

DOCUMENT N: COURSE AND PROGRAM DEVELOPMENT COVER SHEET

See Course and Program Development Policy and Procedures for Instructions

| | | |
|--|------------------------------------|---------------------|
| SCHOOL: LAW <input type="checkbox"/> MSB <input checked="" type="checkbox"/> YGCLA <input type="checkbox"/> | Contact Name: Darlene Smith | Phone: x4996 |
| DEPARTMENT / DIVISION: Marketing and Management | | |
| SHORT DESCRIPTION OF PROPOSAL (state name of action item 1-20 and course name, code & number / program affected): | | |
| MGMT 741: Sport in the Global Marketplace (New course in the sport management specialization in the MBA program) | | |
| PROPOSED SEMESTER OF IMPLEMENTATION: Fall <input type="checkbox"/> Spring <input type="checkbox"/> <input checked="" type="checkbox"/> Year: 2008 | | |

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|-------------------------------|--|--|--|--------------------------------|
| Box 1: TYPE OF ACTION | ADD(NEW) <input checked="" type="checkbox"/> | DEACTIVATE <input type="checkbox"/> | MODIFY <input type="checkbox"/> | OTHER <input type="checkbox"/> |
| Box 2: LEVEL OF ACTION | Non-Credit <input type="checkbox"/> | Undergraduate <input type="checkbox"/> | Graduate <input checked="" type="checkbox"/> | OTHER <input type="checkbox"/> |

| Box 3: ACTION ITEM (check appropriate boxes) | DOCUMENTS REQUIRED (see box 4 below) | IMPACT REVIEWS (see box 5 on back) | APPROVAL SEQUENCE (see box 6 on back) |
|--|---|---------------------------------------|--|
| 1. Experimental Course ¹ | NOP | a, c, e | AC |
| 2. Course Title | NO | | ABCD |
| 3. Course Credits | NO | | ABCD |
| 4. Course Number | NO | | ABCD |
| 5. Course Level | NO | | ABCD |
| 6. Pre & Co-Requisite | NO | | ABCD |
| 7. Course Description | NOP | | ABCDEF |
| <input checked="" type="checkbox"/> 8. New Course | NOP | | ABCDEF |
| 9. Deactivate a Course | NO | | ABCDEF |
| 10. Program Requirements | NO | b, c, d, e | ABCDEF |
| 11a. UG Specialization (24 credits or less) | NO | a, b, c, d, e | ABCDEF |
| 11b. Masters Specialization (12 credits or less) | NO | a, b, c, d, e | ABCDEF |
| 11c. Doctoral Specialization (18 credits or less) | NO | a, b, e | ABCDEF |
| 12. Closed Site Program | NOT | e | ABCDHIK |
| 13. Program Suspension ⁹ | NO,5 | a, e | ABCDEGIK |
| 14a. Certificate Program (ug/g) exclusively within existing degree program | NO | a, c, e | ABCDEFHIK |
| 14b. Certificate Program (ug/g) where degree programs do not exist or where courses are selected across degree programs (12 or more credits) | NOQR, 6 | a, c, e | ABCDEFHJL |
| 15. Off-Campus Delivery of Existing Program | NO, 4 | a, b, c, e | ABCDHIL |
| 16a. UG Concentration (exceeds 24 credit hours) | NO, 5 | a, c, d, e | ABCDEFHJL |
| 16b. Masters Concentration (exceeds 12 credit hours) | NO, 5 | a, c, d, e | ABCDEFHJL |
| 16c. Doctoral Concentration (exceeds 18 credit hours) | NO, 5 | a, c, d, e | ABCDEFHJL |
| 17. Program Title Change | NO, 5 | a, c, d, e | ABCDEFHJL |
| 18. Program Termination | NO, 10 | d, e | ABCDEFHIK |
| 19. New Degree Program | NOQR, 3,8 | a, c, d, e | ABCDEFHJL |
| 20. Other | Varies | Varies | Varies |

| Box 4: DOCUMENTATION (check boxes of documents included) | | | |
|---|--|------------------------------|----------|
| <input checked="" type="checkbox"/> N. This Cover Sheet | | Q. Full 5-page MHEC Proposal | T. Other |
| <input checked="" type="checkbox"/> O. Summary Proposal | | R. Financial Tables (MHEC) | |
| <input checked="" type="checkbox"/> P. Course Definition Document | | S. Contract | |

