**SHORT DESCRIPTION OF PROPOSAL**

MGMT 742: Social and Ethical Issues in Sport

(New course in the sport management specialization in the MBA program)

**PROPOSED SEMESTER OF IMPLEMENTATION:**
- Fall 0
- Spring 0
- Year: 2008

### Box 1: TYPE OF ACTION
- ADD (NEW)
- DEACTIVATE
- MODIFY
- OTHER

### Box 2: LEVEL OF ACTION
- Non-Credit
- Undergraduate
- Graduate
- OTHER

### Box 3: DOCUMENTS REQUIRED

<table>
<thead>
<tr>
<th>Action Item</th>
<th>Documents Required</th>
<th>Impact Reviews</th>
<th>Approval Sequence</th>
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<tr>
<td>1. Experimental Course</td>
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<td>6. Pre &amp; Co-Requisite</td>
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<td>10. Program Requirements</td>
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<td>12. Closed Site Program</td>
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<td>13. Program Suspension</td>
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<td>14b. Certificate Program (ug/g) where degree programs do not exist or where courses are selected across degree programs (12 or more credits)</td>
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<td>20. Other</td>
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### Box 4: DOCUMENTATION

- N. This Cover Sheet
- Q. Full 5-page MHEC Proposal
- T. Other
- O. Summary Proposal
- R. Financial Tables (MHEC)
- P. Course Definition Document
- S. Contract

1. Approval of experimental course automatically lapses after two offerings unless permanently approved as a new course.
2. Codes: a) Library Services (Langsdale or Law) b) Office of Technology Services c) University Relations d) Admissions
3. A 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.
4. A 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)
5. One-page letter with description and rationale (MHEC requirement)
6. 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)
7. Learning objectives, assessment strategies; fit with UB strategic plan
8. Joint Degree Program or Primary Degree Programs require submission of MOU w/ program proposal. (MHEC requirement)
9. 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.
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:
   a. evidence that the action is consistent with UB mission and can be implemented within the existing program resources of the institution;
   b. proposed date after which no new students will be admitted into the program;
   c. accommodation of currently enrolled students in the realization of their degree objectives;
   d. treatment of all tenured and non-tenured faculty and other staff in the affected program;
   e. reallocation of funds from the budget of the affected program; and
   f. 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.

<table>
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<th>Box 5: IMPACT REVIEW</th>
<th>SIGNATURES (see procedures for authorized signers)</th>
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<tr>
<td>a. Library</td>
<td>□ No impact □ Impact statement attached</td>
<td>Director or designee: Stephanie Jones&lt;br&gt;10/23/07</td>
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<td>b. OTS</td>
<td>□ No impact □ Impact statement attached</td>
<td>CIO or designee: Judy A. Wood&lt;br&gt;10/18/07</td>
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<td>c. University Relations Catalog</td>
<td>□ No impact □ Impact statement attached</td>
<td>Director or designee: Sarah Miller&lt;br&gt;10/18/07</td>
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<td>d. Admissions</td>
<td>□ No impact □ Impact statement attached</td>
<td>Director or designee: Wendy L. Bolyard&lt;br&gt;10/23/07</td>
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<tr>
<td>e. Records</td>
<td>□ No impact □ Impact statement attached</td>
<td>Registrar or designee: Jane Doe&lt;br&gt;10/18/07</td>
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## Box 6: APPROVAL SEQUENCE

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<th>Step</th>
<th>Description</th>
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<tbody>
<tr>
<td>A</td>
<td>Department / Division</td>
<td>Chair: Tiji Mensa</td>
<td>10/18/07</td>
</tr>
<tr>
<td>B</td>
<td>Final faculty review body within each School</td>
<td>Chair: Joseph Marsi</td>
<td></td>
</tr>
<tr>
<td>C</td>
<td>College Dean</td>
<td>Dean: Susan Zacur</td>
<td>10/18/07</td>
</tr>
<tr>
<td>D</td>
<td>Provost and Senior Vice President For Academic Affairs</td>
<td>Provost: Linda Marshall</td>
<td>11/6/07</td>
</tr>
<tr>
<td>E</td>
<td>Curriculum Review Committee (UFS subcommittee)</td>
<td>Chair: Betty Frey</td>
<td>11/6/07</td>
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<tr>
<td>F</td>
<td>University Faculty Senate (UFS option)</td>
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<td>G</td>
<td>University Council (see 11 above)</td>
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<tr>
<td>H</td>
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<td>M</td>
<td>Middle States Association notification</td>
<td>Required only if the mission of the University is changed by the action</td>
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SCHOOL: LAW ☐ MSB ☑ YGCLA ☐ 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 ☐ Spring ☑ 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)

<table>
<thead>
<tr>
<th>OLD Title:</th>
<th>Course # / HEGIS Code:</th>
<th>Credits:</th>
</tr>
</thead>
<tbody>
<tr>
<td>NEW Title:</td>
<td>Course # / HEGIS Code:</td>
<td>Credits:</td>
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</table>

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
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:


2. Excerpts from the following texts:


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


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

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<th>Written examinations (2 x 20%)</th>
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<td>Research Paper</td>
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<tr>
<td>In-Class Projects/Contribution</td>
<td>= 10% of the overall grade</td>
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Bibliography


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.


