

Campus: Indiana University Purdue University Indianapolis

Proposed Title of Certificate Program: Certificate in Motorsports Studies

Projected Date of Implementation: August 2009

Overview

This document sets forth the basic features of an undergraduate Certificate in Motorsports Studies, centered in the School of Liberal Arts but providing a broad, interdisciplinary curriculum, for the Indiana University-Purdue University at Indianapolis campus (IUPUI). It follows the format of the Indiana University Application Form for Certificate Programs.

I. Why is this certificate needed? (Rationale)

The Certificate in Motorsports Studies will serve student interests and community needs. The recently developed BS in Motorsports Engineering and the Motorsports Technology Certificate demonstrate high interest among IUPUI students in the motorsports industry. There is also strong interest in motorsports in the general community. Indianapolis, “Racing Capital of the World,” is the home of several major motorsports events, including: the Indianapolis 500, the Brickyard 400, the NHRA Nationals and the MotoGP. The Indianapolis Motor Speedway has also hosted the US Grand Prix. The nearby cities of Evansville and Madison, Indiana, host important events on the American Boat Racing Association schedule, the Madison Regatta and “Thunder on the Ohio”, respectively. A very large number of facilities throughout central Indiana and the mid-west in general host racing events on a regular basis. The motorsports industry has a significant influence on the social and economic fabric of central Indiana, the mid-west, the United States and, indeed, the world.

This certificate will appeal to students who have a general interest in motorsports studies as related to Liberal Arts disciplines. Students interested in the history of motorsports, women in motorsports, race and ethnicity and motorsports, and the economics of motorsports, will all benefit from this certificate. Special emphases or tracks will be available for students interested in communication and public relations, business, finance, and management, and tourism management, as related to the motorsports industry. The required capstone course, which may include internships, will help place students in jobs in the motorsports industry, if they so desire. The School of Liberal Arts has already sponsored internships with Panther Racing and has a promising relationship with Sarah Fisher Racing.

By drawing on the expertise available through the curriculum offered by the School of Engineering and Technology and their BS in Motorsports Engineering, in addition to courses offered through the School of Business, the School of Journalism and the School of Physical Education and Tourism Management, this Motorsports Studies Certificate will offer a unique opportunity to study many different facets of the motorsports industry.

II. Major Topics and Curriculum of the Certificate Program

The Certificate is designed to supplement an undergraduate student's major field of study or stand alone. The certificate is simultaneously grounded in the liberal arts and highly interdisciplinary. In the required courses, all six principles of undergraduate learning will be emphasized from a liberal arts perspective:

- A. **Core Communication and Quantitative Skills and Critical Thinking:** Students will be required to successfully complete a Liberal Arts course on research methods, professional writing, or a course on organizational communication. (These courses are also available as electives in the different emphases described below).
- B. **Integration and Application of Knowledge, and Intellectual Depth, Breadth and Adaptiveness:** The interdisciplinary nature of the certificate, combined with the required courses, is structured such that students will have the opportunity to acquire an in-depth understanding of motorsports, integrate what they learn, and apply that knowledge through the Motorsports Studies Capstone.
- C. **Understanding Society and Culture and Values and Ethics:** From Formula One to NASCAR and from Moto GP to snowmobile racing, motorsports spans the world, attracting diverse participants and fans. Because much of motorsports involves some kind of competition, and because of the diversity in participants and activities, issues of fairness, equity, cheating to gain an advantage, and so forth, will inform the certificate.

A "core value" of the School of Liberal Arts is **Interdisciplinary, international and multicultural approaches**. Goal 2 of our Strategic Plan states, "The School of Liberal Arts will be recognized as a center of excellence for both disciplinary and interdisciplinary research and scholarship in the humanities and social sciences." With this interdisciplinary certificate, the liberal arts are complemented by the interdisciplinary expertise of four other schools on the IUPUI campus.

The Certificate will be awarded after the student has completed 21 hours of coursework. All students will be required to complete three core Motorsports Studies courses and a capstone course under the direction of the Director of the Motorsports Studies. All of these courses must be passed with a grade of C or above in order to count for the Certificate. Electives must be approved by the Motorsports Studies Director prior to registration.

Required Courses

LIBA MSPT 100 Motorsports Studies (3cr)

ENGR MSTE272 Introduction to Motorsports (3cr)

One of the following (3cr):

LIBA C380 Organizational Communication

LIBA W231 Professional Writing Skills (3 cr)

LIBA G310 Introduction to Communication Research (3cr)

LIBA R351 Social Science Research Methods (3 cr)

and

LIBA MSPT 444 Motorsports Studies Capstone (3cr)

Note 1: MSPT 100 and MSPT 444 are temporary numbers.

Note 2: Students may not “double count” required courses and courses in the different areas described below. For example, R351, Social Science Research Methods, will not be counted as both a required course and a course in the Motorsports Studies Emphasis.

Note 3: The instructors of MSPT 100 and MSTE 272 will collaborate to insure that these courses are complementary and not repetitive.

Students will select the remaining 9 hours of electives in consultation with the Director of the Motorsports Studies. Four different areas of emphasis will be available: Motorsports Studies; Communication and Public Relations; Business, Finance, and Management; and, Tourism and Event Management. The Motorsports Studies Capstone will be designed by the student in consultation with the Director of Motorsports Studies. The capstone will help students synthesize and demonstrate what they have learned while readying them for opportunities in the motorsports industry.

The following is a sample list of elective courses. Several of the courses listed have pre-requisites or require consent of the instructor. For example, W231, Professional Writing Skills, has a pre-requisite of W131, Elementary Composition 1 (and a grade of C or better), and E307, Economics of Sport, has a pre-requisite of E201 (Introduction to Microeconomics), sophomore standing, or consent of the instructor. 200 level Business courses have no pre-requisites; the 300 level Business courses have several pre-requisites. Students are encouraged to examine the IUPUI Campus Bulletin, to consult with their advisor, and to consult with the Director of Motorsports Studies prior to embarking on a course of studies that leads to a Motorsports Studies Certificate.

Motorsports Studies Emphasis (3 courses from the list below):

- HIST A421 History of Sports, Recreation, and Leisure (3cr)
- LIBA G310 Introduction to Communication Research or
R351 Social Science Research Methods (3cr)
- LIBA C380 Organizational Communication (3cr)
- LIBA W231 Professional Writing Skills (3cr)
- LIBA E307 Economics of Sport (3cr)
- LIBA A303 Topics in African American and African Diaspora
Studies (such as, Sport, Culture, and African Americans) (1-3cr)
- LIBA A303 Topics in American Studies (1-3cr)
- LIBA W300 Topics in Women's Studies (1-3cr)

Communication and Public Relations Emphasis (3 courses from the list below):

- LIBA W231 Professional Writing Skills (3cr)
- LIBA C380 Organizational Communication (3cr)
- HPER TCEM 231 Tourism and Hospitality Marketing (3cr)
- JOUR J219 Introduction to Public Relations (3cr)
- JOUR J360 Public Relations Tactics and Techniques (3cr)
- JOUR J360 Understanding Sports Media (3cr)

Note: J360 is a temporary number.

Business, Finance, and Management Emphasis (3 courses from the list below):

- ENGR MOE 310 Business of Motorsports I (3cr)
- ENGR MOE 311 Business of Motorsports II
- LIBA W231 Professional Writing Skills (3cr)
- JOUR J360 Sports Marketing and Advertising (3cr)
- BUS M200 Marketing and Society: A Look at Roles and
Responsibilities or
M300 Introduction to Marketing (3cr)
- BUS W200 Introduction to Business and Management (3cr)
- BUS F200 Foundations of Financial Management or
F300 Introduction to Financial Management (3cr)
- BUS P200 Foundations of Operations Management or
P300 Introduction to Operations Management (3cr)
- BUS M200 Marketing and Society or
M300 Introduction to Marketing (3cr)

Note: J360 is a temporary number.

Tourism and Event Management Emphasis (3 courses from the list below)

- LIBA W231 Professional Writing Skills (3cr)
- PETM TCEM 219 Management of Sport Events (3cr)
- PETM TCEM 231 Tourism and Hospitality Marketing (3cr)
- PETM TCEM 329 Sport Marketing (3cr)
- PETM TCEM 362 Tourism Economics (3cr)

III. What are the Admission Requirements?

Students usually will enter the program fall semester, but may apply for spring semester under special circumstances.

To enroll in the Undergraduate Certificate in Motorsports Studies, IUPUI students should do two things 1) complete an Application form in the School of Liberal Arts Student Affairs office (Cavanaugh Hall 401) and 2) fill out and mail this application form to the Director of Motorsports Studies (Cavanaugh Hall 303).

Students currently enrolled at IUPUI may be considered for this certificate if they meet the following criteria:

1. Have earned 55 credit hours towards their degree at IUPUI
2. Have at least a cumulative 2.5 GPA

Students who have not enrolled at IUPUI may be considered for this certificate if they meet the following criteria:

1. Apply for Undergraduate Admission to IUPUI and specify the Motorsports Studies Certificate as their objective.
2. Have 55 credit hours of transferable work.
3. Have at least a cumulative 2.5 GPA

IV. Student Learning Outcomes

The goals of the Certificate are: 1) To increase understanding of the motorsports industry. Students will be exposed to numerous forms of motorsports, including open and closed-wheel automobile racing, powerboat racing, and so forth. 2) To develop student skills that will enhance their career prospects in the motorsports industry, including social research skills, communication, public relations, business, finance, and marketing, and event management skills as related to motorsports. 3) To give students a broad, interdisciplinary background in the field of motorsports and the importance of the industry to central Indiana. 4) To create opportunities for students to interact with persons affiliated with the motorsports industry in central Indiana.

V. Assessment

Student assessment will be based on regular classroom instruction that focuses on student enhancement of knowledge, skills, and attitudes in the areas motorsports. The students will be required to complete four courses, including a capstone experience. The required courses are interdisciplinary, offered through the School of Liberal Arts and the School of Engineering and Technology. The capstone will be representative of the student's mastery of the curriculum and will be supervised and evaluated by an interdisciplinary Motorsports Studies Certificate Committee. The Committee will establish criteria that will assess student learning outcomes.

Assessment of the certificate program will be based upon an annual review of capstone projects and an alumni survey to be conducted at regular intervals. Capstone projects will most often consist of a significant research paper in combination with direct involvement in the motorsports industry, such as through an internship. Capstone projects will be evaluated by an interdisciplinary Motorsports Studies Certificate Committee. This committee will be comprised of at least three members drawn from the adjunct faculty in the Motorsports Studies Program, typically with regular appointments in the School of Liberal Arts and the School of Engineering and Technology. The Committee will base the evaluation of the research project/internship on interviews with representatives of the host motorsports organization. The alumni survey will be initiated five years after implementation of the certificate and every 7 years thereafter. Included on the survey will be questions addressing the curriculum, student advising, and (potential) employment in the motorsports industry.

Program assessment will be summative (across student). Reviewing student work (e.g., capstone projects) and alumni status in the aggregate will allow program assessment and determination of whether or not the program is attaining its goals. The Motorsports Studies Certificate Committee will use the assessment data to guide the growth, development, and improvement of the program.

Student and program assessment will be informed by the IUPUI Principles of Undergraduate Learning (see also the appendix below):

- Core Communication and Quantitative Skills;
- Critical Thinking;
- Integration and Application of Knowledge;
- Intellectual Depth, Breadth, and Adaptiveness;
- Understanding Society and Culture; and,
- Values and Ethics.

The Certificate in Motorsports Studies will provide outcomes that enhance student learning in all areas associated with the Principles of Undergraduate Learning. Overall, learning outcomes associated with the principle of Intellectual Depth, Breadth, and Adaptiveness *may* have the most influence on students. The Motorsports Studies Certificate requires courses from two different schools (Liberal Arts and Engineering),

and a completed certificate may draw on courses from up to five different schools on the IUPUI campus: Liberal Arts; Business; Engineering and Technology; Journalism; and, Health, Physical Education and Tourism Management. By design, students will be required to examine motorsports from a variety of perspectives and in-depth (through the capstone requirement). Other Principles will influence student learning more or less depending upon a given student's chosen area of emphasis. For example, students in the Motorsports Studies emphasis will be exposed to core communication and quantitative skills through courses that include W231, Professional Writing Skills, C380, Organizational Communication, and G310, Introduction to Communication Research or R351, Social Science Research Methods. Students who opt for this emphasis will be able to express ideas and facts in a variety of formats, including written and oral presentations, with respect to motorsports.

