

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 742: Social and Ethical Issues in Sport (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		

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)
<input type="checkbox"/>	1. Experimental Course ¹	NOP	a, c, e	AC
<input type="checkbox"/>	2. Course Title	NO		ABCD
<input type="checkbox"/>	3. Course Credits	NO		ABCD
<input type="checkbox"/>	4. Course Number	NO		ABCD
<input type="checkbox"/>	5. Course Level	NO		ABCD
<input type="checkbox"/>	6. Pre & Co-Requisite	NO		ABCD
<input type="checkbox"/>	7. Course Description	NOP		ABCDEF
<input checked="" type="checkbox"/>	8. New Course	NOP		ABCDEF
<input type="checkbox"/>	9. Deactivate a Course	NO		ABCDEF
<input type="checkbox"/>	10. Program Requirements	NO	b, c, d, e	ABCDEF
<input type="checkbox"/>	11a. UG Specialization (24 credits or less)	NO	a, b, c, d, e	ABCDEF
<input type="checkbox"/>	11b. Masters Specialization (12 credits or less)	NO	a, b, c, d, e	ABCDEF
<input type="checkbox"/>	11c. Doctoral Specialization (18 credits or less)	NO	a, b, e	ABCDEF
<input type="checkbox"/>	12. Closed Site Program	NOT	e	ABCDHIK
<input type="checkbox"/>	13. Program Suspension ⁹	NO,5	a, e	ABCDEGIK
<input type="checkbox"/>	14a. Certificate Program (ug/g) exclusively within existing degree program	NO	a, c, e	ABCDEFHIK
<input type="checkbox"/>	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
<input type="checkbox"/>	15. Off-Campus Delivery of Existing Program	NO, 4	a, b, c, e	ABCDHIL
<input type="checkbox"/>	16a. UG Concentration (exceeds 24 credit hours)	NO, 5	a, c, d, e	ABCDEFHJL
<input type="checkbox"/>	16b. Masters Concentration (exceeds 12 credit hours)	NO, 5	a, c, d, e	ABCDEFHJL
<input type="checkbox"/>	16c. Doctoral Concentration (exceeds 18 credit hours)	NO, 5	a, c, d, e	ABCDEFHJL
<input type="checkbox"/>	17. Program Title Change	NO, 5	a, c, d, e	ABCDEFHJL
<input type="checkbox"/>	18. Program Termination	NO, 10	d, e	ABCDEFHIK
<input type="checkbox"/>	19. New Degree Program	NOQR, 3,8	a, c, d, e	ABCDEFHJL
<input type="checkbox"/>	20. Other	Varies	Varies	Varies

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

- 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)



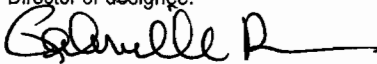


SCHOOL: LAW MSB YGCLA

SHORT DESCRIPTION OF PROPOSAL (state name of action item 1-20 and course name, code & number / program affected):

MGMT 742: Social and Ethical Issues in Sport (New course in the sport management specialization in the MBA program. Please see attached course syllabi):

This course is an exploration of the incontrovertible link among sport, commerce, and culture. Understanding sport forms as cultural and intertwined with business will be accomplished through the sociological and philosophical analysis of several sport-related topics. Specific topics covered will include, but not be limited to, sport as a mediated spectacle, factors such as race, gender, and class, the negotiation of sporting spaces, and human rights. Knowledge of these social and ethical issues will be discussed in terms of its practical application to the sport industry setting.

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: 	10/23/07
b. OTS <i>only if online course development required</i> <input type="checkbox"/> No impact <input checked="" type="checkbox"/> Impact statement attached	CIO or designee: 	10/18/07
c. University Relations <i>MINIMAL IMPACT - CATALOG</i> <input type="checkbox"/> No impact <input checked="" type="checkbox"/> Impact statement attached	Director or designee: 	10.18.07
d. Admissions <i>catalog</i> <input type="checkbox"/> No impact <input checked="" type="checkbox"/> Impact statement attached	Director or designee: 	10/23/07
e. Records <input checked="" type="checkbox"/> No impact <input type="checkbox"/> Impact statement attached	Registrar or designee: 	10/18/07

