

Course Raiders

How the CoB is Losing Control over Business Courses at USM

One of the more pressing issues in USM's business school over the past few years has been the raiding of business-related courses by other divisions of the University. This study examines some of the areas affected by this activity. This is done by way of an inspection of the Fall 2008 Course Schedule Guide, which is available from the USM Registrar's Office. That inspection begins below with CHS 425 and CHS 428 (CHS=Community Health Sciences).

11246	CHS	422	X080	1	3.0	Drugs & Whole Pers					POWELL, WILL	20	6	Open
4230	CHS	425	H001	1	3.0	Hlth Administration	03:50PM-06:25PM	T	CH 103		MCILWAIN, THOM	12	18	Closed
11123	CHS	428	H001	1	3.0	Health Care Org	03:50PM-06:25PM	R	FG 113		WHYTE, EDWA	35	8	Open
4232	CHS	430	H002	1	3.0	Human Sexuality	01:00PM-02:15PM	M W	CH 103		POWELL, WILL	20	20	Closed

The insert above shows courses in "Hlth Administration" (CHS 425) and "Health Care Org" (CHS 428). Each of these appears to be, on its face, an intrusion into the CoB's backyard. A visit to the *2008-09 USM Undergraduate Bulletin* shows that the first of these clearly is just that.

425. **Health Administration.** 3 hrs. An introduction to health program administration including organization, financing, delivery systems and manpower development
427. **Health Policy.** 3 hrs. The role of the health professional in the development of public health policy, influencing social policy and planning for social change

As the insert above indicates, CHS 427 is an "introduction to health program administration, including organization, financing, delivery systems and manpower." This description reveals an intrusion into the territory of both FIN and MGT. Next we turn to a few others: CHS 625, CHS 626, CHS 627, and CHS 647 (see below).

4251	CHS	623	H001	1	3.0	Biostatistics	03:30PM-06:15PM	M	PG 109		WANG, BO	15	2	Open
4252	CHS	625	H001	1	3.0	Health Administrati	06:30PM-09:15PM	W	CH 308		MCILWAIN, THOM	11	11	Closed
9543	CHS	626	H001	CR1	3.0	Intro To Health Sys	08:00AM-08:50PM	F	PG 109		WHYTE, EDWA	0	8	Closed
11113	CHS	627	X080	1	3.0	Health Policy					HOWRE, BOSS	20	4	Open
10854	CHS	647	H001	1	3.0	Health Marketing	03:30PM-06:15PM	W	CH 302		WHYTE, EDWA	15	5	Open
10557	CHS	655	X080	1	3.0	Envir Health					AHUA, BRWA	15	4	Open

The following insert shows the description of the first three of these graduate-level CHS courses, each taken from the *2008-09 USM Graduate Bulletin*. Based on these descriptions, CHS could argue that CHS 626 and CHS 627 do not intrude on the CoB's territory. The case of CHS 625 ("Health Administration"), however, appears to be a clear example of course poaching.

625. **Health Administration.** 3 hrs. Application of management principles to health care organizations with a focus on governance and leadership, human resources, control systems, strategic planning, and accountability.
626. **Introduction to Health Systems.** 3 hrs. Introduction to the American health care system and its component organizations.
627. **Health Policy.** 3 hrs. Analysis of the role of federal and state institutions and other participants in health policy formulation, implementation, and evaluation.

CHS 647, "Public Health Marketing," also appears to be another clear CoB border incursion. The course description for this course is inserted below.

647. **Public Health Marketing**, 3 hrs. The application of marketing tools and techniques such as marketing research, consumer behavior, concept development and pricing to social ills and human behavior.

In addition to these four are CHS 716 and CHS 747, which are both shown below. In one case -- CHS 747 -- there are several sections offered in the fall of 2008.

4255	CHS	697	H001	1	1.0	Independent Study	12:00AM-12:00AM		MCQUIRE, JAME	0	3	Closed
9544	CHS	716	H001	CE1	3.0	Health Economics			GARDNER, LARA	0	9	Closed
10246	CHS	722	X060	1	3.0	Infectious Epi			NITRA, ANGL	12	7	Open
10464	CHS	747	H001	CE1	3.0	Health Care Mktg	08:00AM-10:45AM	S	FG 109	0	16	Closed
10464	CHS	747	H001	CE1	3.0	Health Care Mktg	08:00AM-10:45AM	F	FG 109	0	16	Closed
10464	CHS	747	H001	CE1	3.0	Health Care Mktg	08:00AM-10:45AM	S	FG 109	0	16	Closed
10464	CHS	747	H001	CE1	3.0	Health Care Mktg	08:00AM-10:45AM	F	FG 109	0	16	Closed
10464	CHS	747	H001	CE1	3.0	Health Care Mktg	08:00AM-10:45AM	S	FG 109	0	16	Closed
10464	CHS	747	H001	CE1	3.0	Health Care Mktg	08:00AM-10:45AM	F	FG 109	0	16	Closed
10464	CHS	747	H001	CE1	3.0	Health Care Mktg	08:00AM-10:45AM	S	FG 109	0	16	Closed
10464	CHS	747	H001	CE1	3.0	Health Care Mktg	08:00AM-10:45AM	F	FG 109	0	16	Closed
10464	CHS	747	H001	CE1	3.0	Health Care Mktg	08:00AM-10:45AM	S	FG 109	0	16	Closed
10464	CHS	747	H001	CE1	3.0	Health Care Mktg	08:00AM-10:45AM	F	FG 109	0	16	Closed
10464	CHS	747	H001	CE1	3.0	Health Care Mktg	08:00AM-10:45AM	S	FG 109	0	16	Closed
10464	CHS	747	H001	CE1	3.0	Health Care Mktg	08:00AM-10:45AM	F	FG 109	0	16	Closed

Course descriptions for these two courses, "Health Economics" and "Health Care Marketing," are inserted below. These also appear to be examples of major course raiding. In the case of CHS 716, CoB insiders say that economics professor, Akbar Marvasti, is qualified to serve as instructor given his research interests. In the case of CHS 747, the CoB's *Draughn Professor of Healthcare Marketing*, Michael Wittmann, comes to mind.

716. **Health Economics**, 3 hrs. Assist the student in developing a set of tools that can help them make economic-based administrative and policy decisions in a modern health care organization.

747. **Health Care Marketing**, 3 hrs. Examines marketing in health care organizations including: consumer orientation, healthcare marketing techniques, marketing research, information systems and planning.

The latter case above represents perhaps the most egregious episode in this area. CoB supporter Max Draughn has invested \$1 million in the development of a respectable healthcare marketing program, and the evidence in this report indicates that the College of Health's CHS is stomping all over that effort. Sources indicate that if this is representative of how USM "protects its investments," then it is no wonder that USM faces such difficulties raising money from private sources.

The evidence here also indicates that, while the CoB might not offer a PhD in business, the CoH appears to be doing just that (almost). Former CoB dean, Harold Doty, made it clear (publicly) that he wanted a PhD program for the CoB. Whether or not the CoB *should* offer a PhD program in business, what CHS is doing makes a case for Doty's position.

It will come as no surprise that Economic Development (ED) has set up a business discipline-related shop, and possibly in two separate colleges (College of Arts & Letters and College of Science & Technology), neither of which is the CoB. The inserts below show that there are at least three separate graduate-level ED courses that have CoB-sounding titles.

10118	ED	400	H001	1	3.0	Tech Commer	06:30PM-09:15PM	R	JGH 203	MALONE, KENN	20	4	Open
8775	ED	665	H001	1	3.0	E D And Tourism	06:30PM-09:15PM	T	ARRANGED	MILLER, MARK	20	0	Open
11225	ED	665	H003	1	3.0	E D And Tourism	06:30PM-09:15PM			HALES, BREN	20	0	Open
1765	ED	698	H001	1	1.0	Thesis	12:00AM-12:00AM	N	ARRANGED	HALES, BREN	20	0	Open
1766	ED	701	H001	1	3.0	New Econ	12:00AM-12:00AM	N	ARRANGED	MALONE, KENN	20	0	Open
1767	ED	722	H001	1	3.0	Research Methods	06:30PM-09:15PM	N	ARRANGED	RICHARD, BETA	25	0	Open
11278	ED	732	H001	1	3.0	Poster Creative Env				MALONE, KENN	35	0	Open
10491	ED	748	H001	1	1.0	International E D	03:00PM-05:30PM	M	ARRANGED	MILLER, CHAD	20	0	Open
1262	ED	764	H001	1	3.0	E D And Tourism	06:30PM-09:15PM			HALES, BREN	20	0	Open

The 2008-09 USM Graduate Bulletin descriptions of these three courses are inserted below. They show that ED is intruding on the land of both ECO and TM.

