Eastern Illinois University
NEW/REVISED COURSE PROPOSAL FORMAT
(Approved by CAA on 9/29/11 and CGS on 10/18/11, Effective Fall 2011)

This format is to be used for all courses submitted to the Council on Academic Affairs and/or the Council on Graduate Studies.

Please check one: __X_ New course   ___ Revised course

PART I: CATALOG DESCRIPTION

1. **Course prefix and number,** *such as ART 1000*: KSS 4764

2. **Title (*may not exceed 30 characters, including spaces*):** Sport Management Principles

3. **Long title, if any (*may not exceed 100 characters, including spaces*):** Sport Management Principles

4. **Class hours per week, lab hours per week, and credit [*e.g., (3-0-3)*]:** 3-0-3

5. **Term(s) to be offered:** _X_ Fall _X_ Spring ___ Summer ___ On demand

6. **Initial term of offering:** _X_ Fall ___ Spring ___ Summer **Year:** _2013_

7. **Course description:** Examination and analysis of how the essential management functions of planning, organizing, leading, and controlling are applied in the sport industry environment.

8. **Registration restrictions:**
   a. **Equivalent Courses**
      - **Identify any equivalent courses** (e.g., cross-listed course, non-honors version of an honors course).
         * NOT APPLICABLE
      - Indicate whether coding should be added to Banner to restrict students from registering for the equivalent course(s) of this course. ___ Yes ___ No
         * NOT APPLICABLE

   b. **Prerequisite(s)**
      - **Identify the prerequisite(s),** including required test scores, courses, grades in courses, and technical skills. Indicate whether any prerequisite course(s) MAY be taken concurrently with the proposed/revised course. KSS 2761

      - Indicate whether coding should be added to Banner to prevent students from registering for this course if they haven't successfully completed the prerequisite course(s). _X_ Yes ___ No

        If yes, identify the minimum grade requirement and any equivalent courses for each prerequisite course: A grade of "C" or better in KSS 2761.

   c. **Who can waive the prerequisite(s)?**
      ___ No one _X_ Chair ___ Instructor ___ Advisor ___ Other (Please specify)

   d. **Co-requisites** (course(s) which MUST be taken concurrently with this one): **NOT APPLICABLE**

   e. **Repeat status:** _X_ Course may not be repeated

      ___ Course may be repeated once with credit.

      Please also specify the limit (if any) on hours which may be applied to major-minor.

    f. **Degree, college, major(s), level, or class** to which registration in the course is restricted, if any:
      - KSS majors

    g. **Degree, college, major(s), level, or class** to be excluded from the course, if any:
      - Non KSS majors

9. **Special course attributes** [cultural diversity, general education (indicate component), honors, remedial, writing centered or writing intensive] – writing intensive

10. **Grading methods** (check all that apply): _ **X** _ Standard letter   ___ CR/NC   ___ Audit   ___ ABC/NC
    ("Standard letter"—i.e., ABCDF--is assumed to be the default grading method unless the course description indicates otherwise.)

    Please check any special grading provision that applies to this course:

    _N/A_ The grade for this course will not count in a student's grade point average.

    _N/A_ The credit for this course will not count in hours towards graduation.

    If the student already has credit for or is registered in an equivalent or mutually exclusive course, check any that apply:

    _N/A_ The grade for this course will be removed from the student's grade point average if he/she already has credit for or is registered in _____ (insert course prefix and number).

    _N/A_ Credit hours for this course will be removed from a student's hours towards graduation if he/she already has credit for or is registered in _____ (insert course prefix and number).

11. **Instructional delivery method:** (Check all that apply.)

