

THE UNIVERSITY OF NORTH CAROLINA AT ASHEVILLE

FACULTY SENATE

Senate Document Number 9012S

Date of Senate Approval 04/05/12

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Statement of Faculty Senate Action:

**APC Document 76:**

**Add new courses, MGMT 343 and 361**

**Effective Date: Fall 2012**

**1. Add:** On page 202, new course, **MGMT 343 (3):**

**343 Sport Management**

An introduction to the scope of sport enterprise including how business is involved in sport, and an overall evaluation of sport management as a profession. This course provides detailed overview of the sports industry and its management and business practices. Students will study organizational theory and design, human resources, decision making, policy development, planning, and governance in the context of sport organizations. Prerequisite: MGMT 220. See department chair.

**2. Add:** On page 202, new course, **MGMT 361 (3):**

**361 Family Enterprises**

Examines the many unique aspects of family firms and the complexities of managing within a family business environment. Specifically, issues of structure, governance, succession, strategy, leadership and family dynamics are addressed. Prerequisite: Junior standing or permission of instructor. See department chair.

**Impact:**

The impact on the resources of the Department will be minimal because the courses will be offered on a rotating basis with other courses that are designated as options for students. In fact, this rotation of courses allows for flexibility of scheduling faculty resources.

**Rationale:**

The Department sees MGMT 343 as a useful and intellectually valid application of management theory to a specific real world situation. MGMT 361 will fill a need for many of our students. It is estimated that 80-90% of all businesses in North America are family firms (Shanker & Astrachan, 1996). It is, therefore, highly likely that a large percentage of our graduates will be employed by a family firm. The addition of this course allows the Department to offer students the opportunity to prepare for work in these firms.