- 665. **Economic Development and Tourism.** 2 hrs. Study of tourism as it relates to economic development. Focuses on methods for attracting tourism, hospitality, and gaming businesses as target sectors for economic development. Includes a study of ecotourism and the gaming industry.
- 701. **New South Economic Development Course.** 2 hrs. Week-long course presenting a comprehensive overview of economic development as a process, a practice, and a profession.
- 748. **International Economic Development Methods.** 1 hr. Prerequisite: ED 646 or equivalent. Examines methods of promoting foreign direct investment and export assistance for domestic producers.

The next insert indicates that even the College of Education & Psychology may be in on the "raid the CoB's courses game." EDA 700, "Public School Finance," is similar to the "Public Finance" course on the books in the EFIB (EDA=Educational Administration), at least as far as course titles go.

1253	EDA	692	H001	1	1.0	Special Problems	12:00PM-12:00PM			TRA		30	0	Open
4728	EDA	700	X080	1	3.0	Public Sch Finance	06:30PM-09:15PM	M	ONLINE 1	WARD, MICH		30	3	Open
10528	EDA	701	H001	1	3.0	Anal Of Pub Finan	06:30PM-09:15PM		ONLINE 100	ROBERSON, THER		30	1	Open

The course description for EDA 700 does not dissuade one from a prior belief that CoEP is on the CoB course raiding.

- 700. **Public School Finance.** 3 hrs. Emphasizes principles of taxation; local, state, and federal financing of public education; equalization of education opportunity.

Another potential CoB course raiding is EI 370 (EI=Entertainment Industry), which is listed as "Talent Management" and is offered in the fall of 2008. This offering is inserted below.

3285	EI	370	H001	1	3.0	EI Survey	02:00PM-03:15PM			SM 013	YADZOROVSKI, DOCK	20	20	Closed
9586	EI	370	H001	1	3.0	Talent Management	02:30PM-05:15PM	M	FAB 214	LINDEN, PAUL		22	22	Closed
11013	EI	430	H001	1	3.0	Film Prod Mgt	09:00PM-09:50PM	M W F	FAB 365	TRA		25	25	Closed

The insert below, taken from the 2008-09 USM Undergraduate Bulletin, suggests that this is an intrusion into MGT's territory. According to the course description, IE 370 "focuses on a study of the talent management strategies and practices and analysis of the management team's roles." Former CoB dean, Harold Doty, described himself as "a strategy guy." With that description, Doty would seem to be a good fit to teach this course . . . that is, if it were in the CoB.

- 370. **Talent Management.** 3 hrs. This course focuses on a study of the talent management strategies and practices and analysis of the management team's roles

Human Performance & Recreation (HPR) has never been shy about raiding business-related courses. The inserts below support the position that HPR raids are still taking place. With HPR 332, HPR 342, HPR 410 and HPR 466, it would seem as though HPR is now (fall 2008) intruding into the playing fields of MKT and MGT.

4153	HPR	332	H001	1	3.0	Sport Info Mgt	11:00AM-11:50AM	M W F	HPR 202	NEELIS, LAUR		30	27	Open
10504	HPR	332	X080	1	3.0	Sport Info Mgt				NEELIS, LAUR		25	13	Open
9281	HPR	342	H001	1	3.0	Coaching Tennis	02:00PM-03:15PM	M W	HPR 201	NEELIS, LAUR		25	3	Open
10345	HPR	342	H001	1	3.0	Spt Mgt & Leaders	09:30AM-10:45AM	T R	HPR 203	FARRIS, JAME		25	25	Closed
4166	HPR	410	H001	1	3.0	Spt Marketing	10:00AM-10:50AM	M W F	PAYN 202	BYON, KEVI		30	19	Open
4168	HPR	410	H001	1	3.0	Spt Marketing	09:30AM-09:45PM		HPR 203	FARRIS, JAME		30	26	Closed

10344	HPR	465	H001	1	3.0	Fac & Event Mgt	12:00PM-12:50PM	M W F	HPR 205	DRANE, DANI	30	19	Open
10345	HPR	466	X080	1	3.0	Fac & Event Mgt							Open
14237	HPR	465	H001	1	3.0	Fac & Event Mgt			HPR 205	DRANE, DANI	30	20	Closed

According to the description of "Sport Information Management" (HPR 332) shown below, HPR 332 is a media relations course, which may touch upon MKT to some degree. It does not, however, appear to be a major infraction on HPR's part.

332. Sport Information Management. 3 hrs. Prerequisite: HPR 307. HPR majors or minors only or approval of instructor. This course is designed to provide an overview of the aspects of publicity, communication and media relations in the sport industry

The same cannot be said for HPR 342, "Sport, Management, and Leadership." According to the course description above, this course covers "the basic principles of management and leadership . . ." in relation to the sport industry. This is a direct slap at the whole group of CoB MGT faculty.

342. Sport, Management, and Leadership. 3 hrs. Course will cover the basic principles of management and leadership as they apply to the sport industry

HPR 410, "Introduction of Sport Marketing," is another example of an egregious intrusion into the CoB's curricula purview. The 2008-09 USM Undergraduate Bulletin course description is inserted below. Not only is MKT affected, as expected, this course crosses the FIN border as well.

410. Introduction to Sport Marketing. 3 hrs. Prerequisite or corequisite: MKT 300. HPR majors or minors only. An analysis of sport promotion processes, finance, consumer behavior, marketing and principles of athletic fund raising

Finally, as far as undergraduate HPR is concerned, the description below of HPR 412, "Sport Economics," represents another clear violation. According to the 2008-09 USM Undergraduate Bulletin, this course is an "introduction to the methodologies, theories, and analysis of economics and finances . . ." in relation to sports entities.

412. Sport Economics. 3 hrs. Prerequisite or corequisite: ECO 201. HPR majors or minors only. An introduction to the methodologies, theories, and analysis of economics and finance as they relate to amateur and professional sport entities

This situation is made even more interesting by the fact that Matthew Hood, an assistant professor of finance, has published two articles in the *Journal of Sports Economics* in the past 2-3 years. Hood is clearly qualified to offer such a course, and the CoB is the appropriate place for such a course to be housed and offered.

The HPR raiding appears to get into graduate courses, as the titles for HPR 612, HPR 620, HPR 642, and HPR 670 suggest (all titles from Fall 2008 Schedule Guide inserted below).

1559	HPR	612	X080	1	3.0	Fin Mgt In Spt	07:00AM-09:00AM	M W	HPR 205	HALL, STAC	30	14	Open
4201	HPR	620	H001	1	3.0	Sport Soc Mgmt	06:30PM-09:15PM	F		MOSE, JAME	30	1	Open
10506	HPR	620	X080	1	3.0	Sport Soc Mgmt							Open
7548	HPR	630	X080	1	3.0	Soc Eth Issues Spt				TRA	30	8	Open
9510	HPR	642	H001	1	3.0	Spt Ven Envt Mgt	11:00AM-12:15PM	T R	CH 302	TRA	24	8	Open
4202	HPR	670	H001	1	3.0	Org Lead Mgt In Spt	08:00AM-09:15AM	T R	HPR 205	PHILLIPS, DENN	25	7	Open

Course descriptions for all three of these HPR graduate courses are inserted below, and they support the idea that in at least three cases (i.e., 612, 642, and 670), FIN, MGT, and TM are CoB units that are affected by HPR raids.

612. **Financial Management in Sport.** 3 hrs. Advanced principles and applications of finance and economics in the sport industry.

620. **Introduction to Sport Security Management.** 3 hrs. Introduction to the nature and scope of sport security. Study of domestic and international threats, natural disasters and crowd management operation issues in sport.

642. **Sport Venue and Event Management.** 3 hrs. This course will provide a practical background in all facets of managing a sports event and facility.

670. **Organizational Leadership and Management in Sport.** 3 hrs. Special emphasis on problems of the athletic administrator and coach in organizing and directing the athletic programs and sport businesses.

Though stated above in the CHS section that Doty openly expressed a desire for offering a PhD program in the CoB, the situation here with HPR may be one of Doty's own making. Sources tell USMNEWS.net that, on at least one occasion, Doty invited HPR guru, Lou Marciani, into the "CoB den." Sources also add that, during his 2003-07 tenure as CoB dean, Doty seemed more interested in setting up an economic education center for his wife, Susan, than in policing the CoB course raiding that many people knew was taking place at the time.