          _ **X** _ lecture   ___ lab   ___ lecture/lab combined   ___ independent study/research

          ___ internship   ___ performance   ___ practicum or clinical   ___ study abroad

          _ **X** _ Internet   ___ hybrid   ___ other (Please specify)

PART II: ASSURANCE OF STUDENT LEARNING

1. **List the student learning objectives of this course:**

Evaluate management functions, responsibilities, skills, and roles, levels of management, organizational mission, internal and external forces impacting organizations, globalization of the sport industry
Analyze planning in sport, including strategic and operational planning, corporate strategy, business strategy, functional strategy (marketing, operations, finance), problem solving, and decision making
Examine organizing in sport, including analysis of organizational structure, human resources, managing change, delegation, organizational culture, and diversity
Analyze leadership in sport, including team & group development, communication, motivation, politics, managing conflict, and public relations
Evaluate controlling in sport, including examination of controlling systems and strategies utilized by facility and event managers

a. **If this is a general education course, indicate which objectives are designed to help students achieve one or more of the following goals of general education and university-wide assessment:**
   - **EIU graduates will write and speak effectively.**
   - **EIU graduates will think critically.**
   - **EIU graduates will function as responsible citizens.**

b. **If this is a graduate-level course, indicate which objectives are designed to help students achieve established goals for learning at the graduate level:**
   - **Depth of content knowledge**
   - **Effective critical thinking and problem solving**
   - **Effective oral and written communication**
   - **Advanced scholarship through research or creative activity**

*Graduate students will, in addition to objectives listed for undergraduate students:

Conduct an independent research study on a failing or underperforming sport organization in need of new, effective leadership. Synthesize a research report describing situation/scenario, reasons for poor performance, alternatives, and proposed solution(s)	Depth of content knowledge Critical thinking and problem solving Effective oral communication Advanced scholarship

2. **Identify the assignments/activities the instructor will use to determine how well students attained the learning objectives:** exams, discussions, research paper, presentation, creative project related to core content areas

Learning Objectives **UG** = Undergraduate Students **G** = Graduate Students	Exams (UG=50%) (G = 35%)	Written Assignments (UG=25%) (G = 25%)	Case Study Presentation (UG=12.5%) (G=12.5%)	Creative Project (UG=12.5%) (G=12.5%)	Leadership Project (UG=0%) (G = 15%)
Evaluate management functions, responsibilities, skills, and roles, levels of management, organizational mission, internal and external forces impacting organizations, globalization of the sport industry	X				
Analyze planning in sport, including strategic and operational planning, corporate strategy, business strategy, functional strategy (marketing, operations, finance), problem solving, and decision making	X	X	X		
Examine organizing in sport, including analysis of organizational structure, human resources, managing change, delegation, organizational culture, and diversity	X	X	X		X

Analyze leadership in sport, including team & group development, communication, motivation, politics, managing conflict, and public relations	X	X	X	X	X
Evaluate controlling in sport, including examination of controlling systems and strategies utilized by facility and event managers	X	X			X
Grad only -Conduct an independent research study on a failing or underperforming sport organization in need of new, effective leadership. Synthesize a research report describing situation/scenario, reasons for poor performance, alternatives, and proposed solution(s)					X

3. **Explain how the instructor will determine students' grades for the course:**

   * For undergraduate students:

Evaluation Criteria:		*Grading Scale*:	
Exams	50 %	90%-100%	A
Written Assignments (e.g. – Leadership paper)	25%	80%-89%	B
Case Study Presentation	12.5%	70%-79%	C
Creative Project (e.g. – Organizational newsletter)	12.5%	60%-69%	D
Total:	100%	< 60%	F

   * For graduate students:

Evaluation Criteria:		*Grading Scale*:	
Exams	35 %	90%-100%	A
Written Assignments (e.g. – Leadership paper)	25%	80%-89%	B
Case Study Presentation	12.5%	70%-79%	C
Creative Project (e.g. – Organizational newsletter)	12.5%	60%-69%	D
Leadership Project (e.g. – Strategic analysis of sport org)	15%		
Total:	100%	<60%	F

4. **For technology-delivered and other nontraditional-delivered courses/sections, address the following:**
   a. **Describe how the format/technology will be used to support and assess students' achievement of the specified learning objectives:** The EIU-approved online course management software will be used to provide a sound virtual learning environment for students enrolled in an online section of this course. 'Communication' tools will be used for synchronous and/or asynchronous discussion and analysis of key course topics by students. 'Quiz and survey' tools will be used to assess student learning and depth of content knowledge. 'Assignment dropbox' tools will be used to manage submission of learning activities, such as case studies, writing samples, and creative projects.

