



UNC CHARLOTTE

The University of North Carolina at Charlotte
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May 19, 2006

Dr. Alan Mabe
Interim Senior Vice President for Academic Affairs
and Vice President for Academic Planning
Office of the President
University of North Carolina
Post Office Box 2688
Chapel Hill, North Carolina 27515-2688

Dear Dr. Mabe:

Enclosed are three requests for authorization to establish new degree programs at UNC Charlotte. These programs are a B.A. in Art History, a B.S. in Construction Management, and an MBA in Sports Marketing and Sports Management.

The proposed bachelor's degrees fall within CIP codes for which UNC Charlotte does not already have programs, so requests are presented using the template of Appendix C to Policy 400.1.1. The proposed MBA program is a new degree program, but it falls within the CIP for our existing MBA. Thus, it is presented using the template of Appendix D.

Thank you for your consideration of these requests. Provost Joan Lorden or I would be pleased to respond to any questions that you may have regarding these requests.

Cordially,

Philip L. Dubois
Chancellor

Enclosure (5 copies of baccalaureate proposals; 1 copy of MBA proposal)

cc: Provost Joan F. Lorden
Dr. Nancy Gutierrez
Dr. Robert E. Johnson
Dr. Claude Lilly

APPENDIX D

THE UNIVERSITY OF NORTH CAROLINA REQUEST FOR AUTHORIZATION TO ESTABLISH A NEW DEGREE PROGRAM IN THE SAME 6-DIGIT CIP CODE AS A CURRENTLY-AUTHORIZED PROGRAM AT THE SAME LEVEL (FORMERLY DESIGNATED AS TRACK)

This form should be used only if the proposed program is in the same 6-digit CIP code as a currently-authorized program at the same degree level and will not require any additional state-appropriated resources.

Constituent Institution: The University of North Carolina at Charlotte

CIP Discipline Specialty Title: Business Administration and Management, General

CIP Discipline Specialty Number: 52.0201 Level: B M 1st Prof D

Exact Title of Proposed Program: MBA in Sport Marketing/Management

Exact Degree Abbreviation (e.g. B.S., B.A., M.A., M.S., Ed.D., Ph.D.): MBA

Proposed date to establish degree program (allow at least 3-6 months for proposal review):

month August year 2007

Do you plan to offer the proposed program away from campus *during the first year of operation*?

Yes No

If so, complete the form to be used to request establishment of a distance education program and submit it along with this request.

Not applicable.

Title(s) of currently established degree program(s) in the same CIP (6-digit) discipline specialty as the proposed new degree program: MBA

I. DESCRIPTION OF THE PROPOSED NEW DEGREE PROGRAM

A. Describe the proposed new degree program, including the curriculum and total hours required.

The proposed new degree program is designed to develop leaders in sport by combining business and marketing skills to be applied in a variety of sports from motorsports to professional team sports to individual sports. It is a 2-year MBA program focused on sport. The new degree program will require the same prerequisites for the MBA (for non-business undergraduates), the MBA common body of knowledge (CBK) as prescribed by AACSB, and 21 hours of specialized courses in Sport Marketing/Management. (See Exhibit 1 for the curriculum and Exhibit 2 for new course descriptions.)

B. List the educational objectives of the new degree program.

1. To provide students with courses, coursework, and an internship that will enable them to develop a successful career in a specific sport industry – either in marketing or management of sport.
2. To develop leadership skills in marketing and management of sport organizations with exceptional skills in financial, analytical, and ethical decision making.
3. To produce graduates with a passion for sport, a rigorous foundation in business and marketing/management, and a keen knowledge of business practices.

C. List the institutions in North Carolina operating similar degree programs and indicate their five-year history of enrollments and degrees awarded (using the format below for each institution). Also list any consultant reports, committee findings, and simulations (cost, enrollment shift, induced course load matrix, etc.) generated in planning the proposed program.

See Table 1 for a 5-year history of enrollments in master's-level Business Administration and Management, General (CIP=52.0201) degree programs in the state and Table 2 for the number of students who have graduated from these programs over the past five years.

Table 1
ENROLLMENT IN MBA PROGRAMS

			Academic Year												
			Fall 99	Spr 00	Fall 00	Spr 01	Fall 01	Spr 02	Fall 02	Spr 03	Fall 03	Spr 04	Fall 04	Spr 05	Fall 05
ASU	520201 Business Administration and Management, General	107 MBA	99	56	44	43	50	47	46	38	17	13	23	18	29
ECU	520201 Business Administration and Management, General	107 MBA	314	296	302	298	344	360	383	390	439	413	432	438	457
FSU	520201 Business Administration and Management, General	107 MBA	35	36	28	28	22	21	19	26	34	30	32	35	54
NCA&T	520201 Business Administration and Management, General	123 MS	43	56	48	30	27	20	24	20	24
NCCU	520201 Business Administration and Management, General	107 MBA	30	34	36	40	54	58	73	76	66	54	60	63	64
NCSU	520201 Business Administration and Management, General	107 MBA	209	176	262	228	296	267	312
		123 MS	222	178	201	175	198	173
UNC-CH	520201 Business Administration and Management, General	107 MBA	696	731	705	718	713	756	793	813	792	845	793	844	802
UNC-C	520201 Business Administration and Management, General	107 MBA	396	396	365	335	372	383	365	361	333	314	310	290	325
UNC-G	520201 Business Administration and Management, General	107 MBA	219	206	194	184	203	195	198	209	225	222	231	229	228
UNC-P	520201 Business Administration and Management, General	107 MBA	35	50	43	32	35	33	38	48	28	32	31	29	24
UNC-W	520201 Business Administration and Management, General	107 MBA	113	109	82	83	67	65	72	68	65	86	99	93	103
WCU	520201 Business Administration and Management, General	107 MBA	96	94	115	109	126	114	132	113	144	133	133	111	130
WSSU	520201 Business Administration and Management, General	107 MBA	15	17	29	30	27	30	40

Table 1 (continued)
TOTAL ENROLLMENT IN MBA PROGRAMS
UNC SYSTEM

			Academic Year												
			Fall 99	Spr 00	Fall 00	Spr 01	Fall 01	Spr 02	Fall 02	Spr 03	Fall 03	Spr 04	Fall 04	Spr 05	Fall 05
UNC Total	520201 Business Administration and Management, General	107 MBA	2033	2008	1914	1870	1986	2032	2343	2335	2434	2400	2467	2447	2568
		123 MS	222	178	201	175	241	229	48	30	27	20	24	20	24
		Total	2255	2186	2115	2045	2227	2261	2391	2365	2461	2420	2491	2467	2592
Total			2255	2186	2115	2045	2227	2261	2391	2365	2461	2420	2491	2467	2592

Table 2
MBA DEGREES AWARDED
UNC SYSTEM

			Academic Year					
			1999-2000	2000-2001	2001-2002	2002-2003	2003-2004	2004-2005
ASU	520201 Business Administration and Management, General	107 MBA	49	33	40	34	31	9
ECU	520201 Business Administration and Management, General	107 MBA	95	112	103	127	159	150
FSU	520201 Business Administration and Management, General	107 MBA	17	21	9	8	11	17
NCA&T	520201 Business Administration and Management, General	123 MS	.	.	.	7	11	6
NCCU	520201 Business Administration and Management, General	107 MBA	8	13	14	24	22	25
NCSU	520201 Business Administration and Management, General	107 MBA	.	.	49	68	73	95
		123 MS	81	76	18	.	.	.
UNC-CH	520201 Business Administration and Management, General	107 MBA	295	358	384	389	390	409
UNC-C	520201 Business Administration and Management, General	107 MBA	121	116	98	112	99	107
UNC-G	520201 Business Administration and Management, General	107 MBA	84	74	81	64	92	73
UNC-P	520201 Business Administration and Management, General	107 MBA	6	4	7	20	9	9
UNC-W	520201 Business Administration and Management, General	107 MBA	53	54	28	34	33	31
WCU	520201 Business Administration and Management, General	107 MBA	44	34	53	39	61	52
WSSU	520201 Business Administration and Management, General	107 MBA	4

Table 2 (continued)
TOTAL MBA DEGREES AWARDED
UNC SYSTEM

			Academic Year					
			1999-2000	2000-2001	2001-2002	2002-2003	2003-2004	2004-2005
UNC Total	520201 Business Administration and Management, General	107 MBA	772	819	866	919	980	981
		123 MS	81	76	18	7	11	6
		Total	853	895	884	926	991	987
Total			853	895	884	926	991	987

D. Indicate how this proposed new degree program differs from the program(s) currently authorized at this level and in this 6-digit CIP code and the probable effect on enrollment in the existing program(s). Include the curriculum of both the proposed degree program and the existing program(s). (The curriculum should be sufficiently different from the existing program to justify separate degree program status, while exhibiting sufficient commonality to justify classification in the same six-digit CIP code.)

