1. **Dean’s Update:**
   Dr. Samant welcomed the group and provided a brief update of the last few months’ activities.

   a) **Departmental Chair Changes:**
      - Charlie Calhoun returning to Accounting & Finance faculty
      - Dave Jaeger will assume the position of Chair of the Accounting & Finance Department
      - Paul Mason returning to Economics & Geography faculty
      - Andres Gallo will assume the position of Chair of the Economics & Geography Department

   b) **Academic Affairs Changes:**
      - Looking for two Associate Provosts
         - Budgets & Personnel
         - Research & Accreditation

   c) **University Budget:**
      - State still working on budget – no decisions yet
      - Cuts anticipated
      - Hope President’s reserves are adequate to cover cuts
      - Poor outlook on the State’s economy

   d) **College Endowments:**
      - There has been a drop for three consecutive years
      - Explained endowment calculations
      - Need to use innovative financing
      - Will take more than a year to bring back up to where it was a year ago
      - **Fundraising Activities:**
         - The dean introduced the Director of Development, Kathy Wohihuter
         - Kathy introduced the new Assistant Director of Development, Sarah Holdstein
         - The Development department is now fully staffed
         - UNF has raised $77.8 million of the $110 million goal for this campaign – 71%
         - CCB has raised $4.4 million of the $8.5 million goal for this campaign – 54%
         - There are many gifts in the pipeline
- $560,000 raised this year – term goal is $100,000 – State will match by 50%
- Took some questions
- Requested leads/referrals

e) Student Leadership Advisory Board (SLAB):
   - Formerly Student Advisory Council
   - Dean asked SLAB to focus on revising Student Code of Conduct
   - SLAB approved unanimously after working on for six months
   - One-page document will be displayed in CCB departments

f) Research Seminars:
   The dean thanked both leaders of the Research Seminars (Sharing Scholarships)
   - Greg Gundlach
   - Reham Eltantawy

g) Faculty Research Recognition:
   The dean reported how pleased he is with the Faculty Research - amazed at the depth and extent

h) Distinguished Business Leader Awards:
   The dean thanked the DBL Award committee and announced 2011 Winners:
   - Linda Sherer, President & CEO
   - John Byers
   - Alumnus - Frank Mackesy, JSO Undersheriff
   - Distinguished Professor – Paul Mason

i) AACSB Accreditation Update:
   - Peer Review Team visit scheduled for January 2013
   - Preparation has begun
   - Gathering information
   - Previous discussion regarding AQ/PQ
   - Dean – keep current standards for faculty at this point

j) CCB Remodel:
   The Dean presented slides.

k) Mission and Vision Statements:
   The dean asked the faculty to look at these “living documents”
   - Continued Faculty input is always welcome
   - Thanked Strategic Planning Committee
   - Presented Mission, Vision and SWOT on slides
2. **College News:**

   Announcements by the Dean:
   a) Introduction of new Assistant Director of Development – Sarah Holdstein
   b) Soaring to Excellence Award winner – Lisa LaPorte
   c) Supply Chain Management Award winners:
      - Sharon Cobb
      - John MacArthur

3. **Departmental News:**

   a) **Accounting & Finance – Charlie Calhoun:**
      - Faculty is active in Research and committee attendance
      - Three faculty members leading Study Abroad courses
        - Parvez Ahmed – Turkey
        - Dave Jaeger – Italy
        - Pieter de Jong – Germany
      - Discussion about the possibility of dropping the MAcc Program.
        - Enrollment has dropped
        - Stretched for resources
      - Announced that Sean Davis will join the faculty in the fall.

   b) **Economics and Geography – Paul Mason:**
      - Faculty is active in publishing, research and other service-related activities:
        - Chris Johnson – Clara White Mission
        - Sharon Cobb – Treasurer of CDAG
        - Tommy Coppedge – Home Inspection business with son
      - Teaching is going well
      - Welcome to Andres Gallo as new department chair

   c) **Management – Bruce Kavan:**
      - Thanked department for outstanding year in research and teaching
      - Tenure pending for Saurabh Gupta – Associate Professor
      - Welcome newest Management faculty member – Dong Young Kim
        - Outstanding research productivity – has third paper accepted since coming to UNF
        - Plus two are in review – 5 in one year!

   d) **Marketing & Logistics – Robb Frankel unavailable – Yemisi Bolumole:**
• New visiting faculty member, Teresa Preston, joined Marketing & Logistics in the Spring

e) International Business Flagship – Jeff Michelman:
• Jeff introduced Anne Fugard to talk about Coggin Study Abroad
• Some questions and answers
• Greg Gundlach questioned how Flagship is represented in language skills

f) T&L Flagship – Yermisi Bolumole:
• Successful and busy year
• Fundraising and development is huge priority
• Successful CASE competition
• Working with donors to continue SCM Research Awards
• Thanked Marketing & Logistics and Management departments for participation in Scholarship
  Speaker Series
• T & L is a popular major with community support
• Presented 2010/2011 T & L Flagship Schedule & Program Highlights

4. **Approval of Minutes:**
Minutes from the September 17, 2010 faculty meeting were unanimously approved.

5. **Standing Committee Reports:**
   a) Bylaws (Chair, Stranahan) - Stranahan - Unavailable
      • Bob Schupp addressed a request regarding procedural matters in Article 2, Section 2
        1) Propose that appeals be sent directly to the Dean
           ▪ After some questions and discussion the item was unanimously approved
        2) Request to change name of E-Learning Committee to Technology Enhanced
           Learning Committee
           ▪ Some questions and discussion followed
           ▪ The item passed with a unanimous vote
           ▪ The changes will be reflected in the new bylaws

   b) Continuous Improvement (Chair, Paulraj)
      • Brief update – preliminary meeting only

   c) e-Learning (Chair, Gupta)
      • Working on promoting online hybrid courses
      • Drafting guidelines of qualifications for courses

   d) Graduate Curriculum (Chair, Williamson)
- Steven Williamson spoke briefly re. the coursework for the Sports Management Major (see APC Attachment’)

- Jay Coleman proposed an amendment to offer a 6000-level course in the College of Business
  - Looking to pick up some of their students to add to MBA – their program, our degree
  - After some discussion, the item passed with one opposing vote.

e) Scholarship (Co-chairs, Tanner and Wohlhuter) – Tanner - Unavailable
  - Hubert Gill announced that the committee will meet on April 21st

f) Strategic Planning (Co-chairs, Bates and Naslund): No report
  - Technology (Chair, Baynard) – Baynard Unavailable): No report

g) Undergraduate Curriculum (Co-chairs, Michelman and Baker):
  - Propose that SPC4034 (Speech for Professionals) be changed to a Communications
    requirement that could be tailored to meet individual major’s needs. After some discussion, the
    item passed with a unanimous vote.

  - Additional Item for Graduate Curriculum Committee:
    - Graduate Course in Derivatives (Information previously distributed to faculty). After some
      discussion, the item passed with a unanimous vote.

6. **Emergency Procedures Review – Cheryl Campbell:**

   a) Emergency Advisors are Doug Titus, Ron Devis, Paul Mason and Cheryl Campbell
      - Lead clearance of offices and hallways
      - Alarm sounds, lights flash and announcements made over intercom

   b) Option to put phone number in University Code Red Alert System
      - Suggest using cell phone number

   c) Emotionally troubled students
      - Report to Department Chairs & Cheryl to call Counseling Center in advance so that they
        will know how to talk to these students
      - Advisors trained to handle
      - Taking very seriously in light of Virginia Tech and other incidences
      - Students returning from war – Post Traumatic Stress Syndrome
      - Privacy of students protected
      - FERPA violations
      - Thanked staff
      - Homer Bates reiterated seriousness of Safety issues
7. **Announcements:**
   - Coggin College Graduate Hooding Ceremony (scheduled for Friday, April 29, 2011 @ 9:30 am in the Student Union Ballroom)
   - Coggin College Events Calendar: One calendar – to prevent overlap of events – Betty handling
   - Coggin College Shirts
     - College to provide one shirt to each faculty/staff member
     - Handled by electronic vote – Michelle handling
     - Shirts available for trying on in Dean’s Suite

8. **Other Business:**
   The Dean announced that Jeff Steagall has accepted a position as dean at Weber State University in Utah after having been with UNF for 21 years. He presented him with a plaque and announced that there would be a Farewell reception on Friday, April 22nd.