Box 6: APPROVAL SEQUENCE		APPROVAL SIGNATURES	DATE
(A) Department / Division	Chair:	Tiji Mensha	10/18/07
(B) Final faculty review body within each School	Chair:	Rajesh Mucari	
(C) College Dean	Dean:	Susan Zucur	10/18/07
(D) Provost and Senior Vice President For Academic Affairs	Provost:	Jordan Marshall	11/06/07
(E) Curriculum Review Committee (UFS subcommittee)	Chair:	Doty Sja	11/6/07
(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 742: Social and Ethical Issues in Sport 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 742: Social and Ethical Issues in Sport -- a new elective in the marketing specialization in the UB/Towson MBA program.

This proposed course will serve as an elective for the Sport Management concentration of the Masters of Business Administration program. This course provides students with a much-needed understanding of key social issues within the sport industry, thereby preparing them to better handle the ethical dilemmas they will encounter in the workplace.

This course is an exploration of the incontrovertible link among sport, commerce, and culture. Understanding sport forms as cultural and intertwined with business will be accomplished through the sociological and philosophical analysis of several sport-related topics. Specific topics covered will include, but not be limited to, sport as a mediated spectacle, factors such as race, gender, and class, the negotiation of sporting spaces, and human rights. Knowledge of these social and ethical issues will be discussed in terms of its practical application to the sport industry setting.

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 742 Social and Ethical Issues in Sport

1. Date Prepared: October 5, 2007
2. Prepared by: Darlene Smith
3. Department: Management and Marketing
4. Course Number: MGMT 742
5. Course Title: Social & Ethical Issues in Sport
6. Credit Hours: 3

7. Catalog Description:
This course is an exploration of the incontrovertible link among sport, commerce, and culture. Understanding sport forms as cultural and intertwined with business will be accomplished through the sociological and philosophical analysis of several sport-related topics. Specific topics covered will include, but not be limited to, sport as a mediated spectacle, factors such as race, gender, and class, the negotiation of sporting spaces, and human rights. Knowledge of these social and ethical issues will be discussed in terms of its practical application to the sport industry setting.

8. Prerequisites: Completion of 500 level courses
9. Faculty qualified to teach the course: Dr. Lisa Swanson
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 742
Social & Ethical Issues in Sport

Rationale

This proposed course will serve as an elective for the Sport Management concentration of the Masters of Business Administration program. This course provides students with a much-needed understanding of key social issues within the sport industry, thereby preparing them to better handle the ethical dilemmas they will encounter in the workplace.

Course Description

This course is an exploration of the incontrovertible link among sport, commerce, and culture. Understanding sport forms as cultural and intertwined with business will be accomplished through the sociological and philosophical analysis of several sport-related topics. Specific topics covered will include, but not be limited to, sport as a mediated spectacle, factors such as race, gender, and class, the negotiation of sporting spaces, and human rights. Knowledge of these social and ethical issues will be discussed in terms of its practical application to the sport industry setting.

Learning Objectives

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

1. Critically examine the interrelated nature of sport, commerce, and culture.
2. Comprehend and discuss major social ethical issues affecting today's sport industry.
3. Exercise the use of ethical decision making skills in the sport business environment.
4. Demonstrate knowledge of the ideological perspective driving the interpretation of sport as a business environment.
5. Identify and evaluate how social factors affect a consumer's role within sport.
6. Predict potential future, social problems within the sport industry and develop possible solutions.

Course Outline

- I. Introduction to Social and Ethical Issues in Sport
 - A. The benefits of multiple academic disciplines in the analysis of sport business
 - B. The interrelated nature of sport, commerce, and culture
 - C. Ethical considerations in the sport industry
- II. Theory and Method
- III. Research and Case Studies on Social Issues Affecting the Sport Industry
 - A. Sport as a mediated spectacle
 - B. Violence and deviant behavior
 - C. Social Factors
 1. Race
 2. Class
 3. Gender
 - D. Globalization
 - E. Human Rights
- IV. Students' Application of Course Material to the Business Environment
 - A. Student experiences
 - B. Analysis of sport settings
 - C. Students' unique interpretation of the cultural economy of sport
- V. Future Needs of the Sport Industry & Ethical Considerations
 - A. Perspectives on the U.S.
 - B. Concerns regarding the global sport marketplace

Readings

Required Readings

1. Required text:

Andrews, David L. (2006). Sport—Commerce—Culture: Essays on sport in late capitalist America. New York: Peter Lang Publishing Inc.

