New Course Request

Indiana University

Indy campus

Check appropriate boxes: Undergraduate credit [ ] Graduate credit [ ] Professional credit [ ]

1. School/Division: School of Engineering & Technology
2. Academic Subject Code: MSTE

3. Course Number: 310 (must be cleared with University Enrollment Services)
4. Instructor: Pete Hyton

5. Course Title: Business of Motorsports I

Recommended Abbreviation (Optional): (Limited to 32 characters including spaces)

6. First time this course is to be offered (Semester/Year): Fall 2009

7. Credit Hours: Fixed at ______ or Variable from ________ to ________

8. Is this course to be graded S-F (only)? Yes [ ] No [X]

9. Is variable title approval being requested? Yes [ ] No [X]

10. Course description (not to exceed 50 words) for Bulletin publication:

P: MET272 or permission of instructor. This course studies basic business and management concepts as applied to the unique environment of the Motorsports Industry.

11. Lecture Contact Hours: Fixed at ______ or Variable from ________ to ________

12. Non-Lecture Contact Hours: Fixed at ________ or Variable from ________ to ________

13. Estimated enrollment: ______ of which ______ percent are expected to be graduate students.

14. Frequency of scheduling: yearly [ ] Will this course be required for majors? ______

15. Justification for new course: Part of the already approved BS in Motorsports Engineering

16. Are the necessary reading materials currently available in the appropriate library? ______

17. Please append a complete outline of the proposed course, and indicate instructor (if known), textbooks, and other materials.

18. If this course overlaps with existing courses, please explain with which courses it overlaps and whether this overlap is necessary, desirable, or unimportant.

19. A copy of every new course proposal must be submitted to departments, schools, or divisions in which there may be overlap of the new course with existing courses or areas of strong concern, with instructions that they send comments directly to the originating Curriculum Committee. Please append a list of departments, schools, or divisions thus consulted.

Submitted by:

Date: 10-28-08

Approved by:

Date: 10-28-08

Dean of College

Date:

Chancellor-Vice-President

Date:

University Enrollment Services

Date:

After School/Division approval, forward the last copy (without attachments) to University Enrollment Services for initial processing, and the remaining four copies and attachments to the Campus Chancellor or Vice-President.

UPS 724

University Enrollment Services Final-White: Chancellor-Vice-President-White; School Division-Yellow; Department Division-Pink; University Enrollment Services Advance-White
PERDUE UNIVERSITY
REQUEST FOR ADDITION, EXPIRATION,
OR REVISION OF AN UNDERGRADUATE COURSE
(100-400 LEVEL)

DEPARTMENT: Motorsports Engineering
EFFECTIVE SESSION: Fall 2009

INSTRUCTIONS: Please check the items below which describe the purpose of this request:

- [ ] New course with supporting documents
- [ ] Add existing course offered at another campus
- [ ] Expiration of a course
- [ ] Change in course number
- [ ] Change in course title
- [ ] Change in course credit/type
- [ ] Change in course attributes (department head signature only)
- [ ] Change in instructional hours
- [ ] Change in course description
- [ ] Change in course requisites
- [ ] Change in semesters offered (department head signature only)
- [ ] Transfer from one department to another

PROPOSED:

Subject Abbreviation: MSTE
Course Number: 310
Long Title: Business of Motorsports I
Short Title: Business of Motorsports I

EXISTING:

Subject Abbreviation
Course Number

TERMS OFFERED

Check All That Apply:
- ☐ Summer
- ☐ Fall
- ☐ Spring

CAMPUS(ES) INVOLVED
- ☐ Calumet
- ☐ Cont Ed
- ☐ Tech StateWide
- ☐ Ft. Wayne
- ☐ W. Lafayette
- ☐ Indianapolis

Abbreviated title will be entered by the Office of the Registrar if omitted. (22 CHARACTERS ONLY)

CREDIT TYPE

1. Fixed Credit: Cr. Hrs.: 3

2. Variable Credit Range:
   - Minimum Cr. Hrs.
   - (Check One) To ☐ Or ☐
   - Maximum Cr. Hrs.

3. Equivalent Credit: Yes ☐ No ☑
4. Thesis Credit: Yes ☐ No ☑

INSTRUCTIONAL TYPE

- Lecture: 75
- Recitation: 2
- Presentation: 2
- Laboratory: 2
- Lab Prep:
- Studio:
- Distance:
- Clinic:
- Experiential:
- Research:
- Ind. Study:
- Pract/Observe:

WEEKS OFFERED

- 15

% OF CREDIT ALLOCATED

DELIVERY METHOD (Asyn, Or Syn.)

DELIVERY MEDIUM (Audio, Internet, Live, Text-Based, Video)

CROSS-LISTED COURSES

COURSE ATTRIBUTE:

1. Pass/Not Pass Only
2. Satisfactory/Unsatisfactory Only
3. Repeatability
4. Credit by Examination
5. Designator Required
6. Special Fees
7. Registration Approval
8. Department
9. Instructor
10. Honors
11. Full Time Privilege
12. Off Campus Experience

COURSE DESCRIPTION (INCLUDE REQUIREMENTS):

P: MET272 or permission of instructor. This course studies basic business and management concepts as applied to the unique environment of the Motorsports Industry.

