

Department of Kinesiology and Sport Studies
KSS 5210 – Administration of Intercollegiate Athletics
Fall 2018

Instructor: Jon A. Oliver, Ph.D.	Email: jaoliver@eiu.edu
Office Hours: T/TH 8-9 AM or by appointment	Office Address: 2502 Lantz – EIU, Charleston, IL 61920
Classroom: Lantz 1620 – 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 option * Step 5 – Implement the decision * Step 6 – Predict the results	*150 pts (50 each)	*varies* #1: Sep 20 #2: Oct 23 #3: Nov 15	- 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 seek to change conferences and/or NCAA divisions ? *Scenario 2: EIU AD: Should EIU charge students &/or public admission to more events? *Scenario 3: EIU AD: Should EIU expand, maintain, or reduce # of sponsored sports teams? *750 word minimum. 5+ sport-specific data-supportive references. APA in-text citations & 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	*70 pts 35 = rubric 35 = PPT file	*varies *sign-up in class	- In groups of 3, present on a recent (*2010-current) published research study focused on an intercollegiate athletics administration topic. Search electronic research journals to select and finalize research study topic (*see example topics below). - Email the link or research article copy to instructor at least <u>1 week</u> before pres. date. - Submit to D2L dropbox by the assignment deadline. * PPT minimum criteria: title slide, introduction, purpose, limitations, review of literature, methods, results, discussion, conclusions, recommendations, future research, summary, reference(s), *create 2+ graphs & *create 2+ tables for relevant data, 5+ images, 5+ open-ended discussion questions to promote discussion & critical thinking.
Quizzes & Exams	*180 pts (*in class)	Quiz 1: Sep 4 Quiz 2: Sep 6 Ex 1: Oct 4 Ex 2: Nov 13 Ex 3: Dec 12	Quizzes = Chapter 1 & 2 = 15 points each <*1 Q per page, save answers as you go> Exam 1 = Chapters 3, 4, 5 = 50 points Exam 2 = Chapters 6, 7, 8 = 50 points Exam 3 = Chapters 9, 10 = 50 points (*Final Exam)
Attendance Policy	*Expected	*Daily	*On 3 rd <u>unexcused</u> absence = Final grade lowered 1 letter grade. 6 th absence = “F”
Extra Credit (*main options*)	*5 points each (*choose 2)	*Dec 6	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 * Answer 3 Qs 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? = 500+words

Fall 2018 Tentative Class Schedule

(*subject to change with notice)

Date	Chapter	Topics of Discussion	Assignment Due
Aug 21-23	Ch. 1	Course Introduction – Syllabus Review Introduction to the Management of Intercollegiate Athletics - IAB Quiz	Read Ch. 1
Aug 28-30	Ch. 2	The Role(s) of National Governing Bodies (NCAA , NJCAA , NAIA , etc)	Read Ch. 2 EIU Student-Athlete Handbook
Sep 4-6 *no class*	D2L quizzes	*Sept 4 – Chap 1 D2L quiz (*Must be taken via D2L during class time) *Sept 6 – Chap 2 D2L quiz (*Must be taken via D2L during class time)	D2L quizzes - Review Ch 1 & 2
Sep 11-13	Ch. 3	The Role(s) of Conferences (OVC , Big Ten , etc)	Read Ch. 3 - Research PPT(?)
Sep 18-20	Ch. 4	Institutional and Department Missions, Goals, Strategic Management *Sep 20 - *Response 1 due - (* D2L dropbox by start of class)	Read Ch. 4 - Research PPT(?) *Sep 20 – Response 1 due
Sep 25-27	Ch. 5	Department Organizational Structure, Human Resource Management	Read Ch. 5 - Research PPT(?)
Oct 2-4	Ch. 5	Department Organizational Structure, Human Resource Management *Oct 4 - *Exam 1 – D2L in class - bring electronic device to take exam	*Oct 4 – Exam 1 Review Chaps 3-5
Oct 9-11	Ch. 6	Finances – NCAA and Departmental	Read Ch. 6
Oct 16-18	Ch. 6	Finances – Revenues vs Expenses	Read Ch. 6 - Research PPT(?)
Oct 23-25	Ch. 7	Recruiting *Oct 23 - *Response 2 due - (* D2L dropbox by start of class)	Read Ch. 7 *Oct 23 – Response 2 due
Oct 30-Nov 1	Ch. 7	Recruiting	Read Ch. 7 - Research PPT(?)
Nov 6-8	Ch. 8	Compliance and Enforcement	Read Ch. 8 - Research PPT(?)
Nov 13 Nov 15	Review Chaps 6-8	*Nov 13 - *Exam 2 – in class – bring electronic device to take exam on *Nov 15 - *No class session - *Response 3' due by 9:00 am (D2L)	*Nov 13 – Exam 2 *Nov 15 – Response 3 due
Nov 20-22	none	*Thanksgiving Break – no class	*Review chapter readings
Nov 27-29	Ch. 9	Academic Standards and Managing Change	Read Ch. 9 - Research PPT(?)
Dec 4-6	Ch. 10	Ethical Concerns and Reform Efforts	Read Ch. 10 - Research PPT(?)
Dec 12	Review Chaps 9-10	*Exam 3 (D2L) = *in class* - Wed, Dec 12 th , 8-10 am – *bring device*	*Review Chaps 9-10

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

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| <ul style="list-style-type: none"> • Student-athlete participation data (SAs) • Television broadcasting revenue • Gambling behaviors of SAs • Evolution of academic standards • 'FCS Guarantee Games' - \$, results | <ul style="list-style-type: none"> • Academic achievement of SAs • Social media behaviors of SAs • Salary escalation of coaches • NCAA Revenues vs Expenses • Criminal behavior of SAs | <ul style="list-style-type: none"> • Alumni/donor behaviors • Financial Aid-Scholarship data • Graduation rates - SAs vs Non-SAs • Recruitment of International SAs • Program 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:

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. Point loss for writing errors on assignments (spelling, punctuation, capitalization, spacing, etc) – proofread carefully before submitting		