9. **Q&A: The dean solicited questions:**
   - Janice Donaldson announced that SBDC received the Millionaire Star Award from ORSP
   - One out of three principal investigators at UNF to bring in more than $1 million in outside contracts and grants in FY2009-2010
   - SBDC on pace in 2011 to bring in an additional $350,000.
   - Meeting adjourned

---

1 Sports Management Major APC Packet
### CONTACT INFORMATION (SECTION A)

1. Institution Name  
   University of North Florida

2. Institution Code  
   009841

3. CIP

4. Name of Instructional Unit or Department  
   Leadership, Counseling, and Instructional Technology

5. Unit or Department Number  
   692700

6. Discipline (SMA)

7. Name  
   Jennifer J. Kane

8. Telephone  
   904-620-2495

9. E-mail  
   jkane@unf.edu

To Be Completed By SCNS Staff Only (Approved Course Classification):

### COURSE INFORMATION (SECTION B)

1. Subject Prefix  
   SPM

2. Course level  
   6

3. Number (optional)  
   XXX

4. Lab code  
   None

5. Lab fee:  
   Select

6. For fixed credits, enter #:  
   3

   For variable credits, enter:  
   Min: Max

7. If repeatable for credit, enter:  
   Max # times:  Max # credits:

8. For combined lecture/lab, distribute:  
   Lecture credit:  Lab credit:

9. Title:  
   Ethics and Issues in Sport

10. Fixed or Variable Title?  
    Fixed

11a. Preferred Abbreviated Title  
    Ethics and Issues in Sport  
11b. Preferred Effective Term (yyyymm):  
    201008

12. Course Used in Program Type (check all that apply):  
    □ Baccalaureate  □ Graduate  □ Other -

13. Program/Course Attributes (check all that apply, see instructions for required signatures):
    □ a. Communications – GE
    □ b. Mathematics – GE
    □ c. Social Sciences – GE
    □ d. Humanities – GE
    □ e. Natural Sciences - GE
    □ f. Honors
    □ g. Cultural Diversity
    □ h. Foreign Language requirement
    □ i. Foreign Culture
    □ j. Gordon Writing:
    □ k. Gordon Math
    □ l. Other:

14. Primary Instructional Method:  
    Lecture

15. Distance Learning Techniques:  
    □ Check here if all or part of this course is taught using distance education techniques.

16. Enrollment Restrictions:
    □ Check here if restrictions are required. Indicate these below.

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*Updated 9/05*
COURSE OUTLINE (SECTION C)

1. Prerequisites (course no. & abbreviated title):
   SPM 5XXX: Foundations of Sport Management

2. Co-requisites (course no. & abbreviated title):
   SPM 5XXX: Foundations of Sport Management

3. Course Description (up to 840 characters and must be in complete sentences):
   The purpose of this course is to promote critical evaluation of contemporary issues impacting the sport industry, as well as to encourage deeper thinking in regards to analyzing ethical concepts and applications associated with sport, and personal application. Through detailed examination of one's philosophy, clarifying values and refining personal, social, and ethical reasoning as associated with contemporary issues of interest, this course addresses matters within sport settings that may affect sport stakeholders and society.

4. Course objectives/Learning outcomes:
   Upon completion of this course students will be able to:
   1. Identify and examine the value of considerations and discussion of contemporary issues impacting and shaping the sport industry.
   2. Understand relevant and higher-level concepts associated with contemporary critical issues of sport.
   3. Demonstrate methods for critical analysis of contemporary sport issues and ethical decision making.
   4. Identify individual beliefs and compare those with differing points of view.

