

Department of Kinesiology and Sport Studies
KSS 5210 – Administration of Intercollegiate Athletics
Fall 2017

Instructor: Jon A. Oliver, Ph.D.	Email: jaoliver@eiu.edu
Office Hours: MW 10–12 noon & 1:00-2:00 pm, by appt.	Office Address: 2203 Lantz – EIU, Charleston, IL 61920
Classroom: Lantz 1160 – T/TH 9:00 to 10:15 am	KSS Lantz Office Phone: 217-581-2215

Course Description: Examination and analysis of essential management principles required for effective administration of intercollegiate athletics programs.

Course Objectives:

- 1 - Analyze the history and evolution of the intercollegiate athletics industry
- 2 - Examine history of inclusion/exclusion of minority groups in intercollegiate athletics
- 3 - Evaluate the role of national governing bodies and athletic conferences
- 4 - Analyze the purpose of a departmental mission and vision statements
- 5 - Examine the strategic management process and human resource management
- 6 - Analyze organizational departmental structure and design in intercollegiate athletics
- 7 - Evaluate financial management principles utilized in intercollegiate athletics
- 8 - Examine recruiting policies and practices by intercollegiate athletic personnel
- 9 - Evaluate compliance and enforcement policies and procedures
- 10 - Analyze the evolution of academic standards in intercollegiate athletics
- 11 - Evaluate ethical concerns and reform efforts within intercollegiate athletics
- 12 – Evaluate research related to the administration of intercollegiate athletics

Text: Covell & Barr (2016 – 2nd ed). *Managing Intercollegiate Athletics*. Scottsdale, AZ. Holcomb-Hathaway.

Supplemental Resources Available Online:

Professional Publications-Websites	Scholar Journals – Association Websites
Athletic Management (www.athleticmanagement.com)	Journal of Intercollegiate Sport (Human Kinetics)
Athletic Business (www.athleticbusiness.com)	Journal of Issues in Intercollegiate Athletics (CSRI)
Chronicle of Higher Education (online)	Journal of Sport Management (Human Kinetics & Booth)
Coach and Athletic Director (Booth Library online)	NCAA Research (www.ncaa.org)
College Student Journal (online)	National Junior College Athletic Association (NJCAA)

Assignments and Grading: (*400 Total Points)

Assignment	Points	Due	Assignment Description
'Professional Responses' * Evaluated with EIU writing rubric 'Classical Decision-Making Model' * Step 1 – Define problem or opportunity * Step 2 – Set organizational objectives * Step 3 – Generate alternatives * Step 4 – Select most feasible options * Step 5 – Implement the decision * Step 6 – Predict the results	*150 pts (50 each)	*varies* #1: Sep 19 #2: Oct 24 #3: Nov 16	- Explicitly integrate steps of the 'classical decision-making model', supportive data, and your developing professional perspective to articulate a response for each: *Scenario 1: EIU AD: Should EIU try to change athletic conferences or NCAA divisions ? *Scenario 2: EIU AD: Should EIU charge students and/or public admission to home events? *Scenario 3: EIU AD: Should EIU expand, maintain, or reduce # of sponsored sports teams? *750 word minimum. 5+ sport-specific references. Use APA in-text citations & attach an APA-formatted reference page. *Submit to D2L by the start of class on due date.
Intercollegiate Athletics Research Study Presentation * (groups of 3) * Evaluated with EIU speaking rubric * Each student present s 5+ slides	*80 pts 40 = rubric 40 = PPT	*varies *sign-up in class	- In groups of 3, present on a recent (*2012-current) published research study focused on an intercollegiate athletics administration topic. Search electronic research journals to select and finalize research study topic (*see list above). - Email link or copy of research article to instructor at least <u>1 week</u> before pres. date. - Submit to D2L dropbox by the assignment deadline. * <u>PPT minimum criteria</u> : title slide, introduction, purpose, review of literature, methods, results, discussion, conclusions, recommendations, future research, summary, reference(s), * <u>create</u> 2+ graphs & * <u>create</u> 2+ tables for relevant data, 5+ images, 5+ open-ended discussion questions to promote class discussion and critical thinking.
Exams	*170 pts (*in class)	Ex 1: Sep 14 Ex 2: Oct 26 Ex 3: Dec 13	Exam 1 = Chapters 1, 2, 3 = 50 points Exam 2 = Chapters 4, 5, 6 = 50 points Exam 3 = Chapters 7, 8, 9, 10 = 70 points (*Final Exam)
Attendance Policy	*Expected	*Daily	*On 3 rd unexcused absence = Final grade lowered 1 letter grade. 6 th absence = "F"
Extra Credit (*main options*)	*5 points each (*choose up to 2)	*Dec 7	a) Attend on/off-campus prof. development event , show evidence, summarize experience b) Volunteer or work at sports-fitness event, provide evidence, summarize experience c) Propose EX.CR. , justify rationale & benefits, get approval, summarize experience * <u>Answer 3 Qs</u> in detail for each activity: 1) What did you <u>do</u> (duties)? 2) What did you <u>learn</u> ? 3) How did you personally & professionally <u>benefit</u> from the activity?

