SPECIAL REPORT

of the

ACADEMIC PRIORITIES, GRADUATE AND PROGRAM AND BUDGET COUNCILS

concerning a

MASTER OF BUSINESS ADMINISTRATION (MBA) WITH A FOCUS IN SPORT MANAGEMENT

Presented at the

747th Regular Meeting of the Faculty Senate

April 9, 2015

COUNCIL MEMBERSHIP

Richard Bogartz (Chair), Nicholas Bromell, Javier Campos, Elizabeth Chilton, W. Curt Conner, Suzanne Daly, Kathleen Debevec, Piper Gaubatz, Bryan Harvey, Masoud Hashemi, A Yemisi Jimoh, Nancy Lamb, Ernest May, Katherine Newman, Deborah Picking, Monroe Rabin, James Rinderle, Barbara Stanley, Peter Stern

GRADUATE COUNCIL


PROGRAM AND BUDGET COUNCIL

Academic Priorities Council

At its meeting on February 12, 2015, the Academic priorities Council voted to endorse approval of a proposal to create a new concentration in the Isenberg School of Management MBS with a Focus on Sport Management Curriculum. This proposal was submitted as #1529 in the Course and Curriculum Management System.

Graduate Council

The Academic Standards and Curriculum Committee (ASCC) of the Graduate Council met on March 4, 2015 and reviewed the proposal for the New Concentration – Master in Business Administration (MBA) with a Focus in Sport Management. The ASCC recommended this proposal for approval.

On Wednesday, March 11, 2015, the Graduate Council approved the New Concentration – Master in Business Administration (MBA) with a Focus in Sport Management.

Program and Budget Council

This degree will be offered by Isenberg School of Management Professional Programs and the Department of Sport Management. It will be administered primarily online and requires the completion of 9 credits of designated graduate-level courses. This proposal requires no additional resources as all of the courses will be sourced on an additional compensation basis by either existing faculty or affiliated experts.

This focus (concentration) within the MBA is targeted toward anyone with an interest in advancing their knowledge in the area of Sport Management. It provides the core skills and knowledge to allow the understanding of and ability to address current trends and issues in sport management.

At its meeting on February 18, 2015, the Program and Budget Council unanimously approved this Master of Business Administration (MBA) with a Focus in Sport Management, submitted as proposal #1529 on the Course and Curriculum Management System.

Moved: That the Faculty Senate approve the Master of Business Administration (MBA) with a Focus in Sport Management, as presented in Sen. Doc. No. 15-043.
Proposal Development

A. Briefly describe the Proposal.

The proposed MBA with a Focus in Sport Management will be offered by Isenberg School of Management Professional Programs and the Mark H. McCormack Department of Sport Management at the University of Massachusetts Amherst. The MBA with a Focus in Sport Management Program will be administered primarily online (with an option to offer some courses at a satellite campus) and requires the completion of nine (9) credit hours of designated graduate-level courses.

B. Provide a brief overview of the process for developing the Proposal.

The Professional Programs office in the Isenberg School of Management met with Lisa Masteralexis, Chair of the Mark H. McCormack Department of Sport Management, to discuss the long-term viability for offering an MBA with a Focus in Sport Management. Sport Management faculty who have extensive experience delivering online courses were asked to identify an initial set of courses that would meet requirements for this focus and that could be effectively sourced and delivered on a consistent basis. Before submitting the proposal for Faculty Senate Approval, it was sent to Dean Mark Fuller for review.

Purpose and Goals

Describe the proposal’s purpose and the particular knowledge and skills to be acquired.

The proposed MBA with a Focus in Sport Management can be targeted toward anyone with an interest in advancing their knowledge in the area of Sport Management coupled with a Master’s in Business Administration. Students will acquire core knowledge/skills that will allow them to understand and address current trends/issues in sport management. Specific knowledge and skills include (but are not limited to) sport management issues, marketing (e.g., marketing research), legal issues (e.g., contract law), financial management, public relations, analytics, and entrepreneurship.

