

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: Economics		
SHORT DESCRIPTION OF PROPOSAL (state name of action item 1-20 and course name, code & number / program affected):		
ECON 741 Sports Economics (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):

ECON 741: Sports Economics (New course in the sport management specialization in the MBA program. Please see attached course syllabi):

The sports world offers a unique arena to illustrate many important economic concepts because incentives affect the behavior of individuals in the sports industry—players, managers, owners, and fans—just like they affect behavior in any other industry. This course will allow you to study sports and the sports industry using the models found in economics. This course is organized according to the fields of industrial organization, public finance, and labor economics to allow for an investigation of many of the issues that regularly come up in sports. Topics include league makeup, stadium financing, team location, competitive balance, and incentive structures.

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>Steph Peter Lubash</i>	10/23/07
b. ^{Impact only if course development + continue required} OTS <input type="checkbox"/> No impact <input type="checkbox"/> Impact statement attached	CIO or designee: <i>Juan D. Wood</i>	10/18/07
c. ^{MINIMAL IMPACT - CATALOG} University Relations <input type="checkbox"/> No impact <input checked="" type="checkbox"/> Impact statement attached	Director or designee: <i>Colinelle Be</i>	10.18.07
d. Admissions ^{catalog} <input type="checkbox"/> No impact <input checked="" type="checkbox"/> Impact statement attached	Director or designee: <i>Wendy S. Boland</i>	10/23/07
e. Records <input checked="" type="checkbox"/> No impact <input type="checkbox"/> Impact statement attached	Registrar or designee: <i>J. [Signature]</i>	10/18/07

Box 6: APPROVAL SEQUENCE		APPROVAL SIGNATURES	DATE
(A) Department / Division	Chair:	<i>Deborah Ford</i>	10/18/07
(B) Final faculty review body within each School	Chair:	<i>Kayesh Mirani</i>	
(C) College Dean	Dean:	<i>Susan Zaccaro</i>	10/18/07
(D) Provost and Senior Vice President For Academic Affairs	Provost:	<i>Jordan Kendall</i>	11/06/07
(E) Curriculum Review Committee (UFS subcommittee)	Chair:	<i>Butch S. Yarn</i>	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		

Faculty Qualifications

Faculty teaching in the Sport Management specialization will be academically qualified in their respective fields. The four TU faculty who will be teaching in the program are all members of the graduate faculty at TU, and by virtue of their publication records and/or recently completed Ph.D dissertations, are academically qualified under AACSB standards. Summaries of qualifications follow:

Lisa Swanson, Ph.D (Currently AQ through December 2008)

- Assistant Professor, Department of Kinesiology, Towson University Fall 2003 – present;
- Doctor of Philosophy, University of Maryland at College Park
- Earned December 2003
- Program of Study: Kinesiology - Sport Commerce & Culture

Jessica R. Braunstein, Ph.D (Currently AQ through December 2010)

- Assistant Professor, Department of Kinesiology, Towson University
- **University of Florida**
Gainesville, Florida
- Doctor of Philosophy – Health and Human Performance (Sport Management)
 - August 2006
- Minor: Marketing

• SELECTION OF REFEREED PUBLICATIONS:

1. **Braunstein, J. R.**, Zhang, J. J., Trail, G. T., & Gibson, H. J. (2005). Dimensions of market demand associated with pre-season training: Development of a scale for Major League Baseball Spring Training. *Sport Management Review*, 8, 271-296.
2. **Braunstein, J. R.**, & Zhang, J. J. (2005). Dimensions of athletic star power associated with Generation Y sport consumption. *International Journal of Sports Marketing and Sponsorship*, 6, 242-267.
3. Zhang, J. J., Connaughton, D. P., Ellis, M., **Braunstein, J. R.**, & Vaughn, C. (2004). Consumer expectations of market demand variables of an NFL expansion team. *Journal of Contemporary Athletics*, 1(1), 15-39.
4. Zhang, J. J., Pennington-Gray, L., Connaughton, D. P., **Braunstein, J. R.**, Ellis, M. H., Lam, E. T. C., & Williamson, P. (2003). Understanding women's professional basketball game spectators: Sociodemographics, game consumption, and entertainment options. *Sport Marketing Quarterly*, 12, 228-243.

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: Economics		
SHORT DESCRIPTION OF PROPOSAL (state action item 1-23 and course name & number or program affected):		
New course approval: ECON 741: Sports Economics 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 ECON 741: Sports Economics -- a new elective in the marketing specialization in the UB/Towson MBA program.

The sports world offers a unique arena to illustrate many important economic concepts because incentives affect the behavior of individuals in the sports industry—players, managers, owners, and fans—just like they affect behavior in any other industry. This course will allow you to study sports and the sports industry using the models found in economics. This course is loosely organized according to the fields of industrial organization, public finance, and labor economics to allow for an investigation of many of the issues that regularly come up in sports. Topics include league makeup, stadium financing, team location, competitive balance, and incentive structures.

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.

UB/Towson MBA
Specialization in Sport Management
Course Proposal
ECON 740
Sports Economics

Course Description

The sports world offers a unique arena to illustrate many important economic concepts because incentives affect the behavior of individuals in the sports industry—players, managers, owners, and fans—just like they affect behavior in any other industry. This course will allow you to study sports and the sports industry using the models found in economics. This course is loosely organized according to the fields of industrial organization, public finance, and labor economics to allow for an investigation of many of the issues that regularly come up in sports. Topics include league makeup, stadium financing, team location, competitive balance, and incentive structures.

Prerequisites: ECON 504, ECON 640

Learning Objectives

After taking this class, you will be able to:

1. Classify the unique incentives present in the sports industry.
2. Compare and contrast employee (athlete) compensation between the sports industry and other industries.
3. Evaluate public stadium financing using a public choice framework.
4. Apply industrial organization theory to explain the structure of professional sports leagues.
5. Explain why the NCAA is often described as a cartel.
6. Measure competitive balance in a sports league.
7. Compare and contrast European and US sports leagues.
8. Design an optimal league to compete with or complement the NBA, NFL, or PGA TOUR.
9. Assess policies aimed at stopping discrimination in the NCAA.
10. Recommend a ticket pricing strategy for a professional sports franchise.

Required Texts

Leeds and von Allmen, *The Economics of Sports*, 3rd edition, 2008.

Foster, Greyser, and Walsh, *The Business of Sports: Text & Cases on Strategy & Management*, 2006.

Berri, Schmidt, and Brook, *The Wages of Wins*, 2006.

Lewis, M., *Moneyball*. 2003.

Additional readings.

Course Outline

Week	Topic
1	Economics and Sports
2	Economics Review
3	Teams as Profit-Maximizing Firms
4	Monopoly and Antitrust
5	Competitive Balance
6	The Labor Market for Athletes
7	Unions
8	Discrimination
9	Markets for Teams
10	Team Location
11	Stadium Financing
12	Olympic and NCAA Sports
13-14	Individual Sports Leagues

Joshua I. Newman, Ph.D (Currently AQ through 2012)

- Assistant Professor, Department of Kinesiology, Towson University
- Doctor of Philosophy, 2005, University of Maryland, College Park, MD Major: Physical Cultural Studies
- **SELECTION OF REFEREED PUBLICATIONS:**
 1. **Newman, J. I.** (2007). The Colonel's secret recipe?: Reconsidering the cultural and corporate logics of the South's sporting symbolic. *Journal of Sport and Social Issues* 31(4)
 2. **Newman, J. I.** (2007). Old times there are not forgotten: Sport, identity, and the Confederate flag in the Dixie South. *Sociology of Sport Journal* 24(3).
 3. Andrews, D. L., **Newman, J. I.**, & Grainger, A. D. (2006). That's sportainment! In D. L. Andrews. *Sport—commerce—culture: Essays on sport in late capitalist America*. Peter Lang, New York.
 4. Grainger, A. D., **Newman, J. I.**, & Andrews, D. L. (2006). Sport, the media, and the construction of race. Raney, A. A. & Bryant, J. (Eds.). *Handbook of Sports and the Media*. Lawrence Erlbaum, Mahwah, NJ.
 5. Grainger, A. D., **Newman, J. I.**, & Andrews, D. L. (2005). Global adidas: Sport, celebrity, and the marketing of difference. Amis, J. & Cornwell, B. (Eds). *Global Sport Sponsorship: A Multidisciplinary Approach*. Berg, Oxford, UK.
 6. **Newman, J. I.** (2004). Intercollegiate football. In G. C. Cross (Ed.), *Encyclopedia of Recreation and Leisure in America*. Farmington Hills, MI: Charles Scribner's Sons.
 7. **Newman, J. I.**, Grainger, A. D., & Andrews, D. L. (2003). Even better than the real thing? The XFL and football's future imperfect. *Football Studies*, 6 (2).

Thomas A. Rhoads, Ph.D (Currently AQ through 2011)

- **Education:** Ph.D., University of Wyoming, Economics, 2000
- **Current Position:** Associate Professor of Economics, Towson University, 2005-present
- **SELECTION OF REFEREED PUBLICATIONS**
 1. "Labor Supply on the PGA TOUR: The Effect of Higher Expected Earnings and Stricter Exemption Status on Annual Entry Decisions" *Journal of Sports Economics* 8(1) (February 2007) 83-98

2. "Why do cities use supply side strategies to mitigate traffic congestion externalities?" *Economics Letters* 92(2) (August 2006), 214-219 (with Jason F. Shogren)
3. "Regulation through Collaboration: Final Authority and Information Symmetry in Environmental Coasean Bargaining", *Journal of Regulatory Economics* 24(1) (July 2003), 63-89 (with Jason F. Shogren)
4. "Educational Contributions, Academic Quality, and Athletic Success," *Contemporary Economic Policy* 18(2) (April 2000), 248-258 (with Shelby Gerking)
5. "On Coasean Bargaining with Transaction Costs," *Applied Economics Letters* 6 (December 1999), 779-783 (with Jason F. Shogren)