Fall 2017 Tentative Class Schedule

(*subject to change with notice)

Date	Chapter	Topics of Discussion	Assignment Due
Aug 22-24	Ch. 1	Course Introduction – Syllabus Review – EIU-IAB 'Preview' Quiz Introduction to the Management of Intercollegiate Athletics	Read Ch. 1
Aug 29-31	Ch. 2	The Role of National Governing Bodies (NCAA , NJCAA , NAIA , etc)	Read Ch. 2 EIU Student-Athlete Handbook
Sep 5-7	Ch. 2	The Role of National Governing Bodies (NCAA , NJCAA , NAIA , etc)	Read Ch. 2
Sep 12-14	Ch. 3	Role of Conferences (OVC , Big Ten , etc)	Read Ch. 3
Sep 19-21	Review Chaps 1-3	*Response 1 and *Exam 1	*Sep 19 – Response 1 *Sep 21 – Exam 1
Sep 26-28	Ch. 4	Institutional and Department Missions, Goals, Strategic Management	Read Ch. 4
Oct 3-5	Ch. 5	Department Organizational Structure, Human Resource Management	Read Ch. 5
Oct 10-12	Ch. 6	Finances	Read Ch. 6
Oct 17-19	Ch. 6	Finances	Read Ch. 6
Oct 24-26	Review Chaps 4-6	*Response 2 and *Exam 2	*Oct 24 – Response 2 *Oct 26 – Exam 2
Oct 31, N 2	Ch. 7	Recruiting	Read Ch. 7
Nov 7-9	Ch. 8	Compliance and Enforcement	Read Ch. 8
Nov 14-16	Ch. 9	Academic Standards and Managing Change *Response 3	Read Ch. 9 *Nov 16 – Response 3
Nov 21-23	none	*Thanksgiving Break – no class	*Review chapter readings
Nov 28-30	Ch. 10	Ethical Concerns and Reform Efforts	Read Ch. 10
Dec 5-7	Ch. 10	Ethical Concerns and Reform Efforts	Read Ch. 10
Dec 13	Review Chaps 7-10	*Exam 3 (*Final) = Wednesday, December 13 th , 8:00 am-10:00 am	*Dec 13 – Exam 3

* Recommended Research Presentation topics (*note = not an 'all-inclusive' list)

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| <ul style="list-style-type: none"> • Participation data of student-athletes (SA) • Television broadcasting revenue • Gambling behaviors of SA • Evolution of academic standards • 'Guarantee game' \$ for FCS schools | <ul style="list-style-type: none"> • Academic achievement of SA • Social media behaviors of SA • Coaching salary data • Revenues and expenses • Criminal behavior of SA | <ul style="list-style-type: none"> • Alumni/donor behaviors • Financial aid-scholarships • Graduation rates of SA vs non-SA • Recruiting expenses, foreign-SA • Impact of rules infractions |
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* Course Policies *

(1) [Academic integrity](#) - Students are expected to maintain principles of academic integrity and conduct as defined in [EIU's Code of Conduct](#). Violations will be reported to the Office of Student Standards.

(2) [Students with Disabilities](#) - If you are a student with a documented disability in need of accommodations to fully participate in this class, please contact the [Office of Student Disability Services](#). All accommodations approved through OSDS. Ninth Street Hall, Room 2006, or call 217-581-6583.

(3) [The Student Success Center](#) - Students who are having difficulty achieving their academic goals are encouraged to contact the [Student Success Center](#) for assistance with time management, test taking, note taking, avoiding procrastination, setting goals, and other skills to support academic achievement. The Student Success Center provides individualized consultations. To make appt., call 217-581-6696, or go to 9th Street Hall, Rm 1302.

Reminders:

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| a. All assignments due by <u>start of class</u> | b. 20% off each <u>day</u> an assignment is late | c. Check EIU email <u>everyday</u> |
| d. *-1 point per writing error on each assignment (spelling, punctuation, capitalization, spacing, etc) – proofread carefully before submitting | | |