The primary difference between the MBA program and the MBA in Sport program is in the number of hours of electives. The sport program has been designed to provide a solid, graduate business education with a heavy emphasis on marketing and management for the sport industry. The traditional MBA requires four courses (12 hours) of electives and no internship. The MBA in Sport requires an additional 21 hours of both required and elective courses in sport – including a 6-hour internship. Sport programs at other competitive universities have this same increase in hours over the traditional MBA.

Although the MBA in Sport contains the same CBK as MBA courses taken by Belk College MBA students, three of the eight CBK courses have been specifically applied to sport. Prerequisites for the MBA in Sport are nearly identical to those required of traditional MBAs (see Exhibit 3). Only Business Law (1 hour) is not required of the MBA in Sport students before entering the actual MBA CBK courses; however, a 3-hour Sport Law course covers the topics included in Business Law plus the applications of business law and other laws to sport. The traditional MBA curriculum has a 1-hour course that includes Business Ethics; the MBA in Sport incorporates ethics in all courses but particularly in the Sport Strategy capstone course. All other core courses cover the same functional topics. Thus, the programs are virtually the same for the prerequisites and the CBK. The difference between the two is in the additional hours for sport-related required and elective courses and the internship in the MBA in Sport.

The MBA in Sport will recruit nationally for the first class of 15 students. Enrollment in the program will be controlled for placement and quality reasons. The number of individuals who want to work in the sport industry is greater than the number of positions available. Many of the sport marketing/management programs limit enrollment (for example, Arizona State enrolls only 12 students per year).

II. JUSTIFICATION FOR THE PROGRAM

A. 1. Indicate the relation of the proposed program to the institutional mission and strategic plan.

Two of UNC Charlotte's goals acknowledge our special responsibility to build the intellectual capital of this region. Goal 1: "To enhance educational opportunities at the baccalaureate, master's, and doctoral level that are responsive to the intellectual, cultural, and economic needs of the region" and Goal 4: "To respond to regional needs and contribute to the economic future of the region through leadership in service, research, and education and through partnerships with public, private, and non-profit organizations" are particularly pertinent to this proposal for an MBA in Sport program.

In Fall 2004 the General Assembly of North Carolina authorized a study, "North Carolina Motorsports Test Research Complex Project." Its purpose was to determine whether there was a need for government-funded testing and research facilities in the state. The Planning Committee for the Project, chaired by Tim Belk, CEO, Belk, Inc., hired Muhleman Marketing of Charlotte and Automotive Consulting Group of Ann Arbor to conduct the research.

The Committee's report was released on February 8, 2006, and recommended that "The State of North Carolina should create policies to enhance the economic environment for new and existing Motorsports test facilities, but the State should not plan, construct nor operate a major test facility for the Motorsports industry" because of its key finding: "The research clearly indicates skilled labor and professional talent is the 'anchor' that currently ties the Motorsports industry to the state. To maintain a competitive edge in this rapidly changing industry, North Carolina must ensure the availability of appropriately educated and trained manpower." Its rationale: "Continued leadership [in motorsports] requires initiatives from educational institutions, *especially University and College leadership in engineering, technology, marketing and business.*" (Emphasis added)

There are several undergraduate programs in the region but there are no graduate programs in the State of North Carolina that are housed in a College of Business and focused on sport marketing and business. The MBA in Sport at UNC Charlotte has been specifically designed to meet the need for employees trained in business and marketing as expressed by the General Assembly's Planning Committee and to be competitive with the dozen other sport programs in the United States that are AACSB-accredited. Because we have additional sports in the region (professional football, basketball, golf, hockey, and baseball as well as collegiate and amateur sport), the MBA in Sport will not be totally focused on motorsports; however, students will have the opportunity to tailor all aspects of the program toward a specific sport, if they choose to do so, through class projects, papers, and the internship. We fully expect that individuals with a passion for motorsports would choose a program at UNC Charlotte – in the heart

of motorsports – over several better known competitors that do not have our unique location.

2. Indicate student demand and demand for graduates, citing manpower needs in North Carolina and elsewhere.

Extensive research revealed that there are 127 sport marketing or management programs in the United States, most of which are not in colleges or schools of business. Exhibit 4 lists the 103 programs not in colleges/schools of business. Of those, 17 percent are in Human and Health Performance, 57 percent in Education and Physical Education, 14 percent in Graduate School and Office of Professional Development, and 7 percent are in Arts and Sciences.

Exhibit 5 lists the 24 programs that are housed in colleges/schools of business or are joint degrees with a college/school of business. Because accreditation is critically important in colleges/schools of business, Exhibit 5 has been divided into AACSB accredited programs and non-accredited programs.

None of the current programs in the State of North Carolina (or the three-state region) offers a sport program that is within a college or school of business. Exhibit 6 lists and provides information about the programs in North Carolina/South Carolina/Virginia universities, both public and private. Exhibit 7 provides characteristics of the national programs that are AACSB accredited. UNC Charlotte’s MBA in Sport has been designed to be competitive with these national programs that are AACSB accredited.

The Planning Committee for the North Carolina Motorsports Testing and Research Complex Project commissioned the “Economic Impacts of Motorsports Industry on the North Carolina Economy” study that identified Marketing and Retailing (retailing is a distribution component of marketing) as responsible for 15.5 percent of the nearly \$6 billion motorsports industry in the state. In 2005, marketing accounted for 16.2 percent of the jobs in motorsports in the state.

B. Enrollment (graduate students only)

1. Describe the likely sources of students who will enroll in the program.

The MBA in Sport from UNC Charlotte has been designed to be a nationally-recognized program and expects to accept only the top students academically who have a sincere passion for sport. Because of the high concentration of motorsport teams and peripheral products and services in our region, plus the NASCAR Hall of Fame, we expect students who are interested in motorsport and live in motorsport areas (North Carolina, Georgia, Florida, Alabama, Virginia, California, Kansas, etc) to be major sources of students.

2. Project headcount enrollment for four years, giving the basis for the projections:

Enrollment will be limited to 15 students each Fall (30 students in the program) to match demand and to ensure that the students all have outstanding internship experiences in the area. Students may choose an internship away from Charlotte, but the fact that we can offer fifteen, high-quality internships and students do not have to relocate is another competitive advantage for our program.

Because 15 students will be accepted into the program each academic year and they will be involved in a lock-step program, these projections are fairly accurate. Attrition will be minimal because of the personal attention provided to this small group of exceptionally qualified students.

	Year 1 (2007-2008)	Year 2 (2008-2009)	Year 3 (2009-2010)	Year 4 (2010-2011)
Full-time	15	30	30	30
Part-time	—	—	—	—
Totals	15	30	30	30

Please indicate the anticipated steady-state headcount enrollment after four years:

Full-time 30 Part-time Total 30

SCH production (graduate students *only*). Use the format in the chart below to project the SCH production for four years. Explain how projections were derived from enrollment projections (see UNC website for a list of disciplines comprising each of the four categories).

Year 1	Student Credit Hours (SCH)		
Program Category	UG	Master's	Doctoral
Category I			
Category II		360	
Category III			
Category IV			

Year 2	Student Credit Hours (SCH)		
Program Category	UG	Master's	Doctoral
Category I			
Category II		630	
Category III			
Category IV			

Year 3	Student Credit Hours (SCH)		
Program Category	UG	Master's	Doctoral
Category I			
Category II		630	
Category III			
Category IV			

Year 4	Student Credit Hours (SCH)		
Program Category	UG	Master's	Doctoral
Category I			
Category II		630	
Category III			
Category IV			

III. FACULTY

- A. List the names of persons now on the faculty who will be directly involved in the proposed program. Provide complete information on each faculty member's education, teaching experience, research experience, publications, and experience in the direction of student research, with the number of theses and dissertations directed for graduate programs. The official roster forms approved by SACS can be submitted rather than actual faculty vita.**

Current faculty interested in teaching courses in this program include:

Fred Campbell, PhD, Clinical Professor in Marketing
Robert Roundtree, PhD, Assistant Professor in Marketing (Fall 2006)
Tom Stevenson, PhD, Cullen Professor in Marketing
Alan Shao, PhD, NC Ports Professor in Marketing
Linda Swayne, PhD, Professor in Marketing
Richard Zuber, PhD, Professor in Economics
Moutaz Khouja, PhD, Professor in Operations Management
Antonis Stylianou, PhD, Professor in Business Information Systems
Chandra Subramanian, PhD, Assistant Professor in Business Information Systems
Frances Fabian, PhD, Assistant Professor in Management
Ed Jernigan, PhD, Associate Professor in Management

(see Exhibit 8 for a full listing)

- B. Project the need for new faculty for the proposed program for the first four years. If the teaching responsibilities for the proposed program will be absorbed in part or in whole by the present faculty, explain how this will be done without weakening existing programs.**

Three additional faculty in Marketing will be required. By severely limiting the electives, we can manage the first year with two additional faculty members (2007-08). The third faculty member will need to be hired for 2008-09.

- C. If acquisition of new faculty will require additional funds, please explain where and how these funds will be obtained.**

A new faculty member in the area of sports marketing has been hired. He will start July 1, 2006. In addition, it is anticipated that at least two other faculty members will be hired in the area of either sport marketing or sport management.

D. Please explain how the program will affect faculty activity, including course load, public service activity and scholarly research.

The newly hired faculty will be committed to graduate education (we have only one course in sport marketing at the undergraduate level). New hires will be on the research track and have a 2/2 load. They will be involved with sport within the community and will be heavily involved in scholarly activity.

As an exercise in "event" management and to contribute to our community, the students as a group will volunteer with the UNC Charlotte Intramural program's support of "Senior Games" held on campus. Bringing seniors to campus is an excellent way to build bridges with a growing segment of the population. Faculty will be involved in the supervision of the students, making a significant contribution to the community.

IV. LIBRARY

A. Provide a statement as to the adequacy of present library holdings for the proposed program.

The statement of library holdings for the MBA in Sport from Jeanie Welch is attached as Exhibit 9.

B. State how the library will be improved to meet new program requirements for the next five years. The explanation should discuss the need for books, periodicals, reference material, primary source material, etc. What additional library support must be added to areas supporting the proposed program?

Few textbooks are written for sport marketing as it is a relatively new field of study -- especially in a college or school of business. The textbooks that are available have been written primarily for undergraduates (representing a larger market). In addition, for graduate education in this field, the course materials need to be very current. Therefore, students will be most involved with journals and sport publications that are typically available online. Our library subscriptions provide excellent access to these online materials.

C. Discuss the use of other institutional libraries.

Our access through NC Live to "online holdings" of other universities is extensive, accessible to students and faculty 24/7, and easy to use.

V. FACILITIES AND EQUIPMENT

A. Describe facilities available for the proposed program.

When the UNC Charlotte Uptown Building is completed in 2007-08 (projected), it will provide excellent space. Until that time, a large conference room in the Friday building will serve as an excellent seminar room.

B. Describe the effect of this new program on existing facilities and indicate whether they will be adequate, both at the commencement of the program and during the next decade.

The Uptown facility, once completed, will be adequate for a decade or more.

C. Discuss any information technology services needed and/or available.

This program will need access to master classrooms. Ideally, students should be required to have their own laptop when they enter the program. This need will be greatest when they are involved in the internship.

D. Discuss sources of financial support for any new facilities and equipment.

The Belk College invests heavily in technology on a continuing basis. Because its investment is ongoing, the technical needs for this program will be met from current resources.

VI. BUDGET

If this new degree program will require additional resources, complete this section, keeping in mind no new state-appropriated funds may be requested. If no new funds are needed, disregard this section.

Provide estimates (using the attached form) of the additional costs required to implement the program and identify the proposed sources of the additional funds required. Prepare a budget schedule for each of the first three years of the program, indicating the account number and name for all additional amounts required. Identify EPA and SPA positions immediately below the account listing. New SPA positions should be listed at the first step in the salary range using the SPA classification rates currently in effect. Identify any large or specialized equipment and any unusual supplies requirements.

For purposes of the second and third year estimates, project faculty and SPA position rates and fringe benefits rates at first year levels. Include the continuation of previous year(s) costs in second and third year estimates.

SUMMARY OF ESTIMATED ADDITIONAL COSTS FOR PROPOSED PROGRAM/TRACK

<i>Institution</i>	<u>UNC Charlotte</u>	<i>Date</i>	<u>April 12, 2006</u>
<i>Program (API#, Name, Level)</i>	<u>52.0201 MBA in Sports Management and Marketing</u>		
<i>Degree(s) to be Granted</i>	<u>Master of Business Administration</u>	<i>Program Year</i>	<u>2007-08</u>

ADDITIONAL FUNDING REQUIRED - BY SOURCE

	Reallocation of Present Institutional Resources	Enrollment Increase Funds	Federal/State or Other Non-state Funds (Identify)	New Allocations	Total
<u>101 Regular Term Instruction</u>					
1210 SPA Regular Salaries					\$0
1110 EPA Non-teaching Salaries					0
1310 EPA Academic Salaries	345,000	0	0		345,000
New Full Professor	180,000				
New Associate Professor	135,000				
Adjunct Faculty	6,000				
Graduate Assistants (3 @ \$8,000)	24,000				
1810 Social Security	26,393		0		26,393
1820 State Retirement	35,154				35,154
1830 Medical Insurance (3432*X)	6,864				6,864
2000 Supplies and Materials	1,200				1,200
2300 Educational Supplies	600				600
2600 Office Supplies	600				600
3000 Current Services	30,000				30,000
3200 Communications	28,000				
3400 Printing & Binding	2,000				
5000 Capital Outlay (Equipment)	8,000				8,000
5100 Office Equipment	4,000				
5200 EDP Equipment	4,000				
TOTAL Regular Term Instruction	\$452,611	\$0	\$0	\$0	\$452,611
<u>151 Libraries</u>					
5000 Capital Outlay (Equipment)		0			0
5600 Library Book/Journal					
TOTAL Libraries	\$0	\$0	\$0	\$0	\$0
<u>189 General Institutional Support</u>					
2000 Supplies and Materials					0
2600 Office Supplies					
3000 Current Services					0
3200 Communications					
3400 Printing & Binding					
5000 Capital Outlay (Equipment)					0
5100 Office Equipment					
5200 EDP Equipment					
TOTAL General Inst. Support	\$0	\$0	\$0	\$0	\$0
TOTAL ADDITIONAL COSTS	\$452,611	\$0	\$0	\$0	\$452,611

Projected Funding for New Degree Program
Master of Business Administration in Sports Management and Marketing
Regular Term 2008-2009
(Based on 2007-2008 Change in Student Credit Hours)

Program Category	Change in Student Credit Hours			Instructional - Position Funding Factors			Instructional Positions Required		
	Undergrad	Masters	Doctoral	Undergrad	Masters	Doctoral	Undergrad	Masters	Doctoral
Category I				708.64	169.52	115.56	0.000	0.000	0.000
Category II		360		535.74	303.93	110.16	0.000	1.184	0.000
Category III				406.24	186.23	109.86	0.000	0.000	0.000
Category IV				232.25	90.17	80.91	0.000	0.000	0.000