- Approval of experimental course automatically lapses after two offerings unless permanently approved as a new course.
- Codes: a) Library Services (Langsdale or Law) b) Office of Technology Services c) University Relations d) Admissions
- Letter of Intent is required by USM at least 30 days before a full proposal can be submitted. Letter of Intent requires only the approval of the dean and the provost and is forwarded to USM by the Office of the Provost.
- One-page letter to include: Program title & degree/certificate to be awarded; resources requirements; need and demand; similar programs; method of instruction; and oversight and student services (MHEC requirement)
- One-page letter with description and rationale (MHEC requirement)
- One or two-page document that describes: centrality to mission; market demand; curriculum design; adequacy of faculty resources; and assurance program will be supported with existing resources. (MHEC requirement)
- Learning objectives, assessment strategies; fit with UB strategic plan
- Joint Degree Program or Primary Degree Programs require submission of MOU w/ program proposal. (MHEC requirement)
- Temporary suspension of program to examine future direction; time not to exceed two years. No new students admitted during suspension, but currently enrolled students must be given opportunity to satisfy degree requirements.

DOCUMENT N: COURSE AND PROGRAM DEVELOPMENT COVER SHEET (Page 2 of 2)

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|---|
| SCHOOL: LAW <input type="checkbox"/> MSB <input checked="" type="checkbox"/> YGCLA <input type="checkbox"/> |
| SHORT DESCRIPTION OF PROPOSAL (state name of action item 1-20 and course name, code & number / program affected): |
| MGMT 741: Sport in the Global Marketplace (New course in the sport management specialization in the MBA program. Please see attached course syllabi): |
| This course will offer an interdisciplinary examination of the global flows of sporting capital. It will challenge students to consider the social, cultural, technological, and economic structures that constitute, and are constituted by, the expanding international sports industry. Using theories from a number of disciplines, students in this course will consider issues related to sport commerce in global marketplace, including: market saturation, just-in-time manufacturing of sporting goods, global sport branding, labor conditions in developing nations, sport in core and periphery economies, international sport regulation, post-industrial sporting economies, sport in the global popular, sport labor migration, sport and the culturalization of economics, global Fordism, and the challenges facing global the business of sport. |

10. Provide:
- evidence that the action is consistent with UB mission and can be implemented within the existing program resources of the institution.
 - proposed date after which no new students will be admitted into the program;
 - accommodation of currently enrolled students in the realization of their degree objectives;
 - treatment of all tenured and non-tenured faculty and other staff in the affected program;
 - reallocation of funds from the budget of the affected program; and
 - existence at other state public institutions of programs to which to redirect students who might have enrolled in the program proposed for abolition.
11. University Council *review* (for a recommendation to the President or back to the Provost) shall be limited to curricular or academic policy issues that may potentially affect the University's mission and strategic planning, or have a significant impact on the generation or allocation of its financial resources.

| Box 5: IMPACT REVIEW | SIGNATURES (see procedures for authorized signers) | DATE |
|---|--|----------|
| a. Library <input type="checkbox"/> No impact <input type="checkbox"/> Impact statement attached | Director or designee: <i>Stephen Peter LeBash</i> | 10/23/07 |
| b. ^{Impact only if online course development required} OTS <input type="checkbox"/> No impact <input checked="" type="checkbox"/> Impact statement attached | CIO or designee: <i>Juanita Wood</i> | 10/18/07 |
| c. ^{Minimal impact} University Relations <input type="checkbox"/> No impact <input checked="" type="checkbox"/> Impact statement attached | Director or designee: <i>Colin R.</i> | 10.18.07 |
| d. Admissions ^{catalog} <input type="checkbox"/> No impact <input checked="" type="checkbox"/> Impact statement attached | Director or designee: <i>Wendy Spolyard</i> | 10/23/07 |
| e. ^{Records} <input checked="" type="checkbox"/> No impact <input type="checkbox"/> Impact statement attached | Registrar or designee: <i>J. B. M.</i> | 10/18/07 |

| Box 6: APPROVAL SEQUENCE | | APPROVAL SIGNATURES | DATE |
|--|---|--------------------------|----------|
| (A) Department / Division | Chair: | <i>Tygi Mersha</i> | |
| (B) Final faculty review body within each School | Chair: | <i>Laysh Muani</i> | |
| (C) College Dean | Dean: | <i>Susan Zaccu</i> | 10/18/07 |
| (D) Provost and Senior Vice President For Academic Affairs | Provost: | <i>Jordan M. Randall</i> | 11/24/07 |
| (E) Curriculum Review Committee (UFS subcommittee) | Chair: | <i>Bob D. J...</i> | 11/06/07 |
| (F) University Faculty Senate (UFS option) | Chair: | | |
| G. University Council (see # 11 above) | Chair: | | |
| H. President | President: | | |
| I. Board of Regents – notification only | | | |
| J. Board of Regents – approval | | | |
| K. MHEC – notification only | | | |
| L. MHEC – approval | | | |
| M. Middle States Association notification | Required only if the mission of the University is changed by the action | | |

DOCUMENT O: SUMMARY PROPOSAL

See Course and Program Development Policy and Procedures for Instructions

| | | |
|--|------------------------------------|---------------------|
| SCHOOL: LAW <input type="checkbox"/> MSB <input checked="" type="checkbox"/> YGCLA <input type="checkbox"/> | Contact Name: Darlene Smith | Phone: x4996 |
| DEPARTMENT / DIVISION: MARKETING AND MANAGEMENT | | |
| SHORT DESCRIPTION OF PROPOSAL (state action item 1-23 and course name & number or program affected): | | |
| New course approval: MGMT 741: Sport in the Global Marketplace A course in the new sport management specialization in the joint UB-Towson MBA program | | |
| PROPOSED SEMESTER OF IMPLEMENTATION: Fall <input type="checkbox"/> Spring <input checked="" type="checkbox"/> Year: 2008 | | |

O-1: Briefly describe what is being requested:

Approval of MGMT 741: Sport in the Global Market Place -- a new elective in the marketing specialization in the UB/Towson MBA program.

This course will offer an interdisciplinary examination of the global flows of sporting capital. It will challenge students to consider the social, cultural, technological, and economic structures that constitute, and are constituted by, the expanding international sports industry. Using theories from a number of disciplines, students in this course will consider issues related to sport commerce in global marketplace, including: market saturation, just-in-time manufacturing of sporting goods, global sport branding, labor conditions in developing nations, sport in core and periphery economies, international sport regulation, post-industrial sporting economies, sport in the global popular, sport labor migration, sport and the culturalization of economics, global Fordism, and the challenges facing global the business of sport.

For new courses or changes in existing courses (needed by Registrar)

| | | |
|-------------------|-------------------------------|-----------------|
| OLD Title: | Course # / HEGIS Code: | Credits: |
| NEW Title: | Course # / HEGIS Code: | Credits: |

O-2: Set forth the rationale for the proposal:

The course syllabus is attached.

Proposed Course Syllabus (Document P)
MGMT 741 Sport in the Global Marketplace

1. Date Prepared: October 5, 2007
2. Prepared by: Darlene Smith
3. Department: Management and Marketing
4. Course Number: MGMT 741
5. Course Title: Sport in the Global Marketplace
6. Credit Hours: 3

7. Catalog Description:

This course will offer an interdisciplinary examination of the global flows of sporting capital. It will challenge students to consider the social, cultural, technological, and economic structures that constitute, and are constituted by, the expanding international sports industry. Using theories from a number of disciplines, students in this course will consider issues related to sport commerce in global marketplace, including: market saturation, just-in-time manufacturing of sporting goods, global sport branding, labor conditions in developing nations, sport in core and periphery economies, international sport regulation, post-industrial sporting economies, sport in the global popular, sport labor migration, sport and the culturalization of economics, global Fordism, and the challenges facing global the business of sport.

8. Prerequisites: Completion of 500 level courses
9. Faculty qualified to teach the course: Dr. Joshua Newman
10. Course Type / Component: lecture / seminar
11. Suggested approximate class size: 35

12. Content Outline (based on learning goals listed below)

See attached syllabus

13. Learning Goals:

See attached syllabus

14. Assessment Strategies

See attached syllabus

15. Possible texts:

See attached syllabus

UB/Towson MBA
Specialization in Sport Management
Course Proposal
MGMT 741
Sport in the Global Marketplace

Course Description

This course will offer an interdisciplinary examination of the global flows of sporting capital. It will challenge students to consider the social, cultural, technological, and economic structures that constitute, and are constituted by, the expanding international sports industry. Using theories from a number of disciplines, students in this course will consider issues related to sport commerce in global marketplace, including: market saturation, just-in-time manufacturing of sporting goods, global sport branding, labor conditions in developing nations, sport in core and periphery economies, international sport regulation, post-industrial sporting economies, sport in the global popular, sport labor migration, sport and the culturalization of economics, global Fordism, and the challenges facing global the business of sport.

Learning Objectives

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

1. Demonstrate a critical, theoretical, and contextually grounded understanding of contemporary sport, and particularly as it relates to doing business in the global marketplace.
2. Identify and articulate the relationship between sport and the condition of late capitalism and its various constituents, including: the post-industrial economy; post-Fordist production; post-statist politics; post-modern culture; and, post-national geographies.
3. Make use of a diverse theoretical vocabulary in order to express clear thinking, encourage dialogue, and interrogate various aspects of sport business and sport commerce in the global marketplace.
4. Engage the researching, writing, and interpretive skills required in order for aspirant sport professionals to become agents of change in their own respective work environments.
5. Identify the environmental derivations, structures, processes, and practices of globalization, as manifest within wider society, and sport in particular.
6. Advance an understanding of globalization as a long-term, multi-causal, time-space implicated process, centered on the notion of conditions of accelerating and intensifying

interdependency, which results in both intended and unintended consequences for both sport business and global/local society in general.

7. Offer considered ideas relative to the power relations at work within globalizing processes, and subsequently develop an ethics of sport business in the age globalization.

Required Course Texts

Amis, J. M., & Cornwell, T. B. (Eds.). (2005). *Global sport sponsorship*. Berg: London.

Giardina, M. D. (2005). *Sporting pedagogies: Performing sport culture & identity in the global arena*. New York: Peter Lang.

Lechner, F. J., & Boli, J. (Eds.). (2003). *The globalization reader* (2nd ed.). Oxford, UK: Blackwell.

Maguire, J. (1999). *Global sport: Identities, societies, civilizations*. Cambridge, UK: Polity Press.

Miller, T., Lawrence, G., McKay, J., & Rowe, D. (2001). *Globalization and sport: Playing the world*. London: Sage.

Silk, M. L., Andrews, D. L., & Cole, C. L. (Eds.). (2005). *Sport and corporate nationalisms*. Oxford: Berg.

* All other required readings will be made available in the course packet.

Course Outline

| Lecture | Lecture Topic |
|-----------------|--|
| 1 | Course Introduction |
| 2 | Debating Globalization |
| Readings | Lechner, F. J., & Boli, J. (Eds.). (2003). <i>The globalization reader</i> (2nd ed.). Oxford, UK: Blackwell. |
| 3 | Theorizing Globalization |
| Readings | Lechner, F. J., & Boli, J. (Eds.). (2003). <i>The globalization reader</i> (2nd ed.). Oxford, UK: Blackwell. |
| 4 | The Condition of Late Capitalist Sport |
| Readings | Rowe, D. (1995) The Sports Industry: Paying for Play." In <i>Popular Cultures: Rock Music, Sport and the Politics of Pleasure</i> , 101-21. London: Sage. Willigan, G. E. (1992). High performance marketing: An interview with Nike's Phil Knight. <i>Harvard Business Review</i> (July/August), 91-101. |
| 5 | Sport and the Post-Industrial Economy |
| Readings | Allen, J. (1996). From industrialism to post-industrialism and beyond. In S. Hall, D. Held, & D. Hubert, & K. Thompson (Eds.), <i>Modernity: An</i> |

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| | <p><i>introduction to modern societies</i>, (pp. 536-546). Oxford: Blackwell.</p> <p>Verity, J.W. (1994, May 18). The Information Revolution: Introduction. <i>Business Week</i>, (NL).</p> <p>Gilmore, J. H. (1998, July/August). Welcome to the experience economy. <i>Harvard Business Review</i>, 97 (NL)</p> |
| 6 | Sport and Post-Fordist Technology |
| Readings | <p>Allen, J. (1996). Fordism to post-Fordism. In S. Hall, D. Held, & D. Hubert, & K. Thompson (Eds.), <i>Modernity: An introduction to modern societies</i>, (pp.546-555). Oxford: Blackwell.</p> <p>Vokurka, R. J., & Davis, R. A. (1996). Just-in-time: The evolution of a philosophy. <i>Production and Inventory Management Journal</i>, 37(2), 56-59.</p> <p>Maital, S. (1994). From volume to variety. In <i>Executive economics: Ten essential tools for managers</i>, (pp. 117-137). New York: The Free Press.</p> |
| 7 | Sport and Post-Statist Politics |
| Readings | <p>Anon. (1996, August 29). The Post-National Economy: Goodbye widget, hello Nike. <i>Far Eastern Economic Review</i>, NL.</p> <p>Korzeniewicz, M. (1994). Commodity chains and marketing strategies: Nike and the global athletic footwear industry. In G. Gereffi & M. Korzeniewicz (Eds.), <i>Commodity chains and global capitalism</i>, (pp. 247-265). Westport: Greenwood Press.</p> <p>Silk, M. L., Andrews, D. L., & Cole, C. L. (Eds.). (2005). <i>Sport and corporate nationalisms</i>. Oxford: Berg.</p> |
| 8 | Sport and Post-Modern Culture |
| Readings | <p>Gartman, D. (1998). Postmodernism: Or, the cultural logic of post-Fordism. <i>Sociological Quarterly</i>, 39(1), 119-137.</p> |
| 9 | Sport and Post-National Geographies |
| Readings | <p>Elliott, R., & Wattanasuwan, K. (1998). Brands as symbolic resources for the construction of identity. <i>International Journal of Advertising</i>, 17(2), 131 (LN).</p> <p>Turow, J. (1997). Mapping a fractured society. In <i>Breaking up America: Advertisers and the new media world</i> (pp. 55-89). Chicago: The University of Chicago Press.</p> |
| 10 | Global Sporting Bodies |
| Readings | <p>Giardina, M. D. (2005). <i>Sporting pedagogies: Performing sport culture & identity in the global arena</i>. New York: Peter Lang.</p> |
| 11 | Global Sporting Spaces |
| Readings | <p>Maguire, J. (1999). <i>Global sport: Identities, societies, civilizations</i>. Cambridge, UK: Polity Press.</p> |
| 12 | Global Sporting Spectacles |
| Readings | <p>Amis, J. M., & Cornwell, T. B. (Eds.). (2005). <i>Global sport sponsorship</i>. Berg: London.</p> <p>Andrews, D. L. (2006). Disneyization, Debord, and the integrated NBA spectacle. <i>Social Semiotics</i>, 16(1), 89-102.</p> |
| 13 | Global Sporting Practices and Products |

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|-----------------|---|
| Readings | Miller, T., Lawrence, G., McKay, J., & Rowe, D. (2001). <i>Globalization and sport: Playing the world</i> . London: Sage. |
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* The instructor reserves the right to make changes to the schedule as necessary.