Online versions of the EIU-approved assessment rubrics will be used to assess writing and oral presentation skills. The 'Grade book' tool will be used to assist with grade finalization and posting.

   b. **Describe how the integrity of student work will be assured:** The integrity of student work will be assured by utilizing online assessment settings such as randomization of test questions from a question database, using short answer and essay questions to assess depth of content knowledge, limiting student views of each question, and limiting the amount of time for each assessment to be completed. The integrity of student writing will be assured through the use of the EIU-approved anti-plagiarism software. This software will help ensure original authorship of writing samples submitted by students.

   c. **Describe provisions for and requirements of instructor-student and student-student interaction, including the kinds of technologies that will be used to support the interaction (e.g., e-mail, web-based discussions, computer conferences, etc.):**
   Regular interaction between student and instructor will be maintained through the use of EIU e-mail, the online learning software 'mail' and 'chat' tools, and web-based conferencing technologies. Student-to-student interaction during weekly synchronous and/or asynchronous threaded discussions focusing on course concepts and principles will be supported through the use of the online learning software's 'discussions' tool.

5. **For courses numbered 4750-4999, specify additional or more stringent requirements for students enrolling for graduate credit.**

   a. **Course objectives -** The same learning objectives will apply to both undergraduate and graduate students with the additional learning objective required for graduate students.

   b. **Projects that require application and analysis of the course content**

   Graduate students will demonstrate advanced scholarship and application of leadership principles by conducting an independent research study on a failing or underperforming sport organization in need of new, effective leadership. Students will synthesize a research report describing situation/scenario, reasons for poor performance by organization, alternatives, and proposed solution(s)-recommendation(s).

   c. **Separate methods of evaluation for undergraduate and graduate students.**

   The EIU graduate rubrics will be used to evaluate submitted file.

   (* Note: followed CAA ex. - http://castle.eiu.edu/~eiucaa/2011-12CAA/FA11/10-06-11/GEL4850.pdf)

6. **Writing-intensive course** = 37.5% of learning activities are writing intensive, including writing assignments and the creative project.

PART III: OUTLINE OF THE COURSE

Week 1	Introduction to the 4 core management functions – Planning, Organizing, Leading, Controlling
Week 2	Management Roles, Levels of Management, Internal and External Forces Impacting Organizations
Week 3	**Planning** – Creative Problem Solving, the Decision Making Process
Week 4	**Planning** – Strategic Planning Process, Setting Goals and Objectives

Week 5	**Organizing** – Organizational Design, Managerial Authority, Delegation
Week 6	**Organizing** – Organizational Culture, Managing Change, Diversity
Week 7	**Organizing** – Human Resource Process, Attracting-Interviewing-Developing-Evaluating-Rewarding employees
Week 8	**Leading** – Personality Traits, Perception, Attitude, Power, Politics
Week 9	**Leading** – Team and Group Development (Stages of), Elements of Quality Meetings
Week 10	**Leading** – The Communication Process, Communication Channels
Week 11	**Leading** – Motivation Process, Motivating People, Types of Reinforcement
Week 12	**Leading** – Leadership Styles and Traits, Behaviors of Effective Leaders, Leadership Models
Week 13	**Controlling** – What is Controlling?, The Control Process, Frequency of Controls, Financial Controls, Human Controls
Week 14	**Controlling** – Financial and Human Controls, Measuring Productivity
Week 15	**Controlling** – Strategies-Tools for Managing Events & Facilities, Time Management , Professional Management Firm

PART IV: PURPOSE AND NEED

1. **Explain the department's rationale for developing and proposing the course.**

   The Commission for Sport Management Accreditation (COSMA), the discipline's recognized international accrediting body, has identified 'sport management principles' as an essential course for an undergraduate sport management curriculum. KSS 4764 will satisfy COSMA's content standard for inclusion of a 'management principles' course.

