Spanish Literature in English Translation (SPT)

250 Spanish Literature in English Translation (4) (A)
Cross-listed as ENG 250. No prerequisites. A study of selected masterpieces of Spanish literature. Course and readings are in English. (*occasionally)

251 Latin American Literature in English Translation (4) (A) (NW)
No prerequisites. Reading and analysis of literary masterworks from Latin America. Texts, periods, and regions will vary from semester to semester. Course and readings are in English. Equivalent to ENG 251. (*occasionally)

Speech (SPE)

100 Voice and Diction (4)
A study of voice production, articulation, vocal expressiveness and an introduction to phonetics. (*fall semester)

200 Oral Communication (4)
Develops and improves skills in speech composition and delivery by exposure to various speech types and situations. Concentrates on poise in group speaking situations. (*fall and spring semesters)

205 Oral Interpretation of Literature (4) (A)
Develops interpretive skills, vocal range and flexibility, understanding of language, and expressiveness of voice and body in the interpretation of literary forms. (*spring semester)

208 Speech for Business and the Professions (4)
Offers practice in briefings, interviews, problem-solving conferences and communication management. Covers techniques for speaking situations commonly encountered in business and the professions. (*fall and spring semesters)

300 Storytelling: Voice, Script and Movement (4) (W) (A)
This course includes practical application of ideas toward writing and performance of personal stories.

303 Seminar in Public Performance (4) (A)
Cross-listed with THR 303. A project-oriented course that provides guided study in areas such as oral interpretation, readers’ theater, public speaking and acting. (*as needed)

330-331-332 Special Topics in Speech (2-4)
Special Topics in Speech will offer instruction and experiences in specialized speech-related courses such as forensics, more advanced speech courses, and analysis of public political rhetoric speech.

Sport Management (SPM)

290 Introduction to Sport Management (3)
This course will introduce the NASPE/NASSM academic content standards for sport management and discuss career paths in the sport industry. In addition, students will develop networking skills and partake in an experiential learning exercise. (*fall and spring semesters)

385 Media Relations and Communication in Sport (3)
Prerequisite: SPM 290. This course will provide a framework for understanding the connection between the informational and commercial sides of sport information management. Emphasis will be placed on allowing future sport managers the opportunity to acquire
and refine effective ways of communicating, both internally and externally, with all their constituents.

390 Financial Issues in Sport (3)
Prerequisites: SPM 290, ACC 202 and ECO 204. An in-depth study of the administrative and financial policies, standards and procedures involved in the sport management profession and related fields. (*fall semester)

393 Stadium and Arena Management (3)
Prerequisites: SPM 290, ACC 202, and ECO 204. Covers the various aspects and functions of managing a stadium and/or arena. Covers the basic considerations in planning these facilities and how proper planning facilitate their management. (*fall and spring semesters)

395 Sport Marketing/Fund Raising (3)
Prerequisites: SPM 290, ACC 202, and ECO 204. Studies marketing, fund-raising and promotion techniques as they apply to the sports business. (*spring semester)

397 Legal Issues and Risk Management in Sport (3)
Prerequisite: SPM 290 or athletic training major. This course is designed as an overview of the legal issues most often encountered in sport. The course emphasizes tort, contract, and select areas of constitutional, statutory, labor and commercial law. Students become aware of the rights of participants, athletes, coaches, managers, teachers, referees, and others engaged in amateur and professional sport. (*fall and spring semesters)

399 European Sport Management (2-4)
Prerequisites: Either SPM 290 and SPM 395, or MGT 330 and MKT 300. Sport serves as a global language bridging many cultural and political barriers. As an industry, Sport accounts for 2 percent of the worldwide economy. This course examines strategic, operational, cultural and technological factors to prepare future business leaders for success in the competitive sport marketplace. (*spring semester)

412 Principles of Administration for Sport and Physical Education (3) (W)
Cross-listed with ESC 412. Prerequisite: SPM 290. Studies the procedures for organizing and managing physical education, fitness and sports programs and analyzes the administrative concepts. (*fall and spring semesters)

425 Professional: Selling in Sport (3)
Prerequisites: SPM 290 and 395. This course focuses on promotion and sales of sport. Quite often, selling is a student’s initial entryway into the sport business. This course will examine the relationship between right holders and sponsors of sport teams and events. It will also examine how events sell tickets and the technology associated with ticketing. Presentation skills, prospecting and closing will be addressed. This course will utilize guest speakers from the Tampa sport industry and will culminate with the class being a part of selling tickets/sponsorship for a Tampa Bay area sport event.