5. Methods of Evaluation:
   Letter grades

6. Proposed textbooks/journals:
### COURSE IMPACT (SECTION D)

1. **Does this course replace or equate to another existing course?**
   - No
   - If yes, course replaces or equates to the following [list course number(s) & title(s)]:

2. **Does this course resemble or significantly overlap an existing course at UNF?**
   - No
   - If yes, justification for new course in relation to existing course(s):

   [Please provide correspondence from other affected units indicating their support or opposition to this submission. Deans of affected units must sign this APC form.]

3. **Does this course affect or change any program of study (in your unit or other units)?**
   - Yes
   - If yes, affected programs include: [submit APC 3 forms to illustrate program changes.]
     - MEd in Educational Leadership

   [Please provide correspondence from other affected units indicating their support or opposition to this submission. Deans of affected units must sign this APC form.]

4. **Anticipated Frequency of Course Offering:**
   - One Semester/Year

5. **Anticipated enrollment per offering:**
   - 25

6. **List names and positions of faculty who will teach this course:**
   - Dr. Jason Lee, Assistant Professor
   - Dr. Jennifer Kane, Associate Professor
   - Dr. Kristi Sweeney, Assistant Professor
   - Dr. E. Newton Jackson, Professor

7. **Check next to any additional resources needed to offer this course:**
   - [ ] New full-time faculty
   - [ ] New part-time faculty
   - [ ] Other personnel
   - [ ] Equipment
   - [ ] Other

   The APC approval process does not depend on the status of resources. Approval for resources is independent of the APC process. Contact Academic Affairs or other appropriate funding sources for procedures.

8. **For resources checked in D.7, please summarize and justify these resource requirements including dollar amounts:**
### Contact Information (Section A)

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**Faculty Contact:**

<table>
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<tr>
<th>7. Name</th>
<th>8. Telephone</th>
<th>9. E-mail</th>
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</thead>
<tbody>
<tr>
<td>Jennifer J. Kane</td>
<td>904-629-2495</td>
<td><a href="mailto:jkane@unf.edu">jkane@unf.edu</a></td>
</tr>
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**To Be Completed By SCNS Staff Only (Approved Course Classification):**

### Course Information (Section B)

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<td>Lecture credit:</td>
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<th>10. Fixed or Variable Title?</th>
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11a. Preferred Abbreviated Title **Sport Finance**

11b. Preferred Effective Term (yyyy/mm): 2010/08

12. Course Used in Program Type (check all that apply): [ ] Baccalaureate [ ] Graduate [ ] Other

13. Program/Course Attributes (check all that apply, see instructions for required signatures):

- [ ] a. Communications – GE
- [ ] b. Mathematics – GE
- [ ] c. Social Sciences – GE
- [ ] d. Humanities – GE
- [ ] e. Natural Sciences - GE
- [ ] f. Honors
- [ ] g. Cultural Diversity
- [ ] h. Foreign Language requirement
- [ ] i. Foreign Culture
- [ ] j. Gordon Writing:
- [ ] k. Gordon Math
- [ ] l. Other:

14. Primary Instructional Method: **Lecture**

15. Distance Learning Techniques:

- [ ] Check here if all or part of this course is taught using distance education techniques.

16. Enrollment Restrictions:

- [ ] Check here if restrictions are required. Indicate these below.

- **Incl/Excl:** Include **Type:** Major **Restriction:** Athletic Administration Concentration
- **Incl/Excl:** Select **Type:** Select **Restriction:**
- **Incl/Excl:** Select **Type:** Select **Restriction:**
- **Incl/Excl:** Select **Type:** Select **Restriction:**
COURSE OUTLINE (SECTION C)

1. Prerequisites (course no. & abbreviated title):
   SPM 5XXX: Foundations of Sport Management

2. Co-requisites (course no. & abbreviated title):
   SPM 5XXX: Foundations of Sport Management

3. Course Description (up to 840 characters and must be in complete sentences):
   This course provides students information concerning financial matters and business issues relating to the sport industry. Of particular importance is acquiring an awareness and understanding of basic financial responsibilities of sport administrators, managers, and coaches. The information presented should enable the student to develop a working vocabulary of significant financial terms along with financial concepts and issues that have particular reference to sport, the management of sport programs, and the sport industry.

