**PURDUE UNIVERSITY**

**REQUEST FOR ADDITION, EXPIRATION, OR REVISION OF AN UNDERGRADUATE COURSE**
(10000-40000 LEVEL)

**DEPARTMENT**: Consumer and Family Sciences

**EFFECTIVE SESSION**: Fall 2012

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**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/restrictions
11. Change in semesters offered (department head signature only)
12. Transfer from one department to another

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**PROPOSED**:

**Subject Abbreviation**: HTM

**Course Number**: 33400

**Long Title**: Introduction to Sports Hospitality Management

**Short Title**: Intro Sports Hosp Mgmt

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**EXISTING**:

**Subject Abbreviation**

**Course Number**

**Long Title**

**Short Title**

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**TERMS OFFERED**: Check All That Apply

- Fall
- Spring
- Summer

**CAMPUS(ES) INVOLVED**

- Calumet
- Cont Ed
- Ft. Wayne
- N. Central
- Tech Statewide
- W. Lafayette
- Indianapolis

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**CREDIT TYPE**

<table>
<thead>
<tr>
<th>1. Fixed Credit Cr. Hrs.</th>
<th>3</th>
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<tbody>
<tr>
<td>2. Variable Credit Range:</td>
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<tr>
<td>Minimum Cr. Hrs (Check One) To</td>
<td></td>
</tr>
<tr>
<td>Maximum Cr. Hrs</td>
<td></td>
</tr>
<tr>
<td>3. Equivalent Credit: Yes No</td>
<td></td>
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</tbody>
</table>

**COURSE ATTRIBUTES**: Check All That Apply

- Pass/Not Pass Only
- Satisfactory/Unsatisfactory Only
- Repeatable
- Maximum Repeatable Credit:
- Credit by Examination
- Special Fees
- 10 Off Campus Experience

**Schedule Type**

<table>
<thead>
<tr>
<th>Credit Offered</th>
<th>% of Credit Allocated</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lecture</td>
<td>15</td>
</tr>
<tr>
<td>Recitation</td>
<td></td>
</tr>
<tr>
<td>Presentation</td>
<td></td>
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<tr>
<td>Laboratory</td>
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<tr>
<td>Lab Prep</td>
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<tr>
<td>Studio</td>
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<tr>
<td>Distance</td>
<td></td>
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<tr>
<td>Clinic</td>
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<tr>
<td>Experiential</td>
<td></td>
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<tr>
<td>Research</td>
<td></td>
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<tr>
<td>Ind. Study</td>
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<tr>
<td>Pract/Dir</td>
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</table>

**COURSE DESCRIPTION (INCLUDE REQUISITES/RESTRICTIONS):**

This course provides an introduction to various components of the hospitality and tourism industry and examines the role hospitality plays in professional and collegiate pro sports, with particular focus on hosting of pro sports events. Students will learn business and marketing principles of pro sports hospitality, study and practice customer service principles, and gain exposure to various careers available in hospitality and tourism. Students will also develop interpersonal relationship skills and gain crisis mode training.

**COURSE LEARNING OUTCOMES**

Upon successful completion of this course, the student will be able to: 1) Demonstrate practical and useful knowledge of ways to network and make connections; 2) Itemize the types of jobs found throughout the pro sports hospitality and management industry; 3) Describe jobs unique to different sports in the sport hospitality and management industry; 4) Discuss the Foundations of Sports Hospitality and how hospitality plays a role in college and professional sports; 5) Demonstrate Career Preparation, Including resume and cover letter writing and conducting mock interviews; 6) Demonstrate customer service principles and crisis mode training.

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**Cross-Listed Courses**

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**OFFICE OF THE REGISTRAR**

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**Signatures**

- Calumet Department Head: [Signature]  
  Date: [Date]
- Calumet School Dean: [Signature]  
  Date: [Date]
- Ft. Wayne Department Head: [Signature]  
  Date: [Date]
- Ft. Wayne School Dean: [Signature]  
  Date: [Date]
- Indianapolis Department Head: [Signature]  
  Date: [Date]
- Indianapolis School Dean: [Signature]  
  Date: [Date]
- North Central Faculty Senate Chair: [Signature]  
  Date: [Signature]
- Vice Chancellor for Academic Affairs: [Signature]  
  Date: [Date]
- West Lafayette Department Head: [Signature]  
  Date: [Date]
- West Lafayette College/School Dean: [Signature]  
  Date: [Date]
- West Lafayette Registrar: [Signature]  
  Date: [Date]
INDIANA UNIVERSITY – PURDUE UNIVERSITY
AT FORT WAYNE
College of Health and Human Services
Department of Consumer & Family Sciences

HTM 33400
Introduction to Sports Hospitality Management

Credits: 3
Spring/Summer/Fall
Lecture: 75 min per week, 2 mtgs per week

Description:
This course provides an introduction to various components of the hospitality and tourism industry and examines the role hospitality plays in professional and collegiate pro sports, with particular focus on hosting of pro sports events. Students will learn business and marketing principles of pro sports hospitality, study and practice customer service principles, and gain exposure to various careers available in hospitality and tourism. Students will also develop interpersonal relationship skills and gain crisis mode training.

Learning Outcomes:
Upon successful completion of this course, the student will be able to:
1. Demonstrate practical and useful knowledge of ways to network and make connections
2. Itemize the types of jobs found throughout the pro sports hospitality and management industry
3. Describe jobs unique to different sports in the sport hospitality and management industry
4. Discuss the Foundations of Sports Hospitality and how hospitality plays a role in college and professional sports
5. Demonstrate Career Preparation, including resume and cover letter writing and conducting mock interviews
6. Demonstrate customer service principles and crisis mode training

Schedule:

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Introduction to the Course</td>
</tr>
<tr>
<td>2</td>
<td>History of Sports Management</td>
</tr>
<tr>
<td>3</td>
<td>The Current State of Sports Management</td>
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<tr>
<td>4</td>
<td>Forces and Trends Shaping the Field – The emergence of sports hospitality</td>
</tr>
<tr>
<td>5</td>
<td>Types of Jobs in Pro Sports Hospitality and Management</td>
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<tr>
<td>6</td>
<td>Introduction to Foundations and Sub-disciplines</td>
</tr>
<tr>
<td>7</td>
<td>Sub-discipline 1 - Sports Marketing and Sales</td>
</tr>
<tr>
<td>8</td>
<td>Sub-discipline 2 - Event Management</td>
</tr>
<tr>
<td>9</td>
<td>Sub-discipline 3 - Media and Communications</td>
</tr>
<tr>
<td>10</td>
<td>Sub-discipline 4 - Business and Finance</td>
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<tr>
<td>11</td>
<td>Case Studies in Sports Hospitality and Management</td>
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<tr>
<td>12</td>
<td>Career Preparation: Networking and Professional Development</td>
</tr>
<tr>
<td>13</td>
<td>Career Preparation: Resumes and Interviews</td>
</tr>
</tbody>
</table>
Assessment:
Weekly Quizzes
Exams
Pro Sports Hospitality Case Study Report
Career Preparation Portfolio

COURSE POLICIES

IPFW STUDENT HANDBOOK AND PLANNER
Students are expected to read, understand and follow all the information in the current IPFW Student Handbook and Planner. In particular, be familiar with the IPFW Code of Student Rights, Responsibilities, and Conduct.

CFS STUDENT HANDBOOK
Note: Hospitality Management and other CFS majors, you are expected to read, understand and follow the Department of Consumer and Family Sciences (CFS) Student Handbook. All rules and regulations found within the CFS Student Handbook are an integral part of this syllabus and apply to this course for students in CFS. The handbook may be accessed through the CFS website at http://www.ipfw.edu/cfs/.

CFS ETHICAL AND MORAL STANDARDS REGARDING ACADEMIC HONESTY AND PROFESSIONAL BEHAVIOR
CFS is committed to offering education that will prepare students to follow the highest ethical and moral standards in their professional and personal lives. For this reason, professional and mature conduct is expected of all students at all times.

Any form of academic dishonesty is in direct conflict with the above mentioned standard and will result in an F grade for the course and may also go as far as dismissal from the program when applicable.

Please also refer to the IPFW Student Handbook and Planner for the university policy regarding academic dishonesty.