Fringe rates for staff
FICA @ 7.65%
Retirement @ 06.82%
Medical @ \$3,748

Fringes for faculty salaries
FICA @ 7.65%
Retirement @ 11.16%
Medical @ \$3,748

\$5,907
 \$8,617
 \$4,439
\$18,964

Total Positions Required	1.184
Instructional - Position Salary Rate	(FY 02) <u>\$65,191</u>
101-1310 Instructional Salary Amount	\$77,218
Other Academic Costs	44.89300% <u>34,665</u>
Purpose 101 Total Academic Requirements	\$111,883
Purpose 151 Library	11.48462% 12,849
Purposes 152, 160, 170 180 General Instit Support	54.04980% 60,472
Neg Adj Factor	50.00000% n/a
In-state SCHs	0
Financial Aid (in-state)	67.99800% <u>0</u>
Total Requirements	<u>\$185,204</u>

SUMMARY OF ESTIMATED ADDITIONAL COSTS FOR PROPOSED PROGRAM/TRACK

<i>Institution</i>	UNC Charlotte	<i>Date</i>	April 12, 2006
<i>Program (API#, Name, Level)</i>	52.0201 MBA in Sports Management and Marketing		
<i>Degree(s) to be Granted</i>	Master of Business Administration	<i>Program Year</i>	2008-09

ADDITIONAL FUNDING REQUIRED - BY SOURCE

	Reallocation of Present Institutional Resources	Enrollment Increase Funds	Federal/State or Other Non-state Funds (Identify)	New Allocations	Total
<u>101 Regular Term Instruction</u>					
1210 SPA Regular Salaries					\$0
1110 EPA Non-teaching Salaries					0
1310 EPA Academic Salaries	81,782	77,218	0		159,000
New Associate Professor	57,782	77,218			
Graduate Assistants (3 @ \$8,000)	24,000				
1810 Social Security	6,256	5,907	0		12,163
1820 State Retirement	6,449	8,617			15,066
1830 Medical Insurance	0	4,439			4,439
2000 Supplies and Materials		3,702			3,702
2300 Educational Supplies		2,202			
2600 Office Supplies		1,500			
3000 Current Services		10,000			10,000
3100 Travel					
3200 Communications		10,000			
3400 Printing & Binding					
5000 Capital Outlay (Equipment)		2,000			2,000
5100 Office Equipment		2,000			
5200 EDP Equipment					
TOTAL Regular Term Instruction	\$94,487	\$111,883	\$0	\$0	\$206,370
<u>151 Libraries</u>					
5000 Capital Outlay (Equipment)		12,849			12,849
5600 Library Book/Journal		12,849			
TOTAL Libraries	\$0	\$12,849	\$0	\$0	\$12,849
<u>189 General Institutional Support</u>					
2000 Supplies and Materials		20,200			20,200
2600 Office Supplies		20,200			
3000 Current Services		20,200			20,200
3200 Communications		10,100			
3400 Printing & Binding		10,100			
5000 Capital Outlay (Equipment)		20,072			20,072
5100 Office Equipment		10,000			
5200 EDP Equipment		10,072			
TOTAL General Inst. Support	\$0	\$60,472	\$0	\$0	\$60,472
TOTAL ADDITIONAL COSTS	\$94,487	\$185,204	\$0	\$0	\$279,691

Projected Funding for New Degree Program
Master of Business Administration in Sports Management and Marketing
Regular Term 2009-2010
(Based on 2008-2009 Change in Student Credit Hours)

Program Category	Change in Student Credit Hours			Instructional - Position Funding Factors			Instructional Positions Required		
	Undergrad	Masters	Doctoral	Undergrad	Masters	Doctoral	Undergrad	Masters	Doctoral
Category I				708.64	169.52	115.56	0.000	0.000	0.000
Category II		270		535.74	303.93	110.16	0.000	0.888	0.000
Category III				406.24	186.23	109.86	0.000	0.000	0.000
Category IV				232.25	90.17	80.91	0.000	0.000	0.000

Fringe rates for staff
FICA @ 7.65%
Retirement @ 06.82%
Medical @ \$3,748

Fringes for faculty salaries
FICA @ 7.65%
Retirement @ 11.16%
Medical @ \$3,748

\$4,430
\$6,463
\$3,330

\$14,223

Total Positions Required	0.888
Instructional - Position Salary Rate	(FY 02) <u>\$65,191</u>
101-1310 Instructional Salary Amount	\$57,913
Other Academic Costs	44.89300% <u>25,999</u>
Purpose 101 Total Academic Requirements	\$83,912
Purpose 151 Library	11.48462% 9,637
Purposes 152, 160, 170 180 General Instit Support	54.04980% 45,354
Neg Adj Factor	50.00000% n/a
In-state SCHs	0
Financial Aid (in-state)	67.99800% <u>0</u>
Total Requirements	<u>\$138,903</u>

SUMMARY OF ESTIMATED ADDITIONAL COSTS FOR PROPOSED PROGRAM/TRACK

Institution UNC Charlotte *Date* April 12, 2006
Program (API#, Name, Level) 52.0201 MBA in Sports Management and Marketing
Degree(s) to be Granted Master of Business Administration *Program Year* 2009-10

ADDITIONAL FUNDING REQUIRED - BY SOURCE

	Reallocation of Present Institutional Resources	Enrollment Increase Funds	Federal/State or Other Non- state Funds (Identify)	New Allocations	Total
<u>101 Regular Term Instruction</u>					
1210 SPA Regular Salaries					\$0
1110 EPA Non-teaching Salaries					0
1310 EPA Academic Salaries	0	57,913	0		57,913
Adjunct Faculty and Lecturer		57,913			
1810 Social Security	0	4,430	0		4,430
1820 State Retirement	0	6,463			6,463
1830 Medical Insurance		3,330			3,330
2000 Supplies and Materials		2,776			2,776
2300 Educational Supplies		1,776			
2600 Office Supplies		1,000			
3000 Current Services		4,000			4,000
3100 Travel		1,000			
3200 Communications		2,000			
3400 Printing & Binding		1,000			
5000 Capital Outlay (Equipment)		5,000			5,000
5100 Office Equipment		2,000			
5200 EDP Equipment		3,000			
TOTAL Regular Term Instruction	\$0	\$83,912	\$0	\$0	\$83,912
<u>151 Libraries</u>					
5000 Capital Outlay (Equipment)		9,637			9,637
5600 Library Book/Journal		9,637			
TOTAL Libraries	\$0	\$9,637	\$0	\$0	\$9,637
<u>189 General Institutional Support</u>					
2000 Supplies and Materials		15,100			15,100
2600 Office Supplies		15,100			
3000 Current Services		15,100			15,100
3200 Communications		7,550			
3400 Printing & Binding		7,550			
5000 Capital Outlay (Equipment)		15,154			15,154
5100 Office Equipment		500			
5200 EDP Equipment		14,654			
TOTAL General Inst. Support	\$0	\$45,354	\$0	\$0	\$45,354
TOTAL ADDITIONAL COSTS	\$0	\$138,903	\$0	\$0	\$138,903

Date basic degree program was established: Fall 1970

Proposed date of initiation of proposed new degree program: Fall 2007

This request to establish a new program has been reviewed and approved by the appropriate campus committees and authorities.

Chancellor Philip Ambrose 5/18/06

EXHIBITS

EXHIBIT 1: Sport MBA 2-year Curriculum Plan

EXHIBIT 2: MBAS Course Description for the Catalog

EXHIBIT 3: Comparison of UNC Charlotte MBA and Sport MBA

EXHIBIT 4: List of all graduate programs related to Sports Marketing/Management
(not in colleges or schools of Business)

EXHIBIT 5: List of graduate programs based in Colleges/Schools of Business
(separated by AACSB accreditation)

EXHIBIT 6: List of graduate programs in North Carolina, South Carolina, and Virginia

EXHIBIT 7: Comparison of National Programs in AACSB Colleges/Schools

EXHIBIT 8: Summary of Library holdings

EXHIBIT 1
SPORT MBA 2-YEAR CURRICULUM

SPORT MBA

Preparatory Component

Pre-Summer

Foundations of Microeconomics (2)
Foundations of Macroeconomics (1)
Fundamentals of Financial Accounting & Financial Management (3)
Business Statistics (2)
Quantitative Analysis in Business (1)

1st Year Fall

Functional Component

Sport Law (3)
Organizational Leadership & Behavior I (3)
Services Operations (3)
Managerial Accounting (3)

1st Year Spring

Functional Component

Sport Economics (3)
Financial Management (3)
Internet & Technology in Sport (3)
Marketing Management (3)

Summer I

Marketing of Sport (3)
Marketing through Sport (3)

2nd Year Fall

Choose 2 (1.5 hours each):

Management of Motorsports (1.5)
Management of Professional Team Sports (1.5)
Management of Individual Sports/Facilities/Events
(1.5)
Negotiations: Agents/Athletes/Sponsors (1.5)

**Electives choose some combination that totals 6
hours):**

Professional Selling in Sport (1.5)
Sport Promotions (1.5)
Global Sport (1.5)
Contemporary Issues in Sport (1.5)
Entrepreneurship (3)
Human Resources Management (3)
Marketing Research (3)

Sport Strategy (3)

2nd Year Spring

Internship (6)

Summer II

Internship (continued)
Graduation Reception and Dinner July 1st

Total Hours 57/48

EXHIBIT 2
Sport MBA
Course Descriptions

MBAD 6209 Management of Service Operations (3) This course focuses on the challenges of managing service operations. The major topics covered are those critical to achieving operational excellence, including the design and delivery of services, service productivity, revenue management, risk management, customer contact management, service quality and customer retention, capacity management, and demand management. The course uses cases, readings, lectures and problem-solving tools to provide students with an understanding of these topics. *(Fall)*

MBAS 6300 Sport Law (3) The application of law to sport, both professional and amateur, including topics such as Federal antitrust law, employment law, labor law and collective bargaining; constitutional law (especially 1st, 4th, and 14th amendments); in depth analysis of contract law including but not limited to licensing, sponsorship, agency, and broadcast agreements; torts, liabilities, and risk management; and an analysis of Title IX, discrimination. *(Fall)*

MBAS 6310 Sport Economics (3) Prerequisite: MBAD 5112 and 5113 or equivalent. Economic concepts in the decision-making process as applied to sport. Topics include demand and supply analysis and market structure in sports; market efficiency issues in sports; salary and ticket pricing issues in sports; economic impact studies of sports; and labor market studies in sports including collective bargaining agreements and discrimination. Regression analysis will be covered and used in this course. *(Spring)*

MBAS 6320 Internet and Technology in Sports Management (3) The course explores the use of information technology in sports management. Technologies used in sports marketing, communicating with and gathering information from fans (e.g., Internet technologies), selling tickets, and supporting managerial decision making (e.g., decision support systems, customer relationship management, data mining, etc.) are examined. Additional topics include security and the use of sport specific software, such as Paciolan. *(Spring)*

MBAD 6131 Managerial Accounting (3) Prerequisite: MBAD 5131 or equivalent. This course deals with using accounting information for strategic, tactical, and operating decisions with a focus on strategic cost management. Emphasis is on using cost and other management accounting information in making sound decisions, its effect on managerial behavior, and its use in formulating and implementing strategy, and issues of design and operation of management control systems including the intended and unintended consequences of performance measurement. *(Fall, Spring)*

MBAD 6152 Financial Management (3) Prerequisite: MBAD 5131 or equivalent. Theory and practice of corporate finance including asset management, cost of capital and capital budgeting, optimization problems and socio-economic aspects of financial management. Computer technology may be employed when applicable. *(Fall, Spring)*

MBAD 6161 Organization Leadership & Behavior (3) Behavioral knowledge and skills essential to becoming an effective manager/leader including behavior and motivation in an environment of complexity and rapid change and ethical implications of actions and their effects on demographically diverse and increasingly international work force. *(Fall, Spring)*

MBAD 6171 Marketing Management (3) A managerial approach to strategic marketing decision-making. Topics include promotional strategy, channels of distribution, demand analysis and pricing, e-marketing, and international marketing. Case studies, readings and simulations are used. *(Fall, Spring)*

MBAS 6361 Management of Motorsport (1.5) Prerequisite: MBAD 6161. The application of management concepts and theories to motorsports including leadership, structure, and human resources, especially labor relations. History of motorsports management including the role and impact of media. Ownership, governance and governing bodies in motorsports, their authority and functions; eligibility requirements, and sanctions and appeals processes. *(Fall)*

MBAS 6362 Management of Professional Team Sports (1.5) Prerequisite: MBAD 6161. The application of management concepts and theories to the professional team's franchise including leadership, organizational design, and human resources, especially labor relations. History of professional team sports management in the United States and the world. Ownership, governance and governing bodies in professional sports including league organizations (major and minor), their authority and functions; eligibility requirements, and sanctions and appeals processes. In addition, the role and impact of television on professional team sports management will be explored. *(Fall)*

MBAS 6363 Management of Individual Sports/Facilities/Events (1.5) Prerequisite: MBAD 6161. History of management of major individual competitive sports such as golf, tennis, boxing; in the United States and the world. Managing the individual athlete and the individual as a brand. Management of sport facilities' finance, design, and operation including tax support, fund raising through bonds, PSLs, luxury boxes and premium seating; ticket sales and concessions; security, and risk management. Managing community, entertainment, and sporting events for success in public and private venues. *(Fall)*

MBAS 6364 Global Sport Management (1.5) Incorporates the marketing and management of international play. Includes the history, growth, and impact of the Olympics, international leagues, and import/export of sports and players/athletes. Additionally, the international business environment and the use of sport sponsorship will be explored in the international context. *(Fall)*

MBAS 6371 Marketing of Sport (3) Prerequisite: MBAD 6171. Marketing concepts and practices applied to the marketing of sport products and services to the sport consumer. Emphasis on strategic marketing planning. Strategies to segment markets and identify customers; generate revenue, fan loyalty, and build the brand; collect and use marketing research data; promotional strategies including endorsements and sponsorships; pricing strategies (ticket prices) for sport teams/individuals in competition. *(Summer)*

MBAS 6372 Marketing through Sport (3) Prerequisite: MBAD 6171. Using sport to market other products and services for gain through sponsorship, licensing, venue naming, endorsements, and events to leverage brand awareness and loyalty, image and positioning, community responsibility, and employee pride and motivation. Incorporating sport into an integrated marketing plan. *(Summer)*

MBAS 6373 Professional Selling in Sport (1.5) An overview of skills and knowledge involved in individual selling and key account management. Emphasis on sales technique and strategic account management and their applications in the sport industry. Includes managing the ticket sales process and selling sport sponsorships, events, and promotions. *(Fall)*

MBAS 6374 Negotiating with Agents/Athletes/Sponsors (1.5) Prerequisites: MBAS 6371 and 6372. From a management perspective, negotiating with agents, athletes, owners, and sponsors to achieve win/win and build long-term, profitable relationships. Develop negotiations skills in the context of dealing with the athletes/drivers or the athletes'/drivers' agents and with sponsors or licensees. Considerations to include exclusivity, cost/benefit analysis, loyalty and longevity, switching costs/benefits, fan response and behavior. *(Fall)*

MBAS 6375 Sport Promotions (1.5) Prerequisites: MBAS 6371 and 6372. An integrated marketing communications (IMC) approach to development of promotional strategy including advertising and media; sales promotions such as give-aways, contests, etc.; personal selling; public relations; and direct marketing. *(Fall)*

MBAS 6399 Sport Strategy (3) Prerequisite: All first year MBAD and MBAS classes. An integrative seminar designed to incorporate all skills and knowledge from previous courses in planning corporate objectives to build and sustain competitive advantage in sport and sponsoring organizations. Emphasis on ability to identify issues and problems of the organization as a whole, explore alternatives, and make recommendations. The professional sport manager as ethical decision maker will be incorporated into a variety of case studies that expose students to multiple real-life decision making situations in sport. *(Fall)*

