

**The Business of College Sport
BUSMHR 7605 & KNSISM 6842
Course Description and Requirements**

Fall 2016

**Master of Business Administration Program
Max M. Fisher College of Business
The Ohio State University
T/T 8:00 – 9:20 AM, Gerlach Hall 305**

**Eugene D. Smith and M. Sheila Smith, Ed.D.
James Morton, Ph.D. Candidate**

Readings Students are required to sign up for College Athletics Clips, which provides executive summaries of college athletics news and issues. Nick Infante is the founder and editor. Log onto the website or call him @ 908.879.9978. You will be charged a student rate of \$39 for a one year subscription. Current and relevant Athletic Administration, Athletic Management, and Athletic Business articles will be provided during the course, accessible on Carmen. There will be no text book for this course.

Course Objectives

To provide a business analysis of the conduct of intercollegiate athletics, in all facets, including an in depth look at The Ohio State University athletic program, the nation's largest in terms of number of sports, coaches, student-athletes, and overall budget.

To develop knowledge and understanding of the administration of college sports, and the often delicate balance between its educational and business missions.

Approach

The approach taken in this course will be both a broad ranging review and discussion of national issues and trends in athletic administration, and a focused case study of The Ohio State University athletic program.

You will be expected to apply the knowledge you have gained in undergraduate and MBA studies in the areas of organizations, governance, administration, contracts, finance, sales, marketing, and the media to the business of college sport. The ultimate goal is to strengthen students' ability to apply business solutions to issues facing collegiate sports administrators.

The course materials will be timely, relevant, and a combination of current issues and trends with case analysis, to be viewed through the lense of students' theoretical framework in business.

Classes will include presentations and interaction with “experts” in the field of college sports.

While the course content may be of unique interest to Ohio State students, please note that course material is sequenced and intended to inform rather than entertain. Students are encouraged to keep good notes, stay current with readings, and make significant contributions to class discussion.

Name cards

Students are welcomed to sit wherever they choose in class, but are asked to **clearly display their name cards each day in class**, to facilitate the interaction among students, instructors, and guests.

Course Requirements and Grading

The course requires a commitment to the application of learning, in readings, classroom discussion and the project required.

The following are the primary principles for grading in this course:

1. Attendance at every class is required. No exceptions. 25%
2. Participation in class is required, and should reflect knowledge of readings. Your participation score will not reflect how much you talk, but rather, the contribution of your questions and ideas to the learning environment. 25%

Evaluation of your contribution will be done by your peers, at end-of-term as well as by your instructors.

3. An open book test will be given on Thursday, November 17th during class time. The test will cover materials presented throughout the semester. Accurate note taking is essential during all guest presentations and class discussions. 25%
4. A group project is required, with group size of 4-5 students. The group project will be presented during one of the final four classes. Grading will be done by peer and instructor evaluation, with equal weighting for both. 25%

Each project is to be presented to the instructors and class members.

Each team member will be assigned the same marks. Following each project,

there will be a peer assessment survey of individual contributions to the team effort. The outcome of the assessment can cause an individual's overall group project score to be raised or lowered.

Groups will be assigned the first or second day of class, and dates for group project presentations will be assigned shortly thereafter.

Academic Misconduct

The Ohio State University's *Code of Student Conduct* (Section 3335-23-04) defines academic misconduct as: "Any activity that tends to compromise the academic integrity of the University, or subvert the educational process." Examples of academic misconduct include (but are not limited to) plagiarism, collusion (unauthorized collaboration), copying the work of another student, and possession of unauthorized materials during an examination. Ignorance of the University's *Code of Student Conduct* is never considered an "excuse" for academic misconduct.

If I suspect that a student has committed academic misconduct in this course, I am obligated by University Rules to report my suspicions to the Committee on Academic Misconduct. If COAM determines that you have violated the University's *Code of Student Conduct* (i.e., committed academic misconduct), the sanctions for the misconduct could include a failing grade in this course and suspension or dismissal from the University. For additional information, see the Code of Student Conduct).

http://studentaffairs.osu.edu/resource_csc.asp

ODS Statement

Any student who feels s/he may need an accommodation based on the impact of a disability should contact one of the instructors privately to discuss specific needs. The Office of Disability Services is relied upon for assistance in verifying the need for accommodations and developing accommodation strategies. Please contact the Office for Disability Services at 614-292-3307 (V) or 614-292-0901 (TDD) in room 150 Pomerene Hall to coordinate reasonable accommodations; <http://www.ods.ohio-state.edu/>. Please make sure that students know they will be expected to follow Americans with Disabilities Act Guidelines for access to technology.

Grievances and Solving Problems

According to University Policies, available from the Division of Student Affairs, if you have a problem with this class, "You should seek to resolve a grievance concerning a grade or academic practice by *speaking first with the instructor or professor*: Then, if necessary, with the department chairperson, college dean, and provost, in that order. Specific procedures are outlined in Faculty Rule 3335-7-23, which is available from the Office of Student Life, 208 Ohio Union." "Grievances against graduate, research, and teaching assistants should be submitted first *to the supervising instructor*, then to the chairperson of the assistant's department."

Statement on Diversity

Every effort will be made to provide each student with a meaningful learning opportunity. If there are any obstacles that could prevent you from learning effectively, please set up an appointment so that we might jointly figure out how to circumvent those obstacles.

The Fisher College of Business and the School of Physical Activity and Educational Services (PAES) are committed to maintaining a community that recognizes and values the inherent worth and dignity of every person; fosters sensitivity, understanding, and mutual respect among its members; and encourages each individual to strive to reach his or her own potential. In pursuit of its goal of academic excellence, the School seeks to develop and nurture diversity, believing that it strengthens the organization, stimulates creativity, promotes the exchange of ideas, and enriches campus life. The Fisher College of Business and School of PAES prohibit discrimination against any member of the school's community on the basis of race, religion, color, sex, age, national origin or ancestry, marital status, parental status, gