appropriate documents.
No
- C8 If this course is a distance education course, see the Implementation of Distance Education Agreement and the Undergraduate Distance Education Review Form in Appendix D and respond to the questions listed.
This course does not entail distance education.

Section D: Miscellaneous

Include any additional information valuable to those reviewing this new course proposal.

None.

Part III. Letters of Support or Acknowledgement.

Does not conflict with courses in any other department.