

LONG SIGNATURE SHEET

Proposal Number: MBA 3-14-13c



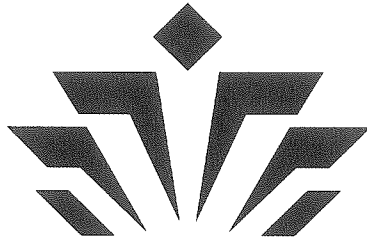
UNC CHARLOTTE

Proposal Title: Elimination of Sports Marketing and Management Concentration in the MBA Program

Originating Department: MBA Program Committee

TYPE OF PROPOSAL: UNDERGRADUATE___ GRADUATE_X_ UNDERGRADUATE & GRADUATE___ (Separate proposals sent to UCCC and Grad. Council)

DATE RECEIV	DATE CONSIDERE	DATE FORWARD	ACTION	SIGNATURES
3-7-13	3-13-13	3-14-13	Approved	<u>MBA DIRECTOR</u>
3-14-13	3-18-13	3-18-13	Approved	<u>COLLEGE CURRICULUM COMMITTEE CHAIR</u>
			Approved	<u>COLLEGE FACULTY CHAIR (if applicable)</u> Rob Roy McGregor
			Approved	<u>COLLEGE DEAN</u> [Steve Ott]
			Approved	<u>GENERAL EDUCATION</u> (for General Education courses) [N/A]
			Approved	<u>UNDERGRADUATE COURSE & CURRICULUM COMMITTEE CHAIR</u> (for undergraduate courses) [N/A]
3/25/13	4/2/13	4/5/13	Approved	<u>GRADUATE COUNCIL CHAIR</u> (for graduate courses) Rob Roy McGregor
			Approved	<u>FACULTY GOVERNANCE ASSISTANT</u> (Faculty Council approval on Consent Calendar)
				<u>FACULTY EXECUTIVE COMMITTEE</u> (if decision is appealed)



UNC CHARLOTTE

LONG FORM COURSE AND CURRICULUM PROPOSAL

To: Belk College Graduate Council Chair

From: Marketing Department

Date: February 21, 2013

Re: Elimination of Sports Marketing and Management concentration in the MBA program

Revised Graduate

Course and Curriculum Proposal from: MBA Program Committee

Title: Elimination of Sports Marketing and Management Concentration in the MBA Program

II. CONTENT OF PROPOSAL

A. PROPOSAL SUMMARY AND CATALOG COPY

1. **SUMMARY:** The Marketing Department proposes to eliminate the Sports Marketing and Management Concentration from the MBA program.

B. JUSTIFICATION

The Master's in Sports Marketing and Management program was eliminated last year and the enrollment is quite low for the Sports Marketing and Management concentration in the MBA program.

The Marketing Department curriculum committee conducts periodic reviews of curriculum offerings with the goal of adding and eliminating courses in response to changing curricular needs as well as responding to student demand. Eliminating the Sports Marketing and Management concentration will improve our program by creating opportunities to develop concentrations that contain course offerings that not only better meet students' professional needs but are also in higher demand.

C. IMPACT

Because the Sports Marketing and Management concentration is chosen by so few students, there is expected to be little or no direct impact from the elimination of the concentration. The Marketing Department's ongoing review of its curriculum is expected to benefit all MBA students as concentration offerings evolve to insure the currency and relevance of MBA concentrations.

D. RESOURCES REQUIRED TO SUPPORT PROPOSAL

No resources are needed to support this proposal/

E. CONSULTATION WITH THE LIBRARY AND OTHER DEPARTMENTS OR UNITS

1. **LIBRARY CONSULTATION.** Since no new courses are proposed, library consultation is not required.
2. **CONSULTATION WITH OTHER DEPARTMENTS OR UNITS.**
The Marketing, Management and Economics Department faculty were all consulted and unanimously approve of this proposal.

