

Eastern Illinois University
College of Education and Professional Studies
Department of Kinesiology and Sport Studies
KSS 5214: Sports Governance
Asynchronous Technology Delivered Format

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Office Hours: Monday 1-3pm, Tuesday, 1-2pm via D2L e-mail, phone, or by appointment

Course Overview

This course is designed to acquaint students with comprehensive fundamental theories and issues in sport marketing and publicity, grounded with traditional marketing principles, and emphasizing unique application to sport business.

Course Objectives

- Students will analyze the differences in focus between various areas of sport—for example the difference between community, intercollegiate and professional sport
- Students will examine the primary governance structures and administrative bodies overseeing the various areas of sport—for example the AAU, IOC, NCAA, and NAIA
- Students will evaluate current policy issues across the various areas of sport—examples include drug testing, safety, and eligibility requirements.
- Students will analyze the positions and actions of competing interest in the formation of policy across various areas of sport, examples include the actors involved with the NCAA mascot decision, and the on-going struggle to create policy in collective bargaining settings.
- For students to improve their critical thinking, reading, writing, and communication skills

Grading Scale

A	90–100%
B	80–89%
C	70–79%
D	60–69%
F	<60%

Final grades will not be altered unless a statistical or clerical error has occurred. A student may not submit additional work, rewrite an assignment, or retake an exam to raise a final grade.

Student Evaluation Criteria:

Assignment	Grade
Chapter Quizzes (5 total)	25%
Round Table (5 total)	25%
Discussions (5 total)	25%

Final Paper (Duke Lacrosse)	25%
Final Grade	100%

Grades will be posted on D2L periodically throughout the semester. The instructor will post grades within a week after an assignment has been submitted. Students are responsible for checking their grades and ensuring their accuracy.

Chapter Quizzes

To ensure students are reading and retaining information, students will have weekly quizzes for the first 5 weeks of this course. These quizzes will open on the first day of the week (Monday) and close on Sunday at 11:59pm cst. Each quiz will consist of 10 questions (both short answer and multiple choice) regarding the assigned reading in the textbook. A student is only allowed to take the quiz once (multiple attempts are not permitted), and students will have 1 hour to complete each quiz. Please note, once the quiz is attempted, the student must complete the quiz. Quizzes are open note/open book; however, this is an individual assignment and as such, students should not be completing this assignment with their peers and students should not be sharing questions/answers with their peers. Below you will find the university policy regarding academic misconduct. Students found to be in violation of this policy will be disciplined according to EIU policy.

Round Table

To assist students in thinking critically about the material that is being read in the textbook, for the first 5 weeks of the course, students will be asked to complete a round table assignment (please note, these assignments need to be posted every Thursday for the first 5 weeks of the course by 11:50 pm cst). These assignments help to ensure students have read the material and can connect the material to outside resources. These assignments also are designed to assist students in taking ownership of their learning and to encourage every student to become a self-directed learner. For this assignment, students are asked to read the textbook Chapters that have been assigned to them for that week. Students are then asked to select a topic/governance issue from the reading that they find interesting (i.e. decision making, policy development, scholastic sport). In 2-4 pages (double spaced), students will do the following:

- Find and summarize a scholarly article that explores the governance issue discussed in the text *if possible, students should provide a link to the article or post the article along with their round table assignment on D2L
- What was interesting about the article?
- How can sport managers and policy makers use this information?
- Provide two questions for discussion

Students are asked to write using APA format (in-text citations as well as references), including use sub-headings for this assignment (i.e. summary of article, interesting facts, discussion questions) and students should post their assignment to the discussion board for their peers to review. Please note, this assignment requires a scholarly article, using non-scholarly sources will

result in the student receiving a “0.” Students are asked to refer to the “**Course Requirements and Writing Resources**” section of this syllabus (see below) for further information regarding scholarly sources and how to effectively use APA format.

Discussion

After a student has posted his/her round table assignment to the discussion board, he/she will be asked to respond to the discussion questions posted by other students. Please note, in order to participate in the discussion, students must first post their round table assignments. Each student must respond to a **minimum** of **two** discussion postings from two different students every week. Responses need to be posted by Sunday at 11:59pm cst for the first five weeks of the course. This assignment requires students to read their peers round table assignments in order for them to post an articulated in-depth response to their peer’s discussion question. Comments should not simply be based on student’s opinions, students are asked to back up their reasoning with facts from the round table assignments and/or from the text book. Responses should not simply be one word answers, but should be in-depth and warrant further discussion from other students.

Final Paper

Until Proven Innocent (5-8 pages, Due July 26, 11:59pm cst)

In recent years, there have been several governance/policy issues in sport that have been given national/international attention. One such controversy was the Duke Lacrosse Rape Case in which several Duke Lacrosse student-athletes were charged and tried for the assault of a young woman. This case is a great (yet very sad) sports related example of the power steak holders, policy makers, governance organizations (Duke University, NCAA, City of Durham) have regarding those they are supposed to be assisting. Thus, we will read the book *Until Proven Innocent*, to examine the facts of the Duke Lacrosse rape case. Using a governance lens and referring to the textbook as well as the scholarly articles that the students have read throughout the semester, students are asked to write a paper about the case, addressing the following:

- Describe the Case (specifically focusing on the governance issues)
- Provide a timeline of the case (students may use bullet points)
- Who are the key individuals in the case and what was their role in the controversy
- How can/has this case impacted strategic management, policy development, ethics in sport, and intercollegiate athletics in regards to sport governance
- As a sport administrator, how would you have handled the situation (this is the only section of your paper that you may write in the first person)

Remember, this assignment should use APA style (meaning a cover page/reference page) and should be submitted to the designated dropbox by the due date).

Grading of Written Assignments

Each assignment will be graded in accordance to the Universities suggested rubric for writing. A copy of these expectations is can be found at:

<http://www.eiu.edu/~assess/ewpmain.php> (writing rubric)

Course Requirements and Writing Resources

Throughout the course, students will be challenged through various writing assignments. These assignments are designed for students to gain a better understanding of the course material, and to encourage students to think critically. A hard copy of each assignment is due to the instructor on the date specified below.

All assignments must be typed, double-spaced with one-inch (1") margins, and 12-point Cambria or Times New Roman font. All written assignments must *consistently* follow the style outlined in the *Publication Manual of the American Psychological Association*. Multiple page assignments must be *stapled*. The APA Publication Manual-6th edition can be purchased at the EIU bookstore. A free APA resource guide is available online at:

<http://owl.english.purdue.edu/owl/resource/560/01/>. Please remember that APA style requires a cover page as well as a reference page. For additional assistance with writing, students are encouraged to visit the EIU Writing Center located at 3110 Coleman Hall. More information about the Writing Center can be found at: <http://castle.eiu.edu/~writing/>.

Students are required to reference scholarly sources within their writing(s). **Scholarly sources are published texts written by experts in a particular field. Often times, professional organizations and universities publish scholarly sources.** Scholarly articles can be accessed using the databases subscribed to by the EIU libraries. Please contact reference librarian, David Bell, at dsbell@eiu.edu or by phone at (217)581-7547 if you have any questions regarding locating scholarly text.

Please remember that although it can be tempting to write in the first person and write informally, **your ability to write academically/scholarly is an expectation in this class**. Thus, please **avoid writing in the first person** (i.e. I feel, I like), **avoid conjunctions** (i.e. can't, won't didn't, instead use cannot, will not, did not), and **avoid direct quotes** (instead paraphrase). Also, **avoid making claims that you cannot support**. If you are going to make a statement, it needs to be supported by research/scholarly text.

Textbooks and Reading Materials

Textbooks are available for rent at the EIU Bookstore (or for purchase on various on-line retailers). The textbooks will be supplemented by additional readings, which are available on D2L. We will use the following book in the course:

Hums, M.A., & MacLean, J.C. (2009). *Governance and Policy in Sport Organizations*. (2nd edition). Scottsdale, AZ. Holcomb Hathaway.

Taylor Jr, A., & Johnson, K.C. (2007). *Until Proven Innocent: Political Correctness and the shameful injustices of the Duke lacrosse rape case*. New York, NY. St. Martin's Press.