2. Excerpts from the following texts:

Andrews, David L. (2001). Michael Jordan, Inc: Corporate Sport, Media Culture, and Late Modern America.

Birrell, S. & McDonald, M.G. (2000). Reading Sport: Critical essays on power and representation. Boston: Northeastern University Press.

Denzin, N.K. & Lincoln, Y.S. (2005). The Sage Handbook of Qualitative Research. Thousand Oaks: Sage Publications.

Morgan, William J. (2007). Ethics in Sport Second Edition. Champaign, IL: Human Kinestics.

Ritzer, George (2004). The McDonaldization of Society.

3. The following journal articles will also be required reading:

Atkinson, M. (2002). Fifty million viewers can't be wrong: Professional wrestling, sports-entertainment, and mimesis. Sociology of Sport Journal, 19 (1) 47-66.

Bourdieu, Pierre (1998). The state, economics and sport. Culture, Sport, Society, 1 (2), 15-21.

Boyle, Ellexis, Millington, Brad, & Vertinsky, Patricia (2006). Representing the female pugilist: Narratives of race, gender, and disability in *Million Dollar Baby*. Sociology of Sport Journal, 21(4), 99-116.

Bryman, A. (1999). The Disneyization of society. The Sociological Review, 47(1), 25-47.

Chalkey, B. & Essex, S. (1998). Urban development through hosting international events: A history of the Olympic Games. Planning Perspectives, 14, 369-394.

Falcous, M. & Silk, M. (2005). Manufacturing consent: Mediated sporting spectacle and the cultural politics of the 'war on terror' International Journal of Media and Cultural Politics, 1(1), 59-65.

Hughes, Glyn (2004). Managing black guys: Representation, corporate culture, and the NBA. Sociology of Sport Journal, 21(2), 163-184.

Woodward, J.R. (2004). Professional football scouts: An investigation of racial stacking. Sociology of Sport Journal, 21, 356-375.

Methods of Evaluation

1. Reading Assignments (*listed above*)
2. Written Examinations
3. Research Paper
4. Application Project (paper & presentation)

Examinations: Students will be required to take two examinations throughout the course of the semester. Each exam will consist of four essays; each essay will be worth twenty-five points out of the total one hundred points possible for the overall exam. The two exams will be weighted equally and the average score for the two exams will be forty percent of the student's overall grade. The examinations will test students' knowledge of course material including lecture notes, readings, and presentations.

Research Paper: Each student will be required to take an in-depth look at a social issue currently affecting the sport industry. Use of at least ten current journal articles within the areas of sociology of sport and sport management will be required in the development of a twenty-page paper focusing on the topic of their choice from the literature. This paper will be worth twenty-five percent of the student's overall grade.

Application Project: After exposure to various theoretical perspectives and numerous examples of past and current research, students must apply what they learned and develop their own unique interpretation of the cultural economy of sport. Each student will develop a fifteen-page paper and present their analysis to the class. The project will be twenty-five percent of the student's overall grade; fifteen percent of the grade will be based on the paper and ten percent will be based on the presentation.

Evaluation Weights

Written examinations (2 x 20%)	= 40% of the overall grade
Research Paper	= 25% of the overall grade
Application Project	= 25% of the overall grade
In-Class Projects/Contribution	= 10% of the overall grade