4. Course objectives/Learning outcomes:
   Upon completion of this course students should be able to
   1. Define terminology pertaining to sport finance and management.
   2. Demonstrate knowledge of sport business financial concepts, including financial research.
   3. Discuss financial situations at municipal, secondary, intercollegiate, professional, and non-profit entities.
   4. Explain financial challenges facing the sport industry.
   5. Explain the importance of budgeting in sport.
   6. Implement revenue generation through ticket sales, admissions, merchandise and concession sales, and licensing.
   7. Explain the importance of sponsorship.
   8. Identify the problems and benefits associated with conducting economic impact analysis.
   9. Discuss concepts involved with public subsidization of sport.

5. Methods of Evaluation:
   Letter grades

6. Proposed textbooks/journals:
   Street and Smith's Sport Business Journal.
COURSE IMPACT (SECTION D)

1. Does this course replace or equate to another existing course?
   - No
   - If yes, course replaces or equates to the following [list course number(s) & title(s)]:

2. Does this course resemble or significantly overlap an existing course at UNF?
   - No
   - If yes, justification for new course in relation to existing course(s):

   [Please provide correspondence from other affected units indicating their support or opposition to this submission. Deans of affected units must sign this APC form.]

3. Does this course affect or change any program of study (in your unit or other units)?
   - Yes
   - If yes, affected programs include: [submit APC 3 forms to illustrate program changes.]
     - MED in Educational Leadership

   [Please provide correspondence from other affected units indicating their support or opposition to this submission. Deans of affected units must sign this APC form.]

4. Anticipated Frequency of Course Offering: One Semester/Year
5. Anticipated enrollment per offering: 25

6. List names and positions of faculty who will teach this course:
   - Dr. Kristi Sweeney, Assistant Professor

7. Check next to any additional resources needed to offer this course:
   - [ ] New full-time faculty
   - [ ] New part-time faculty
   - [ ] Other personnel
   - [ ] Equipment
   - [ ] Other

   The APC approval process does not depend on the status of resources. Approval for resources is independent of the APC process. Contact Academic Affairs or other appropriate funding sources for procedures.

8. For resources checked in D.7, please summarize and justify these resource requirements including dollar amounts:
### CONTACT INFORMATION (SECTION A)

1. Institution Name  
   University of North Florida
2. Institution Code  
   009841
3. CIP
4. Name of Instructional Unit or Department  
   Department of Leadership, Counseling, and Instructional Technology
5. Unit or Department Number  
   5927000
6. Discipline (SMA)

Faculty Contact:
7. Name – Jennifer J. Kane
8. Telephone – 904-620-2465
9. E-mail – jkane@unf.edu

To Be Completed By SCNS Staff Only (Approved Course Classification): 

### COURSE INFORMATION (SECTION B)

1. Subject Prefix  
   SPM
2. Course level  
   6
3. Number (optional)  
   XXX
4. Lab code  
   None
5. Lab fee.  
   Select
6. For fixed credits, enter #: 3
   For variable credits, enter:
   Min Max
7. If repeatable for credit, enter:
   Max # times: Max # credits:
8. For combined lecture/lab, distribute:
   Lecture credit: Lab credit:
9. Title: Marketing and Promotions in Sport
10. Fixed or Variable Title? Fixed
11a. Preferred Abbreviated Title  
    Mkt and Promo in Sport
11b. Preferred Effective Term (yyyy-mm): 201008
12. Course Used in Program Type (check all that apply): ☑ Baccalaureate  ☑ Graduate  ☐ Other -
13. Program/Course Attributes (check all that apply, see instructions for required signatures):
   - ☑ Communications – GE
   - ☑ Mathematics – GE
   - ☑ Social Sciences – GE
   - ☑ Humanities – GE
   - ☑ Natural Sciences - GE
   - ☑ Honors
   - ☑ Cultural Diversity
   - ☑ Foreign Language requirement
   - ☑ Foreign Culture
   - ☑ Gordon Writing:
   - ☑ Gordon Math
   - ☑ Other:
14. Primary Instructional Method: Lecture
15. Distance Learning Techniques:
   - ☑ Check here if all or part of this course is taught using distance education techniques.
16. Enrollment Restrictions:
   - ☑ Check here if restrictions are required. Indicate these below.
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Updated: 9/09
### COURSE OUTLINE (SECTION C)

1. **Prerequisites (course no. & abbreviated title):**
   
   SPM 5XXX: Foundations of Sport Management

2. **Co-requisites (course no. & abbreviated title):**
   
   SPM 5XXX: Foundations of Sport Management

3. **Course Description (up to 840 characters and must be in complete sentences):**
   
   This course provides students an in-depth examination of the sport marketing mix of product, price, place, promotion, and well as sport marketing strategy and sport marketing research. Students will engage in advanced work in sport marketing and consumer behavior to develop a more rich understanding of how sport organizations generate revenue through sport marketing strategy and research. Students will apply fundamental sport marketing concepts through clinical experiences in the sport industry.

4. **Course objectives/learning outcomes:**

   Upon completion of this course students will be able to:
   1. Describe and apply the fundamental principles of sport marketing to sport participation, sport products, and sport entertainment.
   2. Explain and apply the fundamental sport marketing concepts of product, price, place, and promotions to sport.
   3. Describe, analyze, and apply sport marketing research, strategy, and operations in sport settings.

5. **Methods of Evaluation:**

   Letter grades

6. **Proposed textbooks/journals:**

   Mullin, B. J., Hardy, S., & Sutton, W. A. (2007). Sport marketing (3rd ed.). Champaign, IL: Human Kinetics. Not required but recommended for students who have not had a marketing course prior to taking this one.

   Various research articles and supplemental readings will be utilized throughout the course.
### COURSE IMPACT (SECTION D)

1. Does this course replace or equate to another existing course?
   - No
   - Yes, course replaces or equates to the following [list course number(s) & title(s)]:

2. Does this course resemble or significantly overlap an existing course at UNF?
   - No
   - Yes, justification for new course in relation to existing course(s):

   [Please provide correspondence from other affected units indicating their support or opposition to this submission. Deans of affected units must sign this APC form.]

3. Does this course affect or change any program of study (in your unit or other units)?
   - Yes
   - If yes, affected programs include: [submit APC 3 forms to illustrate program changes.]
   - Med in Educational Leadership

   [Please provide correspondence from other affected units indicating their support or opposition to this submission. Deans of affected units must sign this APC form.]

4. Anticipated Frequency of Course Offering:
   - One Semester/Year

5. Anticipated enrollment per offering: 25

6. List names and positions of faculty who will teach this course:
   - Dr. Jennifer J. Kane, Associate Professor
   - Dr. Jason Lee, Assistant Professor
   - Dr. E. Newton Jackson, Professor
   - Dr. Kristie Sweeney, Assistant Professor

7. Check next to any additional resources needed to offer this course:
   - [ ] New full-time faculty
   - [ ] New part-time faculty
   - [ ] Other personnel
   - [ ] Equipment
   - [ ] Other

8. For resources checked in D.7, please summarize and justify these resource requirements including dollar amounts:

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<td>932100</td>
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Faculty Contact:
- **Name:** Jennifer J. Kane
- **Telephone:** 904-620-2455
- **E-mail:** jkane@unf.edu

To Be Completed By SCNS Staff Only (Approved Course Classification):

### COURSE INFORMATION (SECTION B)

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11a. Preferred Abbreviated Title: **Sport Facility and Risk Mgt**  
11b. Preferred Effective Term (yyyy/mm): **201008**

12. Course Used in Program Type (check all that apply):  
- [ ] Baccalaureate  
- [ ] Graduate  
- [ ] Other -

13. Program/Course Attributes (check all that apply, see instructions for required signatures):
- [ ] Communications - GE
- [ ] Mathematics - GE
- [ ] Social Sciences - GE
- [ ] Humanities - GE
- [ ] Natural Sciences - GE
- [ ] Honors
- [ ] Cultural Diversity
- [ ] Foreign Language requirement
- [ ] Foreign Culture
- [ ] Gordon Writing
- [ ] Gordon Math
- [ ] Other:

14. Primary Instructional Method: **Lecture**

15. Distance Learning Techniques:  
- [ ] Check here if all or part of this course is taught using distance education techniques.