Policy on Assignments and Technological Resources

DUE DATE FOR EACH ASSIGNMENT ARE CLEARLY STATED ON THE CLASS SCHEDULE (SEE BELOW), late assignments will not be accepted. Please keep in mind that this is a virtual classroom, and at times, technology fails. It is your responsibility to ensure that your assignments are turned in on time. Therefore, I recommend that you complete your work ahead of time to avoid any computer “malfunctions.” If you are experiencing problems with your computer, please contact the EIU Help Desk via e-mail itshelp@eiu.edu, via phone at 217-581-4357, or on twitter [@eiu_itshelp](https://twitter.com/eiu_itshelp). You can also stop in for support at the Student Services Building – 1014, M-F 7:30am - 4:30pm. If you need assistance regarding D2L please contact The Center for Academic Technology Support (CATS) via e-mail at cats@eiu.edu or phone at 217-581-8396.

Creating a Supportive Atmosphere

The majority of this class is discussion based, requiring participation from the students as well as the instructor. A virtual classroom should be a safe space for students to express their thoughts and opinions without fear of penalty. If you feel that your thoughts are not being respected or valued, please set up a time to meet with me. Also, please be respectful to your peers by not dominating virtual discussions.

Academic Integrity

Students are expected to abide by the EIU Code of Conduct. The Code of Conduct can be found at: <http://www.eiu.edu/judicial/Current%20Code%202013.pdf>. Students are to not to cheat or plagiarize. The instructor will report all suspected instances of academic misconduct. Furthermore, students who violate the EIU Code of Conduct will not receive credit for the assignment(s) and will be unable to make-up assignment that is deemed in violation of the Code of Conduct.

Academic Accommodations

To request academic accommodations due to a documented disability please contact the Office of Student Disability Services located in Ninth Street Hall, Room 2006 at (217) 581-6583. If you have been provided a self-identification form from the Office of Student Disabilities Services indicating that you have a disability, which requires accommodation, please present it to me so we can discuss the accommodations you might need in the class.

Student Success Center

We want students at EIU to be successful in the classroom and achieve their personal goals. If additional academic assistance is needed, students are encouraged to visit the Student Success Center at 1302 9th Street Hall. More information can be found at: <http://www.eiu.edu/success/>.

Counseling Services

The EIU Counseling Centers offers a wide range of services for EIU students. Non-emergency clients can call the Counseling Center at (217)581-3413 and access services Monday through Friday from 8:00am-4:30pm in the Human Services Building. In case of an emergency, please contact the EIU Counseling Center at (217)581-3413 or (217)549-6483 (after hours).

-Please note: This syllabus is subject to change.

Class Schedule

Topic, Assignments Due

Week 1

June 16-June 22

Governance Ch. 1, 2, 3

- ***Introduction -100 word bio about yourself (due Wednesday, June 18, 11:59pm cst)***
- ***Quiz #1 (Due Sunday, June 22, 11:59pm cst)***
- ***Round Table #1 (Due Thursday, June 19, 11:59pm cst)***
- ***Discussion #1 (must respond to two postings by Sunday, June 22 at 11:5pm cst)***

Week 2

June 23-June 29

Governance Ch. 4, 5, 6

- ***Quiz #2 (Due Sunday, June 29, 11:59pm cst)***
- ***Round Table #2 (Due Thursday, June 26, 11:59pm cst)***
- ***Discussion #2 (must respond to two postings by Sunday, June 29 at 11:59pm cst)***

Week 3

June 30-July 6

Governance Ch. 7, 8, 9

- ***Quiz #3 (Due Sunday, July 6, 11:59pm cst)***
- ***Round Table #3 (Due Thursday, July 3, 11:59pm cst)***
- ***Discussion #3 (must respond to two postings by Sunday, July 6 at 11:59pm cst)***

Week 4

July 7-July 13

Governance Ch. 10, 11, 12

- ***Quiz #4 (Due Sunday, July 13, 11:59pm cst)***
- ***Round Table #4 (Due Thursday, July 10, 11:59pm cst)***
- ***Discussion #4 (must respond to two postings by Sunday, July 13 at 11:59pm cst)***

Week 5

July 14-July 20

Governance Ch. 13, 14

- ***Quiz #5 (Due Sunday, July 20, 11:59pm cst)***
- ***Round Table #5 (Due Thursday, July 17, 11:59pm cst)***
- ***Discussion #5 (must respond to two postings by Sunday, July 20 at 11:59pm cst)***

Week 6

July 21-July 26

Until Proven Innocent

- ***Final paper (due Saturday, July 26, 11:59pm cst)***