MBAD 6191 Entrepreneurship (3) Prerequisites: MBAD 6131, 6152, 6171, or permission of the MBA director. An examination of entrepreneurship and entrepreneurs. Focus on planning the start-up of a fast-growth enterprise with the aim of rewarding the founders and initial investors with significant capital gains. Extensive use of case studies will provide a background of classroom activities to assist students in the preparation of a detailed plan for the hypothetical start-up of a fast-growth firm. *(On demand)*

MBAD 6163 Human Resource Management (3) Prerequisite: MBAD 6161. An examination of the current critical issues and strategic questions associated with managing employees. Case material, readings and audiovisual material will be used to stimulate discussion of the most important and strategic questions to be tackled by general managers today and in the future in the relationship between management and workers. *(Fall, Spring)*

MBAD 6172 Marketing Research (3) Prerequisite: MBAD 6171. Planning, execution and evaluation of marketing research activities. Emphasis on the techniques and methodology used in the collection, analysis and interpretation of economic, demographic and sociological data for use in marketing decision making. *(Fall)*

MBAS 6400 Internship in Sport Marketing/Management (6) Internship is the final requirement in the program and allows the student to apply the knowledge gained in the classroom to a structured experience in the sport industry. Students will work full-time for six months (January through June) to gain hands-on experience and to enable them to make a significant contribution to the organization. Individuals with prior experience in sport marketing or management may not be required to do an internship. Pass/No credit. *(Spring, Summer)*

MBAS 6890 Directed Individual Study (1.5) Provides the student an opportunity to work with a faculty member on a specific research topic or to engage in further in-depth study that is not available in current course offerings. A proposal is required and must be agreed to by the faculty member supervising the study before submitting the proposal to the Director of the Sport MBA program for approval. *(On demand)*

MBAS 7090 Contemporary Topics in Sport (1.5) The focus will be on a cutting-edge practice, current issue, or significant trend in the sport industry that impacts marketing, financing, managing, or operating the sport enterprise. Topics will vary. May be repeated for credit for different topics. *(On demand)*

MBAD 7999 Master's Degree Graduate Residence (1) See Department for more information. *(On demand)*

EXHIBIT 3
MBA VS. MBAS CURRICULUM COMPARISON

MBA	MBAS
<p style="text-align: center;"><u>Preparatory Component</u></p> <p>Foundations of Microeconomics (2) Foundations of Macroeconomics (1) Fundamentals of Financial Accounting & Financial Management (3) Business Statistics (2) Quantitative Analysis in Business (1) Legal Environment in Business (1)</p>	<p style="text-align: center;"><u>Preparatory Component</u></p> <p>Foundations of Microeconomics (2) Foundations of Macroeconomics (1) Fundamentals of Financial Accounting & Financial Management (3) Business Statistics (2) Quantitative Analysis in Business (1) —</p>
10 hours	9 hours
<p style="text-align: center;"><u>Functional Component</u></p> <p style="text-align: center;">—</p> <p>Leadership, Ethics, & the Business Environment Seminar (1) The Economics of Business Decisions (3) Business Information Systems (3) Managerial Accounting (3) Operations Management (3) Financial Management (3) Organizational Leadership & Behavior I (3) Marketing Management (3) Management Strategy (3)</p>	<p style="text-align: center;"><u>Functional Component</u></p> <p style="text-align: center;">Sport Law (3)</p> <p style="text-align: center;">—</p> <p>Sport Economics (3) Internet & Technology in Sport (3) Managerial Accounting (3) Services Operations (3) Financial Management (3) Organizational Leadership & Behavior (3)I Marketing Management (3) Sport Strategy (3)</p>
25 hours	27 hours
<p style="text-align: center;"><u>MBA Concentrations</u></p> <p>4 courses required 10 Concentrations Available</p>	<p style="text-align: center;"><u>Sport Courses</u></p> <p>Marketing of Sport (3) Marketing through Sport (3)</p> <p>Choose 2 (3 hours): Management of Motorsports (1.5) Management of Professional Team Sports (1.5) Management of Individual Sports/Facilities/Events (1.5) Negotiations: Agents/Athletes/Sponsors (1.5)</p> <p>Electives: (choose 6 hours): Professional Selling in Sport (1.5) Sport Promotions (1.5) Global Sport (1.5) Contemporary Issues in Sport (1.5) Entrepreneurship (3) Human Resources Management (3) Marketing Research (3)</p> <p style="text-align: center;"><u>Internship (6)</u></p>
12 hours	21 hours
Total: 47/37 hours	Total: 57/48 hours

EXHIBIT 4
SPORT MANAGEMENT PROGRAMS NOT ASSOCIATED WITH
COLLEGES OR SCHOOLS OF BUSINESS *

NASSM **	Institution	Degree	Program Title	College
• • —	American Military University	MA	Sport Management	Online
• • —	American Public University	MA	Sport Management	Online
— • —	Appalachian State University	MA	Sport Management	Closed
	Ashland University	MS/Ed	Sport Education	College of Education
	Ball State University	MA/MS	Sport Management	School of Physical Education
— A —	Baylor University	MS Ed.	Sport Management Specialist	College of Education
	Belmont University	MSA	Sports Administration	Graduate School
• — —	Bemidji State University	MS	Sports Studies	School of Graduate Studies
A A —	Bowling Green State University	M Ed	Sport Administration	Education & Human Development
— • —	California State University Long Beach	MA	Sport Management	College of Health & Human Services
— • —	California Baptist University	MS	Sport Management	College of Arts & Science
— • —	Canisius College	MS	Sport Administration	Education & Human Services
• • —	Central Michigan University	M Ed	Sport Administration	College of Education
• — —	Cleveland State University	M Ed	Sport Management	Education & Human Services
	Delaware State University	MS	Sports Administration	College of Education & Sport Science
— A —	East Carolina State University	MA	Sport Management	Health & Human Performance
• — —	East Kentucky University	MS	Sport Administration	College of Health & Science
• • —	East Stroudsburg University	MS	Sport Management	College of Graduate Studies
	East Tennessee State University	MA	Sport Management	College of Education
	Florida A & M University	MS	Physical Education	College of Education
• A A	Florida State University	MS	Sport Management	College of Education
A A —	Georgia Southern University	MS	Sport Management	College of Health & Human Science
— A —	Georgia State University	MS	Sports Administration	College of Education
• • —	Grambling State University	MS	Sports Administration	College of Health & Human Science
	Henderson State University	MS	Sports Administration	College of Education
• • —	High Point University	MS	Sports Studies	Office of Graduate Studies
	Howard University	MS	Sport Management	Graduate School
— • —	Idaho State University	MS	Athletic Administration	College of Education
— • —	Illinois State University	MS	Sport Management	School of Kinesiology & Recreation

EXHIBIT 4 (continued)
SPORT MANAGEMENT PROGRAMS NOT ASSOCIATED WITH
COLLEGES OR SCHOOLS OF BUSINESS *

NASSM	Institution	Degree	Program Title	College
• A —	Indiana University	MS/MA	Sport Management	Heath, Physical Ed. & Recreation
• • —	Indiana University of Pennsylvania	MS	Sport Science	Health, Physical Ed. & Recreation
A — —	Ithaca College	MS	Sport Management	Health Science & Human Performance
• • —	James Madison University	MA	Sport Studies	Integrated Science & Technology
• • —	Kent State University	MA	Sport Recreation Management	School of Exercise & Leisure Sport
— • —	Louisiana State University	MS	Sport Management	College of Education
• • —	Marshall University	MS	Sport Management	Education & Human Services
— • —	Middle Tennessee State University	MS	Sport Management	Health & Human Performance
• A —	Minnesota State University	MA/MS	Sports Administration	College of Allied Health & Nursing
— • —	Mississippi State University	MS	Sport Management	College of Education
A — —	Missouri Baptist University	MSE	Sport Management	Heath & Sport Sciences
— • —	Montana State University	MA	Sport Management	College of Allied Health Professions
A • —	Morehead State University	MA	Sport Management	College of Education
A A —	Neumann College	MS	Sport Management	Graduate School
• • —	New York University	MS	Sports Business	Continuing Professional Studies
• • —	North Carolina State University	MS	Sport Management	College of Natural Resources
• • —	Northern Illinois University	MS	Sport Management	College of Education
— • —	Northwestern University	MA	Sport Management, Marketing	School of Continuing Studies
	Nova Southeastern University	MS/Ed.	Sport Management	College of Education
• • •	Ohio State University	MA	Sports Administration Education	Physical Activity & Ed. Services
A A —	Old Dominion University	MS/Ed	Sport Management	College of Education
• • —	San Jose State University	MA	Sport Management	College of Human Performance
— • —	Seattle Pacific University	MS	Sport Management	Closed
A • —	Slippery Rock University	MS	Sport Management	School of Graduate Studies
	Southeast Missouri State University	MA	Athletic Administration	College of Health & Human Services
• • —	Southern Illinois University	MS Ed	Sport Studies	College of Education
A • —	Springfield College	M Ed./MS	Sport Management	College of Education
• • —	Southwest Oklahoma State University	M Ed.	Sport Management	College of Education