16. Enrollment Restrictions:
- [ ] Check here if restrictions are required. Indicate these below:

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### COURSE OUTLINE (SECTION C)

1. **Prerequisites (course no. & abbreviated title):**
   - SPM 5XXX: Foundations of Sport Management

2. **Co-requisites (course no. & abbreviated title):**
   - SPM 5XXX: Foundations of Sport Management

3. **Course Description (up to 840 characters and must be in complete sentences):**
   - This course provides students a comprehensive knowledge base of sport facility and human resource management. Students will develop an understanding of proper facility planning, construction and utilization, risk management, event administration, house and grounds management, systems management, marketing, finance and personnel issues related to sport facility management. Contemporary issues in sport facility management will be examined as well as the growing responsibilities and risks assumed by those working in sport management. Case study analysis and sport facility visits will be important teaching methodologies for this course.

4. **Course objectives/learning outcomes:**
   - Upon completion of this course students will be able to
     1. Discuss the principles of sport facility planning, construction and utilization.
     2. Describe the risks and legal aspects associated with sport facility management.
     3. Demonstrate through case study analysis an understanding of risk management, house and grounds management, and systems management.
     4. Evaluate personnel and volunteer issues related to sport facility management.
     5. Discuss contemporary issues associated with facility and risk management.

5. **Methods of Evaluation:**
   - Letter grades

6. **Proposed textbooks/journals:**
   - Various readings and journal articles
### COURSE IMPACT (SECTION D)

1. Does this course replace or equate to another existing course?  
   - No  
   - If yes, course replaces or equates to the following [list course number(s) & title(s)]:

2. Does this course resemble or significantly overlap an existing course at UNF?  
   - No  
   - If yes, justification for new course in relation to existing course(s):

   [Please provide correspondence from other affected units indicating their support or opposition to this submission. Deans of affected units must sign this APC form.]

3. Does this course affect or change any program of study (in your unit or other units)?  
   - Yes  
   - If yes, affected programs include: [submit APC 3 forms to illustrate program changes.]
     - MED in Educational Leadership

   [Please provide correspondence from other affected units indicating their support or opposition to this submission. Deans of affected units must sign this APC form.]

4. Anticipated Frequency of Course Offering:
   - [ ] One Semester/Year

5. Anticipated enrollment per offering: 25

6. List names and positions of faculty who will teach this course:
   - Dr. Jennifer J. Kane, Associate Professor
   - Dr. Jason Lee, Assistant Professor
   - Dr. Kristi Sweeney, Assistant Professor
   - Dr. E. Newton Jackson, Professor

7. Check next to any additional resources needed to offer this course:
   - [ ] New full-time faculty
   - [ ] New part-time faculty
   - [ ] Other personnel
   - [ ] Equipment
   - [ ] Other

   The APC approval process does not depend on the status of resources. Approval for resources is independent of the APC process. Contact Academic Affairs or other appropriate funding sources for procedures.

8. For resources checked in D.7, please summarize and justify these resource requirements including dollar amounts:
## CONTACT INFORMATION (SECTION A)

<table>
<thead>
<tr>
<th>1. Institution Name</th>
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<tr>
<td>University of North Florida</td>
<td>09841</td>
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<tr>
<th>4. Name of Instructional Unit or Department</th>
<th>5. Unit or Department Number</th>
<th>6. Discipline (SMA)</th>
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<tbody>
<tr>
<td>Leadership, Counseling, and Instructional Technology</td>
<td>930799</td>
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</tbody>
</table>

Faculty Contact:

7. Name — Jennifer J. Kane  
8. Telephone — 904-620-2465  
9. E-mail — jkane@unf.edu

To Be Completed By SCNS Staff Only (Approved Course Classification):  

## COURSE INFORMATION (SECTION B)

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6. For fixed credits, enter #:  3  
For variable credits, enter:  
Min  
Max  