Resources

If this proposal requires no additional resources, say so and briefly explain why. If this proposal requires additional resources, explain how they will be paid for. For proposals involving instruction, indicate how many new enrollments are expected and whether the courses have room to accommodate them.

This proposal requires NO additional resources as all of the courses will be sourced on an additional compensation basis either by existing faculty in the Mark H. McCormack Department of Sport Management or by affiliated experts who are either academically or professionally qualified. Expected enrollment is difficult to gauge. The Mark H. McCormack Department of Sport Management has a very strong international reputation and we expect to see significant domestic as well as international interest in the MBA with a Focus in Sports Management – conservatively, we are expecting an initial enrollment of 10-15 students in 2015.

Curriculum

Provide a curriculum outline showing degree program requirements, requirements of any existing concentrations, requirements of proposed concentration, and how they relate. You may include this outline and any additional documents as attachments below.

See Attachments.
**MBA Core Courses (Required)**

- **SCH-MGMT 632 Strategic Information Management (3-Credits):** This course provides an understanding of the strategic role of Information Technologies (IT) in business; how to successfully integrate IT into the organization; how to manage the challenges associated with conceiving, justifying, implementing and maintaining IT-based initiatives; and how to be an active and productive participant in management decisions that involve IT.

- **SCH-MGMT 633 Financial and Managerial Accounting (4-Credits):** An overview of the concepts and language of financial and managerial accounting that covers how accounting information can be used as an effective tool for communication, monitoring, and resource allocation. Topics include the principles and methodologies underlying financial statements and the inherent limitations of that information. Additional topics include behavior, cost analysis, and tools used to motivate and coordinate business activities.

- **SCH-MGMT 640 Corporate Finance (3-Credits):** The purpose of this course is to introduce students to the area of corporate finance and investments. Students will learn about the basic concerns and responsibilities of financial managers, and gain an appreciation of the methods of analysis employed by them. Students will learn both theory and practice of corporate finance and investments.

- **SCH-MGMT 644 Economic Analysis for Managers (3-Credits):** This course reviews the foundations of modern economics with an emphasis on its applications in business. Course coverage includes a range of both microeconomic and macroeconomic subjects. Topics include demand and supply analysis, consumer theory, theory of the firm, unemployment, inflation, monetary and fiscal policy, economic growth, the causes and consequences of recessions, and issues in global economics.

- **SCH-MGMT 650 Business Data Analysis and Statistical Methods (3-Credits):** This course provides an overview of statistical analysis and inference. The language and methods of statistics are used throughout the MBA curriculum, both in the classroom and in assigned readings. In addition, the language and methods of statistical analysis have permeated much of academic and professional writing as well as media reporting, both inside and beyond the business community. The goal is to present a broad introduction to statistical thinking, concepts, methods, and vocabulary. The course has an emphasis on business applications.

- **SCH-MGMT 660 Marketing Strategy (3-Credits):** This course provides an executive viewpoint of marketing concepts, such as branding and segmentation, for strategic and organizational decision-making. There is an emphasis on tools available for analysis and control of marketing activities, including the use of new media. Topics also include industrial life cycles, customer experience, and pricing strategy. **Note:** SCH-MGMT 713 Services Marketing Management can be substituted for SCH-MGMT 660

- **SCH-MGMT 670 Operations Management (3-Credits):** The goal of this course is to teach leaders what they need to know in order to build high-performance operations with world-class processes of innovation and continuous improvement. We cover the most current methodologies and tools, together with the most important soft skills required, to create efficient and responsive operations that deliver the highest quality services and products.

- **SCH-MGMT 680 Leadership and Organizational Behavior (3-Credits):** Provides an overview of different perspectives and approaches to leadership practice and related organizational behavior topics. Relying on a participative multi-learning approach, the course goes beyond traditional leadership practices to examine empowering leadership approaches for addressing contemporary organizational behavior challenges such as leading teams. The overall objective is to increase students’ understanding of and ability to apply contemporary leadership and organizational behavior knowledge in work situations.
· **SCH-MGMT 689 Organizational Strategy (3-Credits):** Capstone course requiring application of knowledge and techniques derived from previous courses. Course presents strategic management theories and frameworks, uses integrative cases, and leverages empirical observations to guide students in the formulation of successful firm-level strategies. **Note:** This is a capstone course that should be taken LAST

· **SCH-MGMT 697BA Business Intelligence and Analytics (3-Credits):** This course provides an introduction to Business Intelligence, including the processes, methodologies, infrastructure, and current practices used to transform business data into useful information and support business decision-making. Business Intelligence requires foundation knowledge in data storage and retrieval, thus this course will review logical data models for both database management systems and data warehouses. Students will learn to extract and manipulate data from these systems and assess security-related issues. Data mining, visualization, and statistical analysis along with reporting options such as management dashboards and balanced scorecards will be covered.

· **SCH-MGMT 770 Human Resource Management (3-Credits):** Overview of human resource management theory and practice in organizations. Legal framework; job design; recruitment, selection, performance appraisal, and separation; compensation; benefits; contemporary issues in HRM.

· **SCH-MGMT 783 Business Law (3-Credits):** Examines and evaluates legal problems as they relate to the business environment. Course will deal with areas of law including contracts, agency, ethics, bankruptcy, business organization and other areas of commercial law.
**Sport Management Electives** (9 Credit Hours Required)

- **SPORTMGT 593B Sport Promotion and Sales (3-Credits):**
  - Overview of sales theory/strategy for sponsorship sales (relationship selling)
  - Best practices for sponsorship sales
  - How to work with ad/promotion agencies
  - Developing winning sponsorship sales presentations

- **SPORTMGT 595A Sports Strategic Communications (3-Credits):**
  - Examine how sport organizations communicate with target markets
  - Use of mediate devices to consume sporting products
  - Public relations
  - Community relations
  - Television, radio, & print media
  - Growth of the internet and new sport communication technologies

- **SPORT-MGT 623 Sport Marketing**
  - Historical overview of sport marketing
  - The application of marketing principles to the sport enterprise
  - Compares and contrasts the field of sport and life-style marketing with practices and applications of mainstream marketing
  - Explores consumer behavior, branding, sponsorship, and corporate social responsibility in a sport context

- **SPORT-MGT 635 Sport Law**
  - Examine professional and amateur sport organizations as it applies to the law
  - Analyze contract law, tort law, constitutional law, administrative law, antitrust law, labor law, collective bargaining, and arbitration as it relates to sport
  - Identify, analyze and understand legal issues and its ramifications
  - Introduction to case method of training in problem solving, the method upon which law is based

- **SPORT-MGT 680 Strategic Management Issues in the Sport Industry (3-Credits):**
  - Examination of how to build and sustain excellence in sport organizations
  - Case study-based approach to learning about management strategy and policy development for sport organizations
  - Examination of ethical approaches to management in sport industry with particular attention to conflicts of operating commercial enterprises without compromising basic tenets of sport
  - Examination of challenges of managing sport in a global marketplace

- **SPORT-MGT 692A Economics of Sport**
  - Economic analysis of a wide variety of issues affecting the sport industry
  - Examine both professional and college sports
  - Topics include optimal ticket pricing strategies; the effects of free agency and collective bargaining processes on players’ salaries, and the effects of league-wide policies

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\*This is not an exhaustive list of electives. Any courses offered by the Isenberg School of Management that have an appropriate focus on sport management are eligible to count as elective credit towards an Online/Blended MBA with a Focus in Sport Management.
• SPORT-MGT 693A Applied Sport Marketing Research (3-Credits):
  o Market research theory and practice
  o Simulated market research projects
  o How market research is used in sport industry
  o Key issues in market research for sport industry