Calumet Department Head
Date
Calumet School Dean
Date

Fort Wayne Department Head
Date
Fort Wayne School Dean
Date

Indianapolis Department Head
Date
Indianapolis School Dean
Date

North Central Department Head
Date
North Central Chancellor
Date

West Lafayette Department Head
Date
West Lafayette College/School Dean
Date
West Lafayette Registrar
Date

OFFICE OF THE REGISTRAR
PURDUE SCHOOL OF ENGINEERING & TECHNOLOGY
OUTCOMES AND ASSESSMENT DATA SHEET

This is an internal document to identify and record expected outcomes and anticipated assessment strategies for all courses taught within the School of Engineering and Technology. Submission of this form, as noted below, is required and must accompany all new course and course change requests. Copies of this form should also be retained within the department and kept on file with the outline or syllabus for each course.

Course Number: MSTE 310  Course Title: The Business of Motorsports I

Procedure:

First, identify all instructional outcomes expected for this course, and then select all ABET outcomes which are consistent with those anticipated objectives from TABLE 1 below.

<table>
<thead>
<tr>
<th>TABLE 1 - ABET OUTCOMES</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENGINEERING - EAC Criteria #3</td>
</tr>
<tr>
<td>An ability to apply knowledge of mathematics, science, and engineering</td>
</tr>
<tr>
<td>An ability to design and construct experiments as well as to analyze and interpret data.</td>
</tr>
<tr>
<td>An ability to design a system, component, or process to meet desired needs.</td>
</tr>
<tr>
<td>An ability to function on multi-disciplinary teams.</td>
</tr>
<tr>
<td>An ability to identify, formulate and solve engineering problems.</td>
</tr>
<tr>
<td>An understanding of professional and ethical responsibility.</td>
</tr>
<tr>
<td>An ability to communicate effectively.</td>
</tr>
<tr>
<td>The broad education necessary to understand the impact of engineering solutions in global societal context.</td>
</tr>
<tr>
<td>A recognition of the need for and ability to engage in life-long learning.</td>
</tr>
<tr>
<td>A knowledge of contemporary issues.</td>
</tr>
<tr>
<td>An ability to use the techniques, skills and modern engineering tools necessary for engineering practice.</td>
</tr>
</tbody>
</table>

Subsets for each of the six IUPUI Principles of Undergraduate Learning (PUL) are given on the reverse side in TABLE 2. Using a number corresponding to each ABET outcome identified from TABLE 1 above to select a column, place a "" or "X" mark in the applicable TABLE 2 row(s) cell for each PUL. Courses will often address multiple ABET outcomes and ABET outcomes frequently will overlap more than one PUL subset. Thus, it is expected completed data sheets may contain marks in several cells thereby indicating the course simultaneously satisfies multiple Principles of Undergraduate Learning while fulfilling its intended ABET objective(s).

After completing TABLE 2, briefly define or explain how the course outcomes or objectives will be evaluated within the context of the departmental assessment program in the space below:

Students will be evaluated based on individual assignments and projects as well as a team project.

Submitted By: Pete Hylton                          Date: 10/3/08
TABLE 2 - MATRIX OF EXPECTED COURSE OUTCOMES

(Suggestion - while completing Table 2, place a copy of the ABET outcomes from Table 1 along side for easy cross referencing.)

