

Appr 9/27/05

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			05-126	Appr 11/1/05

**Curriculum Proposal Cover Sheet - University-Wide Undergraduate Curriculum Committee**

Contact Person Dr. Robert Kostelnik	Email Address bkostel@iup.edu
Proposing Department/Unit Health and Physical Education	Phone 7 - 7645

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)**

New Course       Course Prefix Change       Course Deletion

Course Revision       Course Number and/or Title Change       Catalog Description Change

HPED 292 Introduction to Sport Management

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*Current Course prefix, number and full title*      *Proposed course prefix, number and full title, if changing*

**2. Additional Course Designations: check if appropriate**

This course is also proposed as a Liberal Studies Course.       Other: (e.g., Women's Studies, Pan-African)

This course is also proposed as an Honors College Course.

**3. Program Proposals**

New Degree Program       Program Title Change       Program Revision

New Minor Program       New Track       Other

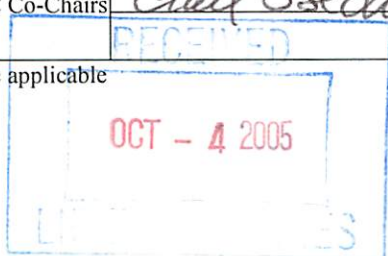
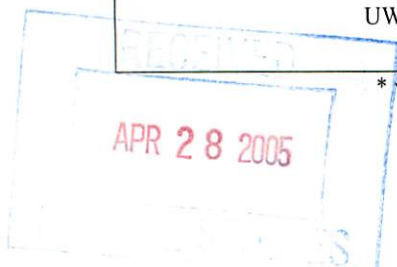
Physical Education and Sport/  
Sport Administration Track

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*Current program name*      *Proposed program name, if changing*

4. Approvals	Date
Department Curriculum Committee Chair(s) <i>Mudd P</i>	4-14-05
Department Chair(s) <i>Clare Allen</i>	4-19-05
College Curriculum Committee Chair <i>Elizabeth Palmer</i>	4-26-05
College Dean <i>Carleen C. Zoni</i>	4-28-05
Director of Liberal Studies *	
Director of Honors College *	
Provost *	
Additional signatures as appropriate: (include title)	
UWUCC Co-Chairs <i>Gail Sedewitz</i>	9-27-05

\* where applicable



## HPED 292 Introduction to Sport Management

### 1. Syllabus of Record

The syllabus of record is attached.

### 2. Course Analysis Questionnaire

#### **Section A: Details of the Course**

*A1. How does this course fit into the programs of the department? For which 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 will be the foundation course for the students who are seeking degrees in the Sport Administration Track within the Physical Education and Sport degree. The content of this course is outlined in the academic guidelines of the North American Society for Sport Management (NASSM). These guidelines will be partially satisfied with this course. This course will be the first step of a four course sequence to match these guidelines.

The four course sequence for Sport Administration Track:
HPED 292 Introduction to Sport Management
HPED 320 Managing Facilities and Events in Sport
HPED 445 Business Practices in Sport
HPED 460 Law and Issues in Managing Sport

The Business Minor will continue to provide pertinent content.

*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.*

This course will be part of a four course sequence to meet NASSM guidelines.

*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 has been offered as a HPED 481 Special Topics: Introduction in Sport Management three times in each of the past three Fall semesters.

*A4. Is this course to be a dual-level course? If so, please note that the graduate approval occurs after the undergraduate.*

This course will not 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 will not be offered for variable credit.

*A6. Do other higher education institutions currently offer this course? If so, please list examples (institution, course title).*

University of Michigan

SPTMGMT 203 Introduction to Sport Management (3 cr.)

This course is designed to provide students with an overview of the basic organizational and business structure of the sport, fitness, and leisure industries. The content areas include professional, Olympic, intercollegiate, and interscholastic sport, as well as the exercise/fitness promotion business sector. This course is intended to provide the foundation knowledge necessary for upper division courses in Sport Management.

California University of PA

SPT 100 Introduction to Sport Management (3 cr.)

An introduction to the basic skills and competencies required to successfully manage in the sport management industry. This course utilizes general management theory and principles, which make direct application to the sport management environment.

Rice University

KINE 260 Introduction to Sport Management (3 cr.)

Management theory and practice related to the sports industry.

*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 North American Society for Sport Management encourages all Sport Management academic programs to meet their guidelines for accreditation and those that are positioning themselves to seek accreditation to move toward meeting the guidelines.

### **Section B: Interdisciplinary Implications**

*B1. Will this course be taught by instructors from more than one department or team taught within the 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.

*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).*

There is no other similar course at IUP. Students will continue to earn the Minor in Business as part of the Sport Administration Track.

*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 will not be cross listed.

*B4. Will seats in this course be made available to students in the School of Continuing Education?*

Yes. Continuing Education students can enroll in the course.

### **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.*

With the recent hire of a new faculty member with a Ph.D. in Sport Management, who will begin during the Fall 2005 semester, faculty resources are adequate.

*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*

*\*Equipment*

*\*Laboratory Supplies and other Consumable Goods*

*\*Library Materials*

*\*Travel Funds*

No special resources will be needed.

*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.

*C4. How frequently do you expect this course to be offered? Is this course particularly designed for or restricted to certain seasonal semesters?*

This course will be offered each Fall semester.

*C5. How many sections of this course do you anticipate offering in any single semester?*

One section during the semester offered.

*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?*

This course will accommodate 35 students per section.

*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 will not be offered in the distance education format but would lend itself to that possibility in the future.