475 History of the Modern Olympic Games (4)
The Olympics are the foundation of organized sport throughout the world. This course will explore the political, social, cultural and economic impact the games have had on society. It will also examine the administrative functions of governing bodies of professional and amateur sport across the world.

491 Seminar in Sport Management (3) (W)
Prerequisites: SPM 290, ACC 202, ECO 204 and junior or senior standing. A seminar dealing with advanced problems in sport management. Issues include legal aspects, governance of athletics, eligibility standards and ethics in athletics.

493 Venue and Event Management (4)
Prerequisite: SPM 393. This course takes advantage of many of the world class sport and event venues in the Tampa Bay Area. The course consists of lecture and numerous site visits.
to venues such as the St. Pete Times Forum, Raymond James Stadium, Tampa Convention Center, Tropicana Field, Legends Field, Florida State Fairgrounds, the Sun Dome, Ed Radice Sports Complex, the TPC of Tampa Bay and others. The course explores commonalities and differences in managing and marketing different venues and events.

**495 Internship in Sport Management (1-12)**
Prerequisite: senior standing. Graded on a satisfactory/unsatisfactory basis. Offers practical experience in sports management within the sport business community.

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**Technology and Innovation Management (TIM)**

**710 Competing Through Innovation (1.5)**
For graduate students only. Prerequisites: Foundation course sequence or concurrent enrollment in foundation courses. The global innovation economy requires that companies continually innovate at all phases of the business cycle to create sustainable competitive advantage through their products, services and operating processes. This course examines the complete innovation system and provides an overview of the key conceptual frameworks and analytic tools for developing and implementing innovation strategies. Available as an elective in the MBA program.

**720 Accelerating New Product Development (3)**
For graduate students only. Prerequisites: Foundation course sequence and TIM 710. This course examines the processes organizations use to increase R and D effectiveness and the rate of new product introduction. Emphasis is on the organization processes and leadership used to effectively integrate all key functional areas of the organization. Special emphasis is given to the interactive roles played by technologists (scientists, engineers) and marketers in identifying and translating market opportunities and knowledge breakthroughs into successful products. The course explores numerous methodologies to identify and manage potential problems in those processes.

**730 Leading Innovators (1.5)**
For graduate students only. Prerequisites: Foundation course sequence and TIM 710. This course focuses on strategies and theories for leading and supporting innovators within organizations. Through case studies and experiential exercises, the course explores such topics as characteristics of technical professionals and teams, inhibitors to innovation, emergent collaboration, tailoring of reward and recognition systems that allow for learning from failures, creating receptive organizational cultures, and organizational environments that foster innovation.

**740 Optimizing Organizational Learning (3)**
For graduate students only. Prerequisites: Foundation course sequence and TIM 710. This course explores how organizations acquire, create, share and leverage what they know to create sustainable competitive advantage in their markets. Their stock of knowledge represents intellectual capital that must be effectively managed. Knowledge management processes and systems are discussed based upon case studies and research of best practices in leading companies. The course also intensively focuses on the international and domestic laws governing intellectual property.

**745 Forecasting for Technology Companies (1.5)**
Prerequisites: Foundation course sequence and TIM 710. This course covers quantitative and qualitative techniques for effective forecasting in technology companies. We use spreadsheet tools to build, analyze and solve models to enable effective technology forecasting by managers, business analysts and consultants. Quantitative techniques include correlational, regression, moving-average, exponential smoothing and seasonal models, as well as technology