F. INITIATION, ATTACHMENTS AND CONSIDERATION OF THE PROPOSAL

1. ORIGINATING UNIT. MBA Program Committee

2. OTHER CONSIDERING UNITS

- i. MBA Program Committee
The MBA Program committee unanimously approved this proposal on March 1, 2013.
- ii. Belk College Graduate Council
- iii. Belk College Faculty
- iv. Graduate Council

G. ATTACHMENTS

1. CONSULTATION:

- i. Consultation with Marketing Department Faculty.
- ii. Consultation with the Management Department Faculty.
- iii. Consultation with the Economics Department Faculty.
- iv. Library consultation not required since no new courses proposed for this concentration.

2. PROGRAM OUTLINE: No outline attached as this proposal concerns the elimination of a concentration.

3. PROPOSED CATALOG COPY:

II. Concentration and Elective Component (12 credit hours)

Students complete twelve hours of elective courses specified for a concentration. Students may enroll in electives as soon as they complete the prerequisites for each course. MBAD 6890 (Directed Individual Study) and MBAD 7090 (Special Topics in Business) may be included in a concentration with permission of the MBA Director and the related department.

Concentration and elective requirements:

Applied Investments Management

Required courses:

- MBAD 5158 Student Managed Investment Fund I (3)
- MBAD 5159 Student Managed Investment Fund II (3)
- MBAD 6153 Investment Management (3)
- MBAD 6157 Advanced Corporate Finance (3)

Business Analytics

Required Courses:

- MBAD 6201 Data and Knowledge Management (3)
- MBAD 6122 Decision Modeling and Analysis via Spreadsheets (3)
- MBAD 6207 Business Project Management (3)

Plus one of the following courses:

- MBAD 6202 Business Information Systems: Analysis, Design, and Management (3)
- MBAD 6203 Information Systems Economics, Strategy, and Policy (3)
- MBAD 6204 Business Data Communications (3)
- MBAD 6208 Supply Chain Management (3)
- MBAD 6172 Marketing Research (3)
- MBAD 6177 Pricing and Positioning Strategy (3)
- MBAD 7090 Special Topics in Business: Advanced Analytics (3)
- ECON 6112 Graduate Econometrics (3)
- ECON 6218 Business and Economic Forecasting (3)

Business Finance

Required courses:

- MBAD 6153 Investment Management (3)
- MBAD 6157 Advanced Corporate Finance (3)

Plus two of the following courses:

- MBAD 6151 Financial Institutions and Markets (3)
- MBAD 6154 Applied Business Finance (3)
- MBAD 6155 Multinational Finance (3)

Financial Institutions/Commercial Banking

Required courses:

- MBAD 6153 Investment Management (3)
- MBAD 6156 Commercial Bank Management (3)
- MBAD 6157 Advanced Corporate Finance (3)

Plus one of the following courses:

- MBAD 6151 Financial Institutions and Markets (3)
- MBAD 6155 Multinational Finance (3)

Global Business

Required courses:

- MBAD 6193 Global Business Environment (3)
- MBAD 6197 Managing Multinational Enterprise (3)
- Plus one course involving MBA-approved international study or travel (3)

And one of the following courses:

- MBAD 6155 Multinational Finance (3)
- MBAD 6174 Global Marketing (3)

Information and Technology Management

Required courses:

- MBAD 6201 Data and Knowledge Management in Business (3)
- MBAD 6202 Business Info Systems Development (3)

Plus two of the following courses:

- MBAD 6203 Information Systems Economics, Strategy, and Policy (3)
- MBAD 6204 Business Data Communications (3)
- MBAD 6122 Decision Modeling and Analysis via Spreadsheets (3)
- MBAD 6207 Business Project Management (3)

Management

Choose four of the required courses:

- MBAD 6162 Leadership in Organizations (3)
- MBAD 6163 Human Resource Management (3)
- MBAD 6164 Executive Communication (3)
- MBAD 6165 Negotiation and Conflict Management (3)
- MBAD 6166 Ethics and Global Capitalism (3)
- MBAD 6191 Entrepreneurship (3)
- MBAD 6192 Business Ethics and Corporate Responsibility (3)
- MBAD 6193 Global Business Environment (3)
- MBAD 6197 Managing Multinational Enterprise (3)
- MBAD 6207 Business Project Management

Marketing

Choose four of the required courses:

- MBAD 6172 Marketing Research (3)
- MBAD 6173 Promotional Strategy (3)
- MBAD 6174 Global Marketing (3)
- MBAD 6176 Consumer Behavior (3)
- MBAD 6371 Marketing of Sports (3)
- MBAD 6361 Management of Motorsports (1.5) and MBAD 6362 Management of Professional Team Sports (1.5)

Real Estate Finance and Development

Required courses:

- MBAD 6158 Real Estate Finance & Investment (3)
- MBAD 6159 Real Estate Development (3)

Plus two of the following courses:

- MBAD 6160 Real Estate Capital Markets (3)
- MBAD 6258 Site Feasibility Analysis (3)
- MBAD 6259 Applied Real Estate Development (3)

~~Sports Marketing and Management~~

~~Required Courses:~~

- ~~• MBAD 6310 Sports Economics (3)~~
- ~~• MBAD 6361 Management of Motorsports (1.5)~~
- ~~• MBAD 6362 Management of Professional Team Sports (1.5)~~
- ~~• MBAD 6371 Marketing of Sports (3)~~

~~Plus one of the following courses:~~

- ~~• MBAD 6163 Human Resource Management (3)~~
- ~~• MBAD 6165 Negotiation and Conflict Management (3)~~
- ~~• MBAD 6172 Marketing Research (3)~~
- ~~• MBAD 6191 Entrepreneurship (3)~~
- ~~• MBAD 6890 Directed Individual Study (3)*~~

~~**This is an optional Directed Individual Study internship. Students have the option to participate in an internship as a directed individual study with a sports-related organization. If this option is selected, students pursuing the Sports Marketing and Management Concentration will be responsible for identifying their own internship and having it approved by the MBA Director. Once approved, students may receive three credit hours for the successful completion of the internship.*~~

Supply Chain Management

Required courses:

- MBAD 6122 Decision Modeling and Analysis via Spreadsheets (3)
- MBAD 6142 Quality & Manufacturing Management (3)
- MBAD 6208 Supply Chain Management (3)

Plus one of the following courses:

- MBAD 6207 Business Project Management (3)
- Elective approved by the MBA Director (3)

Student Structured Concentration

Students may propose a 12-semester hour concentration in a significant area of interest for approval by the Director of the MBA program. This concentration may include graduate courses from other programs within the University with approval of the related department.

4. ACADEMIC PLAN OF STUDY: Pending the approval of this proposal, the economics concentration will be removed from the list of available concentrations within the MBA program.



UNC CHARLOTTE

BELK COLLEGE *of* BUSINESS

Department of Marketing

9201 University City Blvd., Charlotte, NC 28223-0001

To Whom It May Concern:

The full-time faculty in the Department of Marketing considered the MBA Course and Curriculum Committee's proposal to eliminate the "Sports Marketing and Management" concentration in the MBA program. The faculty from the department voted unanimously to eliminate the concentration (9 yes, 0 no, 0 abstain). We thus support the proposal from the MBA Course and Curriculum Committee.

Thank you,
Sunil Erevelles
Chair, Department of Marketing



UNC CHARLOTTE

BELK COLLEGE *of* BUSINESS
Department of Management

9201 University City Blvd., Charlotte, NC 28223-0001

To: MBA Program Committee

From: Dave Woehr, Chair of Management Department

Subject: Elimination of MBA Concentration in Sports Marketing and Management

Date: March 14, 2013

The management department was consulted in the decision to eliminate the MBA Concentration in Sports Marketing and Management and concurs in that decision.



UNC CHARLOTTE

BELK COLLEGE *of* BUSINESS
Department of Economics

9201 University City Blvd., Charlotte, NC 28223-0001

To: MBA Program Committee
From: Jennifer L. Troyer, Economics Department Chair
Subject: Elimination of MBA Concentration in Sports Marketing and Management
Date: March 14, 2013

The economics department was consulted in the decision to eliminate the MBA Concentration in Sports Marketing and Management and concurs in that decision.

IMPORTANT NOTE: A Microsoft Word version of the final course and curriculum proposal should be sent to facultygovernance@uncc.edu upon approval by the Undergraduate Course and Curriculum Committee and/or Graduate Council chair.