**Section D: Miscellaneous**

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

None.

## SYLLABUS OF RECORD

- I. Catalog Description**  
 HPED 292 Introduction to Sport Management 3 class hours  
0 lab hours  
3 credits  
3c-01-3cr

Introduces the theories and practices in the field of sport management. Emphasis is on management principles, leadership competencies, ethical principles, and governance in the sport industry. An introduction of sport marketing, sport finance, and sport law is provided.

Prerequisite: None

**II. Course Objectives**

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

1. explain the history of the management in sport.
2. describe the different career options available in the sports industry
3. define the important aspects of management theory and organizational culture
4. formulate an ethical platform to match the obligations of a sport manager
5. utilize decision making and planning skills associated with managing a sports organization
6. apply concepts of managing workers in a sport organization
7. analyze the organizational structure of sport governing bodies
8. identify basic principles of marketing, managing liability risk, and financial structures in the sport industry

**III. Detailed Course Outline**

- |           |  |         |
|-----------|--|---------|
| <b>A.</b> | Introduction to Sport Management Practice  | 4 hours |
|           | <ol style="list-style-type: none"> <li>1. Career options</li> <li>2. Structure of sport</li> <li>3. Historical development of sport management</li> </ol>                                      |         |
| <b>B.</b> | Levels of Sport  | 4 hours |
|           | <ol style="list-style-type: none"> <li>1. Collegiate sports</li> <li>2. Scholastic sports</li> <li>3. Youth sports</li> <li>4. Professional sports</li> <li>5. International sports</li> </ol> |         |
| <b>C.</b> | Leadership and Management Skills   | 8 hours |
|           | <ol style="list-style-type: none"> <li>1. Historical development of management theory</li> <li>2. Leadership competencies</li> </ol>   |         |

	3. Functions of sport managers	
	4. Levels of management	
D.	Ethical Behavior of Sport Managers	4 hours
	1. Ethical environment	
	2. Moral development and theories of ethics	
	3. Ethics and organizational responsibility	
	4. Developing ethical principles	
E.	Decision Making and Planning in Sport	5 hours
	1. Decision making strategies	
	2. Planning techniques	
	3. Analyzing the organization for future planning	
	4. Exam	
F.	Human Resource Management in Sport	6 hours
	1. Staffing sport organizations	
	2. Staff development	
	3. Organizational hierarchy development	
	4. Motivating staff	
G.	Governance in Sport	5 hours
	1. Authority and functions of governing bodies	
	2. Membership requirements	
	3. Structural differences of sport governing bodies	
H.	Introduction to Sport Business Practices	6 hours
	1. Marketing in sport	
	2. Finance in sport	
	3. Managing risk in sport	
	4. Exam	
I.	Culminating Activity	2 hours
<b>IV.</b>	<b>Evaluation Methods</b>	
	Evaluation of the students will consist of:	
	Examinations	25%
	Practical Application Projects	20%
	Article Critiques	15%
	Research Paper	15%
	Group Project	15%
	Sporting Event Management Experience	10%

Students will critique articles, complete projects that simulate a sport manager's duties, complete a research paper, volunteer to manage a sporting event, and complete examinations of course content.

**V. Example Grading Scale**

Grading Scale:

90 – 100 %	A
80 – 89 %	B
70 – 79%	C
60 – 69%	D
Below 60%	F

**VI. Attendance Policy**

Appropriate attendance is a necessity for success in this course. For that reason an attendance policy will be used that may influence a student's success in the course. A large number of assignments and projects will take place during class meetings. Therefore, a student who misses these activities will jeopardize their success in the course.

**VII. Required Textbook**

Parkhouse, B.L. (2005). *The management of sport: Its foundation and application* (4<sup>th</sup> ed.). Boston: McGraw Hill.

*NCAA news*. (Current subscription).

**VIII. Special Resource Requirements**

None

**IX. Bibliography**

Epstein, A. (2003). *Sports law*. Clifton, N.Y.: Thomson.

Fried, G., Shapiro, S.J., & Deschrive, T.D. (2003). *Sport finance*. Champaign, IL: Human Kinetics

*Journal of Sport Management*. (1999 – 2005). Champaign, IL: Human Kinetics.

Lumpkin, A., Stoll, S.K., & Bellar, J.M. (2003). *Sport ethics: Applications for fair play* (3<sup>rd</sup> ed.). Boston: McGraw Hill.

Morgan, W.J., Meier, K.V., & Schneider, A.J. (2001). *Ethics in sport*. Champaign, IL: Human Kinetics.

Parks, J.B. & Quarterman, J. (2003). *Contemporary sport management* (2<sup>nd</sup> ed.). Champaign, IL: Human Kinetics.

Robinson, M.J., Hums, M.A., Crow, R.B., & Phillips, D.R. (2001). *Profiles of sport industry professionals*. Gaithersburg, MD: Aspen.



Pitts, B.G. & Stotlar, D.K. (2002). *Fundamentals of sport marketing* (2<sup>nd</sup> ed.). Morgantown, WV: Fitness Information Technology.

*Street and Smith's Sports Business Journal*. (1999 – 2005). Charlotte, NC: American City Business Journals.

*Catalog Description***HPED 292 Introduction to Sport Management****3c-01-3cr**

**Introduces the theories and practices in the field of sport management. Emphasis is on management principles, leadership competencies, ethical principles, and governance in the sport industry. An introduction of sport marketing, sport finance, and sport law is provided.**

**Prerequisites: None**