   > **a. If this is a general education course, you also must indicate the segment of the general education program into which it will be placed, and describe how the course meets the requirements of that segment.** - NOT APPLICABLE

   > **b. If the course or some sections of the course may be technology delivered, explain why.**
   > - A section of this course may be technology-delivered when student demand from KSS sport management students justifies it. It will also allow for enhanced off-campus outreach of the KSS department's academic courses and programs.

2. **Justify the level of the course and any course prerequisites, co-requisites, or registration restrictions.**

   Assigning this course at the 4000 level requires KSS students to successfully complete the prerequisite, KSS 2761: Introduction to Sport Management. This will help students acquire the foundational content knowledge of the sport industry prior to studying the core and often complex management functions applied by managers in the sport setting.

3. **If the course is similar to an existing course or courses, justify its development and offering.**

   a. No other similar course will exist when this course begins to be delivered.

    b. No additional credit hours would be added to the sport management concentration – KSS 4764 (3 credit units) will replace KSS 4325, also 3 credit units.

4. **Impact on Program(s):**

This course enhances the overall quality of the sport management concentration. In addition, this course brings the sport management concentration one step closer to existing COSMA accreditation standards. This course is required for KSS majors with the sport management concentration. Offering an occasional online section of the course will satisfy increasing demands from students for online courses and allow for enhanced off-campus outreach of the KSS department's academic programs.

    a. For undergraduate programs, specify whether this course will be required for a major or minor or used as an approved elective. This course will be required for all KSS students completing the sport management concentration.

    b. For graduate programs, specify whether this course will be a core requirement for all candidates in a degree or certificate program or an approved elective. This course will be required in the KSS Sports Administration master's program if the student has not taken a sport management principles-focused course in an undergraduate program.

PART V: IMPLEMENTATION

1. **Faculty member(s) to whom the course may be assigned:**

Dr. Jon Oliver or other qualified KSS sport management faculty. Online sections may be taught by faculty who have met the technology delivered policy of CAA.

2. **Additional costs to students:**

No additional costs beyond textbook rental.

3. **Text and supplementary materials to be used (Include publication dates):**

Lussier, R., & Kimball, D. (2009). *Applied Sport Management Skills*. Human Kinetics; Champaign, IL.

PART VI: COMMUNITY COLLEGE TRANSFER

If the proposed course is a 1000- or 2000-level course, state either, "A community college course may be judged equivalent to this course" OR "A community college course will not be judged equivalent to this course." A community college course will not be judged equivalent to a 3000- or 4000-level course but may be accepted as a substitute; however, upper-division credit will not be awarded. Community college courses may be judged equivalent to this course.

PART VII: APPROVALS

Date approved by the department or school: January 18, 2013

Date approved by the college curriculum committee: February 11, 2013

Date approved by the Honors Council *(if this is an honors course):*

Date approved by CAA: **CGS:**

*In **writing-active courses**, frequent, brief writing activities and assignments are required. Such activities -- some of which are to be graded – might include five-minute in-class writing assignments, journal keeping, lab reports, essay examinations, short papers, longer papers, or a variety of other writing-to-learn activities of the instructor's invention. Writing assignments and activities in writing-active courses are designed primarily to assist students in mastering course content, secondarily to strengthen students' writing skills. In **writing-intensive courses**, several writing assignments and writing activities are required. These assignments and activities, which are to be spread over the course of the semester, serve the dual purpose of strengthening writing skills and deepening understanding of course content. At least one writing assignment is to be revised by the student after it has been read and commented on by the instructor. In writing-intensive courses, students' writing should constitute no less than 35% of the final course grade. In **writing-centered courses** (English 1001G, English 1002G, and their honors equivalents), students learn the principles and the process of writing in all of its stages, from inception to completion. The quality of students' writing is the principal determinant of the course grade. The minimum writing requirement is 20 pages (5,000 words).

Student Success Center	free, confidential services counseling center EASTERN ILLINOIS UNIVERSITY	Career Services	Disability Services
http://www.eiu.edu/~success/	http://www.eiu.edu/~counsctr/	http://www.eiu.edu/~careers/	http://www.eiu.edu/~disablty/
581-6696	**581-3413**	**581-2412**	**581-6583**