EXHIBIT 4 (continued)
SPORT MANAGEMENT PROGRAMS NOT ASSOCIATED WITH
COLLEGES OR SCHOOL OF BUSINESS *

NASSM	Institution	Degree	Program Title	College
A A —	Temple University	M Ed.	Sport & Recreation Administration	College of Education
• • •	Texas A & M University	MS	Sport Management	Education & Human Development
— A —	Texas Tech University	MS	Sport Administration	College of Arts & Science
— • •	Texas Women's College	MS	Sports Administration	College of Health Science
• • —	Troy State University	MS	Sport & Fitness Management	School of Health & Human Services
• A A	United States Sports Academy	MA	Sport Management	Graduate Program
	University of Arkansas	M Ed.	Intercollegiate Athletic Leadership	College of Education
• • •	University of Connecticut	MS	Sport Management. & Sociology	School of Education
• • •	University of Florida	M Ed./MS	Sport Management	College of Education
• • —	University of Georgia	MS Ed	Sport Management	College of Education
• • —	University of Houston	MS Ed.	Sport & Fitness Administration	College of Education
	University of Iowa	MA	Sport Studies	College of Liberal Arts & Sciences
— A —	University of Kentucky	MS	Sport Management	College of Education
	University of Las Vegas	MS/M Ed.	Sport Education Leadership	College of Education
A A •	University of Louisville	MA	Sports Administration	Education & Human Development
— • •	University of Maryland	MA	Sport Management	Health & Human Performance
A A A	University of Massachusetts – Amherst	MS	Sport Management	School of Management
A A —	University of Memphis	MS/Ed.	Sport Management	College of Education
• A —	University of Miami	MS/Ed	Sports Administration	College of Education
• • •	University of Michigan (Ann Arbor)	MA	Sport Management	College of Kinesiology
— — —	University of Minnesota	MS	Recreation/Park/ Leisure Studies	Education & Human Development
• — —	University of Nebraska Kearney	M/Ed	Sport Administration	College of Education
• • —	University of New Hampshire	MS	Sport Studies	College of Health & Human Services
— A A	University of New Mexico	MS	Sport Administration	College of Education
• • —	University of New Orleans	MS Ed./MA	Sport Management	Education & Human Development
• • —	University of New York Brockport	MS	Sport Management	School of Arts & Performance
— • —	University of North Carolina Chapel Hill	MA/MS	Sports Administration	College of Arts & Science
— A •	University of Northern Colorado	MS	Sport & Exercise Science	College of Natural & Health Science

EXHIBIT 4 (continued)
SPORT MANAGEMENT PROGRAMS NOT ASSOCIATED WITH
COLLEGES OR SCHOOL OF BUSINESS *

<u>NASSM</u>	<u>Institution</u>	<u>Degree</u>	<u>Program Title</u>	<u>College</u>
— A —	University of Oklahoma	MS	Sport Management	College of Arts & Sciences
	University of the Pacific	MA	Sport Management	College of the Pacific
— • —	University of San Francisco	MA	Sport Management	College of Education
• — —	University of South Carolina	M Ed./MS	Physical Education	College of Education
• • —	University Southern Mississippi	MS	Sport Administration	College of Health
	University of Tennessee - Knoxville	MS	Sport Studies	Education, Health & Human Science
• • A	University of Texas	MS	Sport Management	College of Education
— • —	University of Washington	M Ed.	Intercollegiate Athletic Leadership	College of Education
• A —	University of Wisconsin - La Crosse	MS	Sport Management	College of Science & Health
	Valparaiso University	MS	Sports Administration	College of Arts & Science
• • —	Washington State University	M/Ed.	Athletic Leadership	College of Education
	Wayne State University	MA	Sports Administration	College of Natural & Social Science
A • —	Wayne State College	MS	Sport Management	College of Education
A A —	West Virginia University	MS	Sport Management	College of Physical Education
A — —	Western Carolina University	MS/Ed.	Sport Management	College of Education
— A —	Western Illinois University	MS/Ed.	Sport Management	College of Education
A A —	Wichita State University	M/Ed	Sport Administration	College of Education
• • —	Xavier University	M/Ed.	Sport Administration	College of Education

Total = 103 **Not** Associated with Colleges or Schools of Business: Health & Human Performance = 17%, Education & Physical Education = 57%, Graduate School/Office of Professional Development = 14%, Arts & Sciences = 7%

*** Sources**

Fitness Information Technology at the Division of International Center for Performance Excellence. “Directory of Graduate Programs.” <www.fitinfotech.com>

“A Guide to Sports Degree and Certificate Programs.” *Sports Business Journal*, November 29 – December 5, 2004, pp. 23-29. Volume 7 issue 30. <www.sportsbusinessjournal.com>

“Web Site Directory for Collegiate Programs in Sports Business.” *Sports Business Journal*, December 5-11, 2005, pp. 33-36. Volume 8 issue 31. <www.sportsbusinessjournal.com>

**North American Society for Sport Management, (NAASM) <<http://www.nassm.com/InfoAbout/SportMgmtPrograms>> lists programs and offers an “approval” process: A=approved, • = offers a program, — = program not offered.

EXHIBIT 5: GRADUATE PROGRAMS BASED IN COLLEGES/SCHOOLS OF BUSINESS

<u>NASSM</u>	<u>AACSB</u>	<u>Institution</u>	<u>Degree</u>	<u>Program Title</u>	<u>College</u>
B M PhD					
	Yes	Arizona State University	MBA	Sport Business	Carey School of Business
• • —	Yes	Barry University	MBA/MS*	Sport Management	Andreas School of Business + School of Human Performance
	Yes	University of Central Florida	MBA/MS*	Sport Business Management	College of Business Administration
— • —	Yes	University of Denver	MBA	Sport Management	Daniels College of Business
— • —	Yes	Florida Atlantic University	MBA	Sport Management	College of Business
	Yes	George Washington University	MTA	Sport Management	School of Business
	Yes	Indiana Univ. Bloomington	MBA	Sports & Entertainment	School of Business
	Yes	Marquette University	MBA/JD*	Sport Business	College of Business Administration
A • —	Yes	Ohio University	MBA/MSA*	Sport Administration	College of Health & Human Services + College of Business
• • —	Yes	University of Oregon	MBA	Sport Business	Lundquist College of Business
	Yes	San Diego State University	MBA	Sport Business Management	College of Business
• • —	Yes	Seton Hall University	MBA	Sport Management	Stillman School of Business
— • —	No	University of Dallas	MBA	Sport & Entertainment	Graduate School of Management
• • —	No	University of Incarnate Word	MBA/MAA*	Sport Management	H-E-B School of Business & Administration
	No	Lynn University	MBA	Sport Management	College of Business & Management
• — —	No	Nichols College	MBA	Sport Management	Graduate School of Business
	No	North Central University	MBA	Sport Management & Leadership Specialization	School of Business & Technology Management
A • —	No	University of New Haven	MBA/MS*	Management of Sports Industries	School of Business
A • —	No	Southern New Hampshire University	MBA/MS*	Sports Administration	Graduate School
• • —	No	Robert Morris University	MBA/MS*	Sport Management	School of Business
— • —	No	St. Edwards University	MBA	Sport Management	School of Management & Business
A A —	No	St. Thomas University	MBA	Sports Administration	School of Graduate Programs
— • —	No	University of St. Thomas	MBA	Sport & Entertainment Mgmt	College of Business
• • —	No	Webber International Univ.	MBA	Sport Management	Graduate School of Business

