



9201 University City Boulevard, Charlotte, NC 28223-0001

TO: Faculty Council Members
FROM: Michael Green, Faculty President
DATE: June 29, 2011
RE: Consent Calendar

Attached is the Consent Calendar (See Article V, Section 3.A (3 & 4), J. (3 & 5) and K.3 of the Standing Rules of the Faculty Council.) consisting of these proposals:

- MDSK 4-9-10b Proposal to revise the MAT in Teaching English as a Second Language (TESL)
- MDSK 4-9-10c Proposal to revise the M.Ed. in Teaching English as a Second Language (TESL)
- MBAD 11-15-10 Create an MBA Concentration in Sports Marketing and Management

Below are the catalog copy descriptions. If you wish to read the full proposals, they are posted on the Academic Affairs website.

If there are any objections regarding these proposals, they must be registered with the Faculty Governance Assistant (Clarence Greene, ext. 5719) by **5 PM on July 13, 2011**. If no objections are registered, the proposals will stand approved.

MDSK 4-9-10b Proposal to revise the MAT in Teaching English as a Second Language (TESL)

PROPOSED SUMMARY AND CATALOG COPY

SUMMARY.

The Department of Middle Secondary and K-12 Education proposes to revise the M.A.T. in Teaching English as a Second Language as follows:

1. The addition of one new required course:
TESL 6206 Globalization, Communities, and Schools (New course approved by Graduate Council 12-9-10)
2. The addition of one new course option:
TESL 6205 Second Language Acquisition in K-12 Schools (New course approved by Graduate Council 5-4-10)

3. The revision of the title and description of **TESL 6476, Advanced Pedagogy in Teaching English as a Second Language**, and its cross listing with **FLED 6200, Advanced Methods of Teaching Foreign Languages (Approved by Graduate Council 12-9-10)**
4. The change of two course from required to elective:
 - ENGL 6164 Comparative Language Analysis for Teachers**
 - ENGL 6127 Language, Society, and Culture**

PROPOSED UPDATES TO COURSE DESCRIPTIONS AND CATALOG COPY.

TESL 6206 Globalization, Communities, and Schools (3)

An examination of the intersection of globalization and education with specific attention to the experiences of children of immigration in North Carolina K-12 communities and the contemporary phenomenon of transnationalism. Implications for best K-12 practice are emphasized. This course does not carry a fieldwork requirement. Fall or Spring (Approved by Graduate Faculty Council on 12/2010)

TESL 6205 Second Language Acquisition in K-12 Schools. (3) An examination of concepts, theories, research, and practice related to the language acquisition and literacy development of English Language Learners in U.S. schools. Attention is paid to the physiological, social and psychological variables that influence the academic success of immigrant children and the challenges associated with first language literacy, second language literacy, and second language development in K-12 settings. (*This course will be taught on a need and enrollment basis and no more than twice each academic year*). (Approved by Graduate Faculty Council 05/2010)

TESL 6476. Advanced Pedagogy in Teaching English as a Second Language. (3) Prerequisite: Permission of the department. A variety of topics will be addressed in order to prepare experienced second language teachers to be critical thinkers, second language researchers, and instructional and program leaders. Exemplar topics include the analysis of instructional methods and teaching strategies, curriculum design, research-based practices, multicultural education, and the mentoring and/or professional development of novice ESL teachers. Cross Listed with **FLED 6200. Advanced Methods of Teaching Foreign Languages. (3)**. (Approved by Graduate Faculty Council 12/2010)

JUSTIFICATION

TESL 6206 Globalization, Communities, and Schools (3)

The newly approved course, TESL 6206 Globalization, Communities, and Schools provides TESL M.Ed. and M.A.T. candidates an opportunity to collaboratively and individually examine the intersection of globalization and education with specific attention to the experiences of immigrant children in North Carolina communities and the contemporary phenomenon of transnationalism as it relates to schools and schooling. With its emphasis on NC Professional Standard II, the course therefore ensures an additional layer of certainty that candidates will “ESTABLISH A RESPECTFUL ENVIRONMENT FOR A DIVERSE POPULATION OF STUDENTS” by embracing diversity in the school community and in the world. Additionally, TESL 6206 is aligned to these NC Standards for English as a Second Language and, in particular, enhances candidates’ deep knowledge concerning Standard 2: ESL teacher candidates have knowledge and understanding of the interaction between language and culture, and how sociocultural factors impact second language acquisition (Language and Culture).

TESL 6205 Second Language Acquisition in K-12 Schools

TESL 6205 enhances the menu of TESL content specialty offerings in its purposeful and explicit focus on second language acquisition in K-12 settings. Across K-12 public schools, a wide range of popular doctrines inform, and, in some cases, misinform the ways educators conceptualize literacy development for the increasingly significant numbers of K-12 English learners. TESL 6205 provides K-12 TESL professionals a critical component of an informed, research-based starting point for designing or re-designing literacy instruction for immigrant children who speak languages other than English at home. To that end, the newly approved course adds another layer of certainty that students leaving the program have met NC Teaching English as a Second Language Specialty Standard 3: 21st Century Teacher candidates have knowledge and understanding of concepts, theories, research, and practice related to the language acquisition and literacy development of English Language Learners. Second Language Acquisition and Theory.

