New Course Request

Indiana University

Indianapolis Campus

Check Appropriate Boxes: Undergraduate credit ☑  Graduate credit ☐  Professional credit ☐

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

3. Course Number  311  (must be cleared with University Enrollment Services)  4. Instructor  Pete Hylton

5. Course Title  Business of Motorsports II

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 3 or Variable from ________ to ________

8. Is this course to be graded S/F (only)? Yes ☐  No ☑

9. Is variable title approval being requested? Yes ☐  No ☑

10. Course description (not to exceed 50 words) for Bulletin publication:
    P: MSIE 310. This course studies complex business, public relations, and management relationships including case studies from 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: 25 of which 0 percent are expected to be graduate students.

14. Frequency of scheduling: Yearly  Will this course be required for majors? Yes ☑

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? Yes ☑

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  Michael E. Quick  Date  11/24/08
Department Chair/Division Director

Approved by  N. A. Akam  Date  11-25-08
Chancellor/Vice-President

Dean of Graduate School (when required)

University Enrollment Services

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

UP 724  University Enrollment Services Final/Title, Chancellor/Vice-President, School/Division/College, Department Chair, University Enrollment Services Director - Wham
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 311  Course Title: The Business of Motorsports II

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>
<th>ENGINEERING - EAC Criteria #3</th>
</tr>
</thead>
<tbody>
<tr>
<td>An ability to apply knowledge of mathematics, science, and engineering</td>
<td>a</td>
</tr>
<tr>
<td>An ability to design and construct experiments as well as to analyze and interpret data.</td>
<td>b</td>
</tr>
<tr>
<td>An ability to design a system, component, or process to meet desired needs.</td>
<td>c</td>
</tr>
<tr>
<td>An ability to function on multi-disciplinary teams.</td>
<td>d</td>
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<tr>
<td>An ability to identify, formulate and solve engineering problems.</td>
<td>e</td>
</tr>
<tr>
<td>An understanding of professional and ethical responsibility.</td>
<td>f</td>
</tr>
<tr>
<td>An ability to communicate effectively.</td>
<td>g</td>
</tr>
<tr>
<td>The broad education necessary to understand the impact of engineering solutions in global societal context.</td>
<td>h</td>
</tr>
<tr>
<td>A recognition of the need for and ability to engage in life-long learning.</td>
<td>i</td>
</tr>
<tr>
<td>A knowledge of contemporary issues.</td>
<td>j</td>
</tr>
<tr>
<td>An ability to use the techniques, skill and modern engineering tools necessary for engineering practice.</td>
<td>k</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 - * Require all students to demonstrate an ability to:</th>
<th>ENGINEERING OUTCOMES - EAC CRITERIA #3: items (a) to (k)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1(a) - Express ideas and facts</td>
<td>a       b       c       d       e       f       g       h       i       j       k</td>
</tr>
</tbody>
</table>


MSTE 311
The Business of Motorsports II

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

Pre-requisite: MSTE 310

Course Goals: To expand student's viewpoints and experience regarding the
important aspects of marketing, sponsorships, and hospitality in the
motorsports industry. This second course on the unique aspects of
business in the motorsports industry will involve case studies and a
major individual and/or team project involving a motorsports
theme.

Course Outcomes: Work effectively on both an individual and a team project.
Develop presentation skills, both individually and as part of a
team.
Develop an understanding of the complexities involved in
motorsports marketing and a knowledge of specific pertinent case
studies.
Develop marketing and sponsorship plans and proposals.
Develop an understanding of the promotional objectives and
strategies of a motorsports organization.
Develop an understanding of all media pertinent to the motorsports
marketing and their utilization in a marketing plan.

Grading: Case Studies – 30%
Individual Project – 30%
Final Team Project – 40%

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.
**PURDUE 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.

1. New course with supporting documents
2. Add existing course offered at another campus
3. Expiration of a course
4. Change in course number
5. Change in course title
6. Change in course credit/type
7. Change in course attributes (department head signature only)
8. Change in instructional hours
9. Change in course description
10. Change in course requisites
11. Change in semesters offered (department head signature only)
12. Transfer from one department to another

**PROPOSED**:

<table>
<thead>
<tr>
<th>Subject Abbreviation</th>
<th>Subject Abbreviation</th>
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</thead>
<tbody>
<tr>
<td>MSTE</td>
<td></td>
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</table>

<table>
<thead>
<tr>
<th>Course Number</th>
<th>Course Number</th>
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<tbody>
<tr>
<td>311</td>
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</table>

<table>
<thead>
<tr>
<th>Long Title</th>
<th>Short Title</th>
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<tbody>
<tr>
<td>Business of Motorsports II</td>
<td>Bus of Motorsports II</td>
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</tbody>
</table>

**TERMS OFFERED**

- [ ] 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**

<table>
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<tr>
<th>CREDIT TYPE</th>
<th>COURSE ATTRIBUTES: Check All That Apply</th>
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<tbody>
<tr>
<td>1. Fixed Credit Cr. Hrs.</td>
<td>1. Pass/Not Pass Only</td>
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<td>2. Variable Credit Range</td>
<td>2. Satisfactory/Unsatisfactory Only</td>
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<td>Minimum Cr. Hrs.</td>
<td>3. Repeatable</td>
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<td>(Check One) To</td>
<td>Maximum Repeatable Credit:</td>
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<td>Or</td>
<td>5. Designator Required</td>
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<td>Maximum Cr. Hrs.</td>
<td>6. Special Fees</td>
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<td>3. Equivalent Credit:</td>
<td>7. Registration Approval Type</td>
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<td>Yes</td>
<td>8. Variable Title</td>
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<td>No</td>
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<td>Yes</td>
<td>10. Honors</td>
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<td>No</td>
<td>11. Full Time Privilege</td>
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<td>12. Off Campus Experience</td>
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**INSTRUCTIONAL TYPE**

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<th>Meetings Per Week</th>
<th>Weeks Offered</th>
<th>% of Credit Allocated</th>
<th>Delivery Method</th>
<th>Delivery Medium (Audio, Internet, Live, Text-Based, Video)</th>
<th>Cross-Listed Courses</th>
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**COURSE DESCRIPTION (INCLUDE REQUISITES)**:

P: MSTE310. This course studies complex business, public relations, and management relationships including case studies from the unique environment of the Motorsports Industry.

**Calumet Department Head**

**Calumet School Dean**

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**Fort Wayne Department Head**

**Fort Wayne School Dean**

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**Indianapolis Department Head**

**Indianapolis School Dean**

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**North Central Department Head**

**North Central Chancellor**

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**West Lafayette Department Head**

**West Lafayette College/School Dean**

**West Lafayette Registrar**

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**OFFICE OF THE REGISTRAR**