7. If repeatable for credit, enter  
Max # times:  
Max # credits:  

8. For combined lecture/lab, distribute:  
Lecture credit:  
Lab credit:  

9. Title:  Foundations of Sport Management  
10. Fixed or Variable Title?  Fixed

11a. Preferred Abbreviated Title:  Foundations of Sport Mgt.  
11b. Preferred Effective Term (yyyymm):  201008

12. Course Used in Program Type (check all that apply):  
- Baccalaureate  
- Graduate  
- Other -

13. Program/Course Attributes (check all that apply, see instructions for required signatures):  
- a. Communications – GE  
- b. Mathematics – GE  
- c. Social Sciences – GE  
- d. Humanities – GE  
- e. Natural Sciences - GE  
- f. Honors  
- g. Cultural Diversity  
- h. Foreign Language requirement  
- i. Foreign Culture  
- j. Gordon Writing:  
- k. Gordon Math  
- l. Other:  

14. Primary Instructional Method:  Lecture

15. Distance Learning Techniques:  Check here if all or part of this course is taught using distance education techniques.

16. Enrollment Restrictions:  
- Check here if restrictions are required. Indicate these below.

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<td>Restriction:</td>
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</table>

**Updated 9/05**
### COURSE OUTLINE (SECTION C)

1. Prerequisites (course no. & abbreviated title):  
2. Co-requisites (course no. & abbreviated title):

3. Course Description (up to 840 characters and must be in complete sentences):

   This course provides students who do not have an undergraduate degree in sport management with an overview of sport management. Students will be exposed to the foundations of the following components of sport management: sociocultural aspects in sport, management and leadership in sport, marketing in sport management, ethics in sport management, communication in sport management, budget and finance in sport management, legal aspects of sport management, and economic aspects of sport management, and governance of sport. Students will gain an appreciation of the importance of field experiences in sport management.

4. Course objectives/Learning outcomes:

   Upon completion of this course students will be able to:
   1. Describe the segmentation of the sport industry and the careers available in it.
   2. Demonstrate the importance of field experiences, internships, and volunteer experiences in sport management.
   3. Demonstrate an understanding of the sociocultural issues in sport management.
   4. Define and discuss theories of leadership;
   5. Discuss issues of ethics in sport management.
   6. Identify the foundations of marketing, communication, budget and finance, economic, legal aspects, and governance of sport.

5. Methods of Evaluation:

   Letter grades

6. Proposed textbooks/journals:


   Various readings and journal articles
### COURSE IMPACT (SECTION D)

1. **Does this course replace or equate to another existing course?**
   - **No**
   - If yes, course replaces or equates to the following [list course number(s) & title(s)]:

2. **Does this course resemble or significantly overlap an existing course at UNF?**
   - **No**
   - If yes, justification for new course in relation to existing course(s):

   [Please provide correspondence from other affected units indicating their support or opposition to this submission. Deans of affected units must sign this APC form.]

3. **Does this course affect or change any program of study (in your unit or other units)?**
   - **Yes**
   - If yes, affected programs include: [submit APC 3 forms to illustrate program changes.]
     - MEd in Educational Leadership

   [Please provide correspondence from other affected units indicating their support or opposition to this submission. Deans of affected units must sign this APC form.]

4. **Anticipated Frequency of Course Offering:**
   - **Two Semesters/Year**

5. **Anticipated enrollment per offering:**
   - **25**

6. **List names and positions of faculty who will teach this course:**
   - Dr. Jennifer J. Kane, Associate Professor
   - Dr. Jason Lee, Assistant Professor
   - Dr. Kristi Sweeney, Assistant Professor
   - Dr. E. Newton Jackson, Professor

7. **Check next to any additional resources needed to offer this course:****
   - New full-time faculty
   - New part-time faculty
   - Other personnel
   - Equipment
   - Other

   The APC approval process does not depend on the status of resources. Approval for resources is independent of the APC process. Contact Academic Affairs or other appropriate funding sources for procedures.

8. **For resources checked in D.7, please summarize and justify these resource requirements including dollar amounts:**