<table>
<thead>
<tr>
<th>PRINCIPLES OF UNDERGRADUATE LEARNING: a - Require all students to demonstrate an ability:...</th>
<th>ENGINEERING OUTCOMES - EAC CRITERIA #5: items (a) to (k)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1(a) - Express ideas and facts effectively in written formats</td>
<td>a b c d e f g h i j k</td>
</tr>
<tr>
<td>1(b) - Comprehend, interpret, and analyze texts</td>
<td></td>
</tr>
<tr>
<td>1(c) - Communicate orally in one-on-one and group settings</td>
<td>X</td>
</tr>
<tr>
<td>1(d) - Solve problems that are quantitative in nature</td>
<td></td>
</tr>
<tr>
<td>1(e) - Make efficient use of information resources and technology for personal and professional needs</td>
<td>X</td>
</tr>
<tr>
<td>2(a) - Analyze complex issues and make informed decisions</td>
<td></td>
</tr>
<tr>
<td>2(b) - Synthesize information in order to arrive at reasoned conclusions</td>
<td></td>
</tr>
<tr>
<td>2(c) - Evaluate the logic, validity, and relevance of data</td>
<td></td>
</tr>
<tr>
<td>2(d) - Solve challenging problems</td>
<td></td>
</tr>
<tr>
<td>2(e) - Use knowledge and understanding to generate and explore new questions</td>
<td></td>
</tr>
<tr>
<td>3(a) - Apply knowledge to enhance personal lives</td>
<td>X</td>
</tr>
<tr>
<td>3(b) - Apply knowledge to meet professional standards and competencies</td>
<td>X</td>
</tr>
<tr>
<td>3(c) - Apply knowledge to further the goals of society</td>
<td>X</td>
</tr>
<tr>
<td>4(a) - Demonstrate substantial knowledge and understanding of at least one field of study</td>
<td></td>
</tr>
<tr>
<td>4(b) - Compare and contrast approaches to knowledge in different disciplines</td>
<td>X</td>
</tr>
<tr>
<td>4(c) - Modify their approach to an issue or problem based on the contexts and requirements of particular situations</td>
<td>X</td>
</tr>
<tr>
<td>5(a) - Compare and contrast the range of diversity and universality in human history, societies, and ways of life</td>
<td>X</td>
</tr>
<tr>
<td>5(b) - Analyze and understand the interconnectedness of global and local concerns</td>
<td>X</td>
</tr>
<tr>
<td>5(c) - Operate with civility in a complex social world</td>
<td>X</td>
</tr>
<tr>
<td>5(d) - Make informed and principles choices regarding conflicting situations in their personal and public lives and to foresee the consequences of these choices</td>
<td>X</td>
</tr>
<tr>
<td>5(e) - Recognize the importance of aesthetics in their personal lives and to society</td>
<td>X</td>
</tr>
</tbody>
</table>
MSTE 310
The Business of Motorsports I

Textbook: Introduction to Sport Marketing
First Edition; Aaron C.T. Smith
Additional readings will be assigned

Coordinator: Terri Talbert-Hatch
Office: ET 101A
Email: ttalbert@iupui.edu
Phone: 317-274-8703 office

Course Goals: To introduce students to the important aspects of marketing, sponsorships, and hospitality in the motorsports industry.

Course Outcomes: Work effectively on a team/group project.
Develop presentation skills.
Develop an understanding of the complexities involved in motorsports marketing.
Define the role of all members of an organization in marketing and sponsorship.
Develop marketing and sponsorship objectives.
Develop an understanding of the promotional budget of a motorsports organization.
Develop an understanding of media (including the internet) in motorsports marketing.

Grading: Class participation – 20% (you have to be present to participate)
Q & A with guest speakers
Q & A related to readings
Website review – 10% (individual) Review the website of a race team, sanctioning body, or major sport sponsor and prepare a written report and class presentation
Research and class presentations (group)
Development of marketing objectives – 5%
Development of market positioning tactics – 5%
Development of pricing strategy and promotional budget – 5%
Determination and development of sponsorship objectives – 5%
SWOT Analysis – 10% Classmates will provide a SWOT Analysis of the presentations to provide input that can be utilized in the final product

Final product – 40% Working in groups that will be determined during the first weeks of class – you will produce a quality sponsorship proposal that will include a marketing and hospitality plan

Classroom Policies:
You are expected to attend all scheduled class sessions. Absences will impact your class participation grade. If you need to miss a class, please let the course coordinator know in advance.

Courtesy in the classroom is expected at all times. This includes arriving on time, not leaving early, and not chatting during class. This also includes turning off all cell phones and pagers when entering the classroom.

Respect for fellow classmates and guest speakers. Please respect the views of all classmates and provide support for their presentations.

Academic Honesty: It is important for students to be aware of the expectations regarding individual course work, including written assignments and examinations. Your instructor has high expectations and will hold you to meet those expectations. You need to be aware of the rules which govern your behavior both on and off campus. Should you make a poor choice, you should be aware of the consequences of those actions. Lastly, you should know that your instructor has tools which enable monitoring of the uniqueness of your work. These tools can be used as evidence of academic misconduct.

Email policy (your iupui.edu address): Email shall be considered an appropriate mechanism for official communications by IUPUI. The university and your instructor reserves the right to send official communications to students by email with the full expectation that students will receive email and read these emails in a timely fashion. Students are expected to check their email on a frequent and consistent basis in order to stay current with university and class related communications.

<table>
<thead>
<tr>
<th>Week</th>
<th>Topics</th>
<th>Reading</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Introductions</td>
<td>N/A</td>
</tr>
<tr>
<td></td>
<td>Overview of course</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Sport marketing introduction</td>
<td>Chap 1</td>
</tr>
</tbody>
</table>
3   Sport markets  Chap 2
4   Sport consumers  Chap 3
5   Sport marketing opportunities  Chap 4
6   Sport marketing strategy  Chap 5
7   Sport pricing  Chap 6
8   Sport distribution  Chap 7
9   Sport promotion  Chap 8
10  Sport sponsorship  Chap 9
11  Sport services  Chap 10
12  Sport marketing and the new media  Chap 11
13  Sport marketing implementation and control  Chap 12
14  Presentations
15  Presentations