Total = 24 Universities & Colleges involved in MBA/MS Sport Management Programs; 12 are AACSB accredited

*** = Dual Programs**

EXHIBIT 6
GRADUATE PROGRAMS IN NC/SC/VA

<u>NASSM</u>	<u>Institution</u>	<u>Degree</u>	<u>Program Title</u>	<u>College*</u>	<u>Required Hours</u>	<u>Internship/ Practicum</u>
B M PhD						
North Carolina - Public						
— • —	Appalachian State (Dropped)	MA	Sport Management	Health, Leisure & Exercise Science	N/A	N/A
— A —	East Carolina University	MS	Sport Management	Health & Human Performance	36 hours	3 hrs
• — —	NC State University	MS	Parks, Recreation & Tourism w/special projects on Recreational Sport Management	College of Natural Resources	30 hours; Masters of PRTM 36 hours	4 hours (project)
— • —	UNC Chapel Hill	MA	Sport Administration Specialization in Athletic Administration	Arts & Science Dept of Exercise & Sport Science	32 hours	“full time”
A • —	Western Carolina University	MS	Sport Management	Education & Allied Professions	36 hrs	9 hours
North Carolina - Private						
• • —	High Point University	MS	Sport Studies	Sport Studies Graduate Program	30 hours	N/A
South Carolina-Public						
• • —	USC-Columbia	M.A.T I.M.A	Sport & Entertainment Management	Hospitality, Retail, and Sport Management	36 hours	6 hours not required
Virginia - Public						
• • —	James Madison University	MS	Sport & Recreation Management	Graduate and Professional Programs	33 hours	6 hours
A A —	Old Dominion University	MS Ed	Sport Management	College of Education	36 hours	6 hours

* No required courses are offered in the College of Business

EXHIBIT 7
Comparison of National Sport Programs in
AACSB Accredited Colleges/Schools of Business

<u>School</u>	<u>Internship Hours</u>	<u>Hours in Program</u>	<u>Foundation Hours</u>	<u>Time to Completion</u>
Arizona State University	2	50 hours	0	24 months
Barry University	6 (not required)	57/27 MBA	0	N/A
University of Central Florida	6	46.5 hours	10.5	24 months
University of Denver	not required	48 hours	24	N/A
Florida Atlantic University	required but 0 credit	40 hours	12	N/A
George Washington University	3 required	36 hours	9	18 months
Indiana University Bloomington	not required	54 hours	15	24 months
Marquette (JD/MBA)	—	40 plus law courses	10	6 years
Ohio University	1 course	114 quarter hours	0	24 months
University of Oregon	optional	81 quarter hours	0	24 months
San Diego State University	6	48	0	18 months
Seton Hall University	6	43	76	18-24 months

EXHIBIT 8

**Faculty Interested in Teaching in the
MBA in Sport Program**

Faculty	PhD degree/from/year	Masters Degree from/year	Bachelors Degree from/year
Fred Campbell	PhD Marketing, UNC Greensboro, 1979	MBA, University of Georgia, 1966	BSBA, Pfeiffer University, 1965
Robert Roundtree	PhD Marketing, University of Illinois –Urbana, 1996	MBA, Wharton, 1986	BBA, Pace University, 1981
Tom Stevenson	PhD Marketing, Case Western Reserve University, 1977	MBA, Syracuse University, 1967	BS, Syracuse University, 1965
Alan Shao	PhD Marketing, University of Alabama, 1989	MBA, Old Dominion, 1983	BS, Old Dominion, 1981
Linda Swayne	PhD Marketing, University of North Texas, 1978	MBA, Stetson University, 1971	BSBA, Stetson University, 1968
Richard Zuber	PhD Economics, University of Kentucky, 1978	MA, University of Kentucky, 1976	BA, Wake Forest University, 1974
Moutaz Khouja	PhD Operations Management, Kent State University, 1991	MBA, University of Toledo, 1986	BS, University of Toledo, 1984
Antonis Stylianou	PhD Business Administration, Kent State University, 1989	MBA, Kent State University, 1983	BBA, Kent State University, 1982
Chandra Subramanian	PhD Information Systems, Univ. of Illinois –Urbana, 2003	Diploma, Indian Institute of Management, 1988	BE, Regional Engineering College of Trichy, 1986
Frances Fabian	PhD Management, University of Texas at Austin, 1997	MPP, Harvard University, 1985	AB, Smith College, 1983
Ed Jernigan	PhD Business Administration, Memphis State University, 1989	MBA, Memphis State University, 1978	BS, Middle Tennessee State University, 1968

EXHIBIT 9

TO: PROF. LINDA SWAYNE, CHAIR, DEPARTMENT OF MARKETING,
BELK COLLEGE OF BUSINESS
FROM: JEANIE M. WELCH, BUSINESS REFERENCE LIBRARIAN
DATE: MARCH 15, 2006
SUBJECT: CONSULTATION ON LIBRARY HOLDINGS

Course/Program: MBA in Sports Marketing and Management

Summary of Librarian's Evaluation of Holdings:

Evaluator: Jeanie M. Welch Date: March 15, 2006

Please Check One:

Holdings are superior _____
Holdings are adequate _____
Holdings are adequate if Dept. purchases additional items. X
Holdings are inadequate _____

Comments: Please see attached.

Jeanie M Welch _____ *3/15/06*
Jeanie M. Welch Date

The library has adequate periodicals to support an MBA in Sports Marketing and Management. Listed below are the major databases and selected peer-reviewed, trade, and law publications for which the library provides full-text electronic access:

Business Source Premier

Journal Title	Full-Text Access
<i>Amusement Business</i>	1995-
<i>Fitness Business Pro</i>	2002-
<i>Journal of Leisure Property</i>	March 2001-
<i>Journal of Leisure Research</i>	1992-
<i>Journal of Sport Tourism</i>	February 2003- (1 yr embargo)
<i>Journal of Sports Management</i>	February 2003 (1 yr embargo)
<i>Leisure Sciences</i>	1998- (1 yr embargo)
<i>Leisure Studies</i>	April 1996- (1 yr embargo)
<i>Managing Leisure</i>	July 1998-
<i>Sporting Goods Business</i>	July 1993-January 2004
<i>Sports Marketing</i>	September 2001-
<i>Sports Marketing Quarterly</i>	March 2000-

LexisNexis Academic

<i>DePaul Journal of Sports Law & Contemporary Issues</i>	2003-
<i>Marquette Sports Law Review (formerly Marquette Sports Law Journal)</i>	1992-
<i>Sports Lawyers Journal</i>	Spring 1995-
<i>Texas Review of Entertainment & Sports Law</i>	Spring 2003-
<i>University of Miami Entertainment & Sports Law Review</i>	1993-
<i>Villanova Sports & Entertainment Law Journal (formerly Villanova Sports & Entertainment Law Forum)</i>	1995-
<i>Virginia Sports & Entertainment Law Journal</i>	2001-

Dissertations Abstracts includes citations to over 300 dissertations on sports business, sports marketing, and sports management that have been published within the last 5 years. The library provides electronic full-text access to these dissertations.

The library needs to increase the number of monographs in sports marketing and sports management. After consultation with Prof. Ben Russo, Belk College of Business Faculty Liaison, the library will immediately expend approximately \$2,000 to acquire titles from the Directory of Graduate Programs in Sport Management list. In some cases, newer editions of the titles will be ordered. When these titles are received, the library's collection should support this program.

In addition, the library has recently acquired the archives of Mr. T. Taylor Warren, a motorsports journalist and photographer. This is a large collection of motorsports memorabilia that goes back to the late 1940s and early 1950s; this collection is in the process of being organized and cataloged by the Library's Special Collections Department. The library has also established a Motorsports Advisory Committee to expand its holdings in this subject.

Jeanie M. Kelcey
3/15/06