MDSK 4-9-10c Proposal to revise the M.Ed. in Teaching English as a Second Language (TESL)

PROPOSED SUMMARY AND CATALOG COPY

SUMMARY.

The Department of Middle, Secondary, and K-12 Education proposes to revise the M.Ed. in TESL from 39 to 33 graduate credit hours as follows:

1. The elimination of four courses from the required program of study (-12):
ENGL 6164 Comparative Language Analysis for Teachers
ENGL 6127 Language, Society, and Culture
EDUC 7126 Comparative Education
MDSK 6356 Curriculum Studies
2. **The reduction in the number of required electives from two courses to one (-3):**
3. The addition of three required courses (+9)
TESL 6204 Multicultural Education
TESL 6691 Seminar in Professional Development
TESL 6206 Globalization, Communities, and Schools (Approved by Graduate Faculty Council on 12-7-10)
4. The creation of **TESL 6205 Second Language Acquisition in K-12 Schools (Approved by Graduate Faculty Council 5-4-10)** as an option to fulfill foundation content knowledge. Note, this option does not increase the number of degree hours. (+/-0)
5. The revision of the title and description of **TESL 6476, Advanced Pedagogy in Teaching English as a Second Language**, and its cross listing with **FLED 6200, Advanced Methods of Teaching Foreign Languages (Approved by Graduate Faculty Council on 12-7-10) (+/-0)**

PROPOSED UPDATES TO COURSE DESCRIPTIONS AND CATALOG COPY.

TESL 6206 Globalization, Communities, and Schools (3)

An examination of the intersection of globalization and education with specific attention to the experiences of children of immigration in North Carolina K-12 communities and the contemporary phenomenon of transnationalism. Implications for best K-12 practice are emphasized. This course does not carry a fieldwork requirement. Fall or Spring (Approved by Graduate Faculty Council on 12-7-10)

TESL 6205 Second Language Acquisition in K-12 Schools. (3) An examination of concepts, theories, research, and practice related to the language acquisition and literacy development of English Language Learners in U.S. schools. Attention is paid to the physiological, social and psychological variables that influence the academic success of immigrant children and the challenges associated with first language literacy, second language literacy, and second language development in K-12 settings. (*This course will be taught on a need and enrollment basis and no more than twice each academic year.*) (Approved by Graduate Faculty Council 05-4-10)

TESL 6476. Advanced Pedagogy in Teaching English as a Second Language. (3) Prerequisite: Permission of the department. A variety of topics will be addressed in order to prepare experienced second language teachers to be critical thinkers, second language researchers, and instructional and program leaders. Exemplar topics include the analysis of instructional methods and teaching strategies, curriculum design, research-based practices, multicultural education, and the mentoring and/or professional development of novice ESL teachers. Cross Listed with **FLED 6200. Advanced Methods of Teaching Foreign Languages. (3).** (Approved by Graduate Faculty Council 12-7-10)

MBAD 11-15-10 Create an MBA Concentration in Sports Marketing and Management

SUMMARY. The Masters of Business Administration (MBA) program proposes a new concentration in Sports Marketing and Management. This will require the cross-listing of MBAS 6310 as MBAD 6310, MBAS 6361 as MBAD 6361, MBAS 6362 as MBAD 6362, and MBAS 6371 as MBAD 6371.

PROPOSED CATALOG COPY.

Concentration in Sports Marketing and Management

Required Courses:

MBAD 6310: Sports Economics (3)

MBAD 6361: Management of Motorsport (1.5)

MBAD 6362: Management of Professional Team Sports (1.5)

MBAD 6371: Marketing of Sports (3)

Plus one additional course (3 hours) of the following

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)

Optional Directed Individual Study Internship

Students will 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.

Added as MBAD courses:

MBAD 6310. Sports Economics. (3) Cross-listed as MBAS 6310. Prerequisites: MBAD 5110 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. (*On demand*)

MBAD 6361. Management of Motorsport. (1.5) Cross-listed as MBAS 6361. 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 the media. Ownership, governance and governing bodies in motorsports, their authority and functions, eligibility requirements, and sanctions and appeals processes. (*On demand*)

MBAD 6362. Management of Professional Team Sports. (1.5) Cross-listed as MBAS 6362. 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. (*On demand*)

MBAD 6371. Marketing of Sports. (3) Cross-listed as MBAS 6371. Prerequisite: MBAD 6171. Marketing concepts and practices applied to the marketing of sports products and services to the sports 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 sports teams/individuals in competition. (*On demand*)

Changes to MBAS course descriptions:

MBAS 6310. Sports Economics. (3) Cross-listed as MBAD 6310. Prerequisites: **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 On demand*)

MBAS 6361. Management of Motorsport. (1.5) Cross-listed as MBAD 6361. 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 the media. Ownership, governance and governing bodies in motorsports, their authority and functions, eligibility requirements, and sanctions and appeals processes. (*Fall On demand*)

MBAS 6362. Management of Professional Team Sports. (1.5) Cross-listed as MBAD 6362. 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 On demand*)

MBAS 6371. Marketing of Sports. (3) Cross-listed as MBAD 6371. Prerequisite: MBAD 6171. Marketing concepts and practices applied to the marketing of sports products and services to the sports 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 sports teams/individuals in competition. (*Summer On demand*)