VI. Student Population to be Served

This Certificate will serve students from a wide variety of disciplines across several schools at IUPUI. There is a large interest in the motorsports industry in Central Indiana. In Liberal Arts, undergraduate students pursuing degrees/minors/certificates in Communication Studies, Economics, English, History, and Sociology, Anthropology, and Geography, History, and Cultural studies (including African American and African Diaspora Studies, American Studies, and Women's Studies) will be able to complement their studies with a Certificate in Motorsports Studies. Strong interest in motorsports engineering has already been documented. This certificate will benefit students interested in motorsports who seek degrees from the Schools of Engineering and Technology, Business, and School of Health, Physical Education, and Tourism Management. Participation in this certificate program will make students more employable in the motorsports industry. Indiana is the home of more than 1,200 motorsports specific businesses that employ thousands of Hoosiers. For this reason, Governor Daniels has implemented a motorsports initiative within the Indiana Economic Development Corporation (IDEC). According to INgear ("Indiana growing education and racing"), these jobs pay almost twice the average median income of workers in the state. These jobs, which extend beyond the position of race car driver and engineer, include positions that will draw on fundamental liberal arts skills, including communication, social research, and critical thinking skills.

VII. Relevance to Campus Mission

The Motorsports Studies Certificate fits well with the IUPUI mission of enhancing the cultural and economic development of central Indiana. The certificate will benefit current and potential employees in the motorsports industry, an industry with a large presence in the region.

VIII. Relationship to Existing I.U. Degree Programs

The Motorsports Studies Certificate in Liberal Arts will complement the BS and Certificate in Motorsports Engineering in the School of Engineering and Technology.

This program will draw on the expertise provided by faculty in the School of Engineering and Technology to provide students with a basic understanding of technology and engineering as related to motorsports. Simultaneously, the certificate will build on that understanding to provide fundamental skills typically found in the liberal arts, including communication, intellectual breadth, and critical thinking.

IX. New Resources Needed for the Certificate Program

The Motorsports Studies Certificate will require the appointment of a Director of the program from the faculty in the IU School of Liberal Arts. This faculty member will be appointed by the Dean of the School of Liberal Arts. The Director will receive release time from her or his Department to oversee and teach in the Certificate Program. Other courses will be taught by faculty in allied departments and/or Schools.

X. Innovative Features

The Certificate program in Motorsports Studies will bring diverse components of IUPUI together into a very broad, interdisciplinary program that will provide practical skills and knowledge to students interested in the motorsports industry.

Appendix: IUPUI Principles of Undergraduate Learning

Core Communication and Quantitative Skills

The ability of students to write, read, speak, and listen, perform quantitative analysis, and use information resources and technology and the foundation skills necessary for all IUPUI students to succeed. This set of skills is demonstrated, respectively, by the ability to:

- express ideas and facts to others effectively in a variety of written formats;
- comprehend, interpret, and analyze texts;
- communicate orally in one-on-one and group settings;
- solve problems that are quantitative in nature, and
- make efficient use of information resources and technology for personal and professional needs.

Critical Thinking

The ability of students to analyze information and ideas carefully and logically from multiple perspectives. This skill is demonstrated by the ability of students to:

- analyze complex issues and make informed decisions;
- synthesize information in order to arrive at reasoned conclusions;
- evaluate the logic, validity, and relevance of data;
- use knowledge and understanding in order to generate and explore new questions.

Integration and Application of Knowledge

The ability of students to use information and concepts from studies in multiple disciplines in their intellectual, professional, and community lives. This skill is demonstrated by the ability of students to apply knowledge to:

- enhance their personal lives;
- meet professional standards and competencies, and;
- further the goals of society.

Intellectual Depth, Breadth, and Adaptiveness

The ability of students to examine and organize disciplinary ways of knowing and to apply them to specific issues and problems.

- Intellectual depth describes the demonstration of substantial knowledge and understanding of at least one field of study.
- Intellectual breadth is demonstrated by the ability to compare and contrast approaches to knowledge in different disciplines.
- Adaptiveness is demonstrated by the ability to modify one's approach to an issue or problem based on the contexts and requirements of particular situations.

Understanding Society and Culture

The ability of students to recognize their own cultural traditions and to understand and appreciate the diversity of the human experience, both within the United States and internationally. This skill is demonstrated by the ability to:

- compare and contrast the range of diversity and universality in human history, societies, and ways of life;
- analyze and understand the interconnectedness of global and local concerns, and;
- operate with civility in a complex social world.

Values and Ethics

The ability of students to make judgments with respect to individual conduct, citizenship, and aesthetics. A sense of values and ethics is demonstrated by the ability of students to:

- make informed and principled choices regarding conflicting situations in their personal and public lives and to foresee the consequences of these choices, and;
- recognize the importance of aesthetics in their personal lives and to society.