Bibliography

- Andrews, David L., Mason, Daniel S. & Silk, Michael L. (2005). Qualitative Methods in Sport Studies.
- Andrews, David L. (2001). Michael Jordan, Inc: Corporate Sport, Media Culture, and Late Modern America.
- Andrews, David L. & Jackson, Steve J. (2001). Sport Stars: The cultural politics of sporting celebrity. London: Routledge.
- Andrews, David L. (1999). Contextualizing suburban soccer: Consumer culture, lifestyle differentiation and suburban America. Culture, Sport, Society, 2(3), 31-53.
- Atkinson, M. (2002). Fifty million viewers can't be wrong: Professional wrestling, sports-entertainment, and mimesis. Sociology of Sport Journal, 19 (1) 47-66.
- Bairner, A. (2001). Sport, nationalism, and globalization: European and North American perspectives. NY: SUNY Press.
- Birrell, S. & McDonald, M.G. (2000). Reading Sport: Critical essays on power and representation. Boston: Northeastern University Press.
- Bourdieu, Pierre (1984). Distinction: A social critique of the judgement of taste. Cambridge: Harvard University Press.
- Bourdieu, Pierre (1978). Sport and social class. Social Science Information, 17(6), 819-840.
- Bourdieu, Pierre (1998). The state, economics and sport. Culture, Sport, Society, 1 (2), 15-21.
- Boyle, Ellexis, Millington, Brad, & Vertinsky, Patricia (2006). Representing the female pugilist: Narratives of race, gender, and disability in *Million Dollar Baby*. Sociology of Sport Journal, 21(4), 99-116.
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- Dines, G. & Humez, J.M. (1995). Gender, race, and class in media: A text-reader. Thousand Oaks: Sage.
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- Dunning, E.G.; Maguire, J.A.; & Pearton, R.E. (1993). The sports process: A comparative and developmental approach. Champaign, IL: Human Kinetics.
- Duncan, M.C. (1990). Sports photographs and sexual difference: Images of women and men in the 1984 and 1988 Olympic Games. Sociology of Sport Journal, 7(1), 22-43.
- Falcous, M. & Silk, M. (2005). Manufacturing consent: Mediated sporting spectacle and the cultural politics of the 'war on terror' International Journal of Media and Cultural Politics, 1(1), 59-65.
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- Foucault, Michel (1997). Society Must Be Defended: Lectures at the College de France, 1975-76. New York: Picador.
- Geertz, C. (1972). Deep play; Notes on the Balinese cockfight. In C. Geertz (Ed.), The interpretation of cultures (pp.412-53). New York: Basic Books.
- Giroux, Henry (2006). American on the Edge: Henry Giroux on Politics, Culture, and Education.
- Giroux, H.A. (1994). Animating youth: The Disneyfication of children's culture. Socialist Review, 24(3), 23-55.
- Gruneau, Richard S. (1999). Class, Sports, and Social Development. Amherst: University of Massachusetts Press.
- Hall, S., Held, D., Hubert, D., & Thompson, K. (1996). Modernity: An introduction to modern societies. Oxford: Blackwell.
- Harvey, J., Law, A., & Cantelon, M. (2001). North American professional team sport franchise ownership patterns and global entertainment conglomerates. Sociology of Sport Journal, 18(4), 435-457.
- Hughes, Glyn (2004). Managing black guys: Representation, corporate culture, and the NBA. Sociology of Sport Journal, 21(2), 163-184.

- Jackson, S.J. & Andrews, D.L. (1999). Between and beyond the global and the local: American popular sporting culture in New Zealand. International Review for the Sociology of Sport, 34(1), 31-42.
- Lakoff, George (2006). Whose Freedom?: The battle over America's most important idea.
- Lakoff, George (2004). Don't Think of an Elephant: Know your values and frame the debate.
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- MacClancy, J. (Ed.). (1996). Sport, Identity, and Ethnicity. Herndon, VA: Berg Pub. Ltd.
- Morgan, William J. & Meier, Klaus V. (1995). Philosophic inquiry in sport. Champaign, IL: Human Kinetics.
- Riess, S.A. (1991). City Games: The evolution of American urban society and the rise of sports. Urbana: University of Illinois Press.
- Rinehart, R. E. (1998). Players All: Performances in contemporary sport. Bloomington: Indiana University Press.
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- Sage, G.H. (1998). Power and ideology in American sport: A critical perspective. Champaign: Human Kinetics.
- Sands, R.R. (2001). Sport Ethnography. Human Kinetics.
- Wenner, L.A. (1989). Media, sports, and society. Newbury Park: Sage.
- Woodward, J.R. (2004). Professional football scouts: An investigation of racial stacking. Sociology of Sport Journal, 21, 356-375.