

Eastern Illinois University
New/Revised Course Proposal Format
 (Approved by CAA on 4/3/14 and CGS on 4/15/14, Effective Fall 2014)

Banner/Catalog Information (Coversheet)

1. New Course or Revision of Existing Course
2. **Course prefix and number:** KSS 5210 _____
3. **Short title:** _____ Administration of Intercollegiate Athletics _____
4. **Long title:** _____ Administration of Intercollegiate Athletics _____
5. **Hours per week:** 3_ Class 0_ Lab 3_ Credit
6. **Terms:** Fall Spring Summer On demand
7. **Initial term:** Fall Spring Summer Year: 2017_
8. **Catalog course description:** Examination and analysis of essential management principles required for effective administration of intercollegiate athletics programs_
9. **Course attributes:**
 General education component: Not Applicable _____
 Cultural diversity Honors Writing centered Writing intensive Writing active
10. **Instructional delivery**
Type of Course:
 Lecture Lab Lecture/lab combined Independent study/research
 Internship Performance Practicum/clinical Other, specify: _____
Mode(s) of Delivery:
 Face to Face Online Study Abroad
 Hybrid, specify approximate amount of on-line and face-to-face instruction _____
11. Course(s) to be deleted from the catalog once this course is approved. Not Applicable _____
12. **Equivalent course(s):** Not Applicable _____
 a. **Are students allowed to take equivalent course(s) for credit?** Yes No
13. **Prerequisite(s):** Not Applicable _____
 a. **Can prerequisite be taken concurrently?** Yes No
 b. **Minimum grade required for the prerequisite course(s)?**
 c. **Use Banner coding to enforce prerequisite course(s)?** Yes No

d. Who may waive prerequisite(s)?

No one Chair Instructor Advisor Other (specify)

14. Co-requisite(s): _____ Not Applicable _____

15. Enrollment restrictions

a. Degrees, colleges, majors, levels, classes which may take the course: _ EIU Graduate Student _

b. Degrees, colleges, majors, levels, classes which may not take course: _ EIU Undergrad Student _

16. Repeat status: May not be repeated May be repeated once with credit

17. Enter the limit, if any, on hours which may be applied to a major or minor: _Not Applicable_

18. Grading methods: Standard CR/NC Audit ABC/NC

19. Special grading provisions:

Grade for course will not count in a student's grade point average.

Grade for course will not count in hours toward graduation.

Grade for course will be removed from GPA if student already has credit for or is registered in:

Credit hours for course will be removed from student's hours toward graduation if student already has credit for or is registered in: _____

20. Additional costs to students:

Supplemental Materials or Software _____ Not Applicable _____

Course Fee No Yes, Explain if yes _____ Not Applicable _____

21. Community college transfer:

A community college course may be judged equivalent.

A community college course may not be judged equivalent.

Note: Upper division credit (3000+) will not be granted for a community college course, even if the content is judged to be equivalent.

Rationale, Justifications, and Assurances (Part I)

1. ___ Course is required for the major(s) of _____
___ Course is required for the minor(s) of _____
___ Course is required for the certificate program(s) of _____
X Course is used as an elective for the KSS Graduate Sports Administration Concentration

2. **Rationale for proposal:** This elective course represents a valuable curricular offering for KSS graduate students that have selected Sports Administration as their area of concentration, especially those that fulfill assistantships and internships for EIU's Department of Intercollegiate Athletics.

3. **Justifications for (answer N/A if not applicable)**

Similarity to other courses: N/A

Prerequisites: N/A

Co-requisites: N/A

Enrollment restrictions: N/A

Writing active, intensive, centered: N/A

4. **General education assurances (answer N/A if not applicable)**

General education component: N/A

Curriculum: N/A

Instruction: N/A

Assessment: N/A

5. **Online/Hybrid delivery justification & assurances (answer N/A if not applicable)**

Online delivery justification: An online version of this course will provide greater scheduling and delivery flexibility for the instructor and students, especially in an online format for students living beyond a reasonable commuting distance to EIU's main campus. On campus students will be allowed to take the course online if/when the course is delivered using an online format. There has been an increased interest from students to have the KSS department offer more online classes, and all recently approved Sports Administration graduate courses have included an option for online delivery.

Instruction: When the course is delivered online, a combination of synchronous and asynchronous learning activities will be utilized, such as small group and student/instructor web conferencing, video lectures, posted readings, drop box assignments, threaded discussions, and quizzes/exams. All instructors who teach this course in an online format will have completed the EIU OCDi training or equivalent.

Integrity: Written assignments will be subjected to originality checking software (e.g. Turnitin), and students will need to log into an online course management system (e.g. D2L) using network passwords to access reading, threaded discussions, quizzes and exams. Online quizzes will consist of randomized questions and be delivered with time constraints through a 'lock down' browser that restricts simultaneous web browsing (e.g. Respondus).

Interaction: The instructor and students will communicate through social media, email, and web conferencing software (e.g – Illuminate, Skype, or FaceTime), along with discussion boards and chat functions available through online course management software (e.g. D2L).

Model Syllabus (Part II)

Please include the following information:

1. Course number and title: KSS 5210 – Administration of Intercollegiate Athletics

2. Catalog description:

- Examination and analysis of key management principles necessary for effective administration of intercollegiate athletics programs

3. Learning objectives:

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

4. Course materials:

- Covell, D. & Walker, S. (2016). *Managing Intercollegiate Athletics* (2nd Edition). Holcomb Hathaway Publishers: Scottsdale, Arizona.

5. Weekly outline of content:

- **Face-to-face:** Each week consists of 150 minutes of in-class activities complimented by 300 minutes of weekly out-of-class study, review, and preparation by students.

- **Online:** Each week will be constructed on the assumption of a minimum of 150 minutes for synchronous and asynchronous online interaction through learning activities (threaded

discussions, web conferences, online assessments, etc) in addition to 300 minutes of reading, review, research, and preparation on the part of the students.

Week 1	History and Evolution of Intercollegiate Athletics as an Industry	Objective 1
Week 2	Experiences of Women and Ethnic Minorities In Intercollegiate Athletics	Objective 2, 12
Week 3	The Role of National Governing Bodies	Objective 3
Week 4	The Role of Athletic Conferences	Objective 3
Week 5	Institutional and Departmental Mission and Vision Statements	Objective 4
Week 6	Strategic Management Process in Intercollegiate Athletics	Objective 5
Week 7	Human Resource Management	Objective 5
Week 8	Departmental Organizational Structure in Intercollegiate Athletics	Objective 6, 12
Week 9	Financial Management – NCAA and Conferences	Objective 7, 12
Week 10	Financial Management – Athletics Departments, FBS vs FCS schools	Objective 7, 12
Week 11	Recruiting – Definition, Role of Financial Aid, Policies, Ethics	Objective 8, 12
Week 12	Compliance and Enforcement	Objective 9, 12
Week 13	Academic Standards – History and Evolution	Objective 10, 12
Week 14	Ethical Concerns – Social Responsibility, Ethical Conduct, Academic Fraud	Objective 11, 12
Week 15	Reform Efforts – Past, Present, and Future	Objective 12
Week 16	Final Examination	

6. Assignments and evaluation, including weights for final course grade:

Assignments may include the following: Written exams (depth of content knowledge), case study analysis of recent industry scenarios faced by current athletic directors such as adding/dropping sports programs and conference expansion/re-alignment (written communication and critical thinking/problem solving), Intercollegiate Athletics research presentations (oral speaking and advanced scholarship), research-based ‘position’ papers on controversial intercollegiate athletics topics such as ‘should student-athletes be paid/compensated’ or ‘should academic requirements be increased for student-athletes’ (Critical thinking/problem solving and written communication).

Exams	40%	Objectives 1-12
Research Presentation	20%	Objectives 2, 6-11
Written Assignments	40%	Objectives 1-12

7. Grading scale:

- A = 90-100% of total points.
- B = 80-89% of total points.
- C = 70-79% of total points.
- D = 60-69% of total points.
- F < 60% of total points.

8. Correlation of learning objectives to assignments and evaluation:

Objective	Exams	Research PPT	Written Assignments
1.	X		X
2.	X	X	X

3.	X		X
4.	X		X
5.	X		X
6.	X	X	X
7.	X	X	X
8.	X	X	X
9.	X	X	X
10.	X	X	X
11.	X	X	X
12.	X	X	X

Date approved by the department or school: 11/15/16

Date approved by the college curriculum committee:

Date approved by the Honors Council (*if this is an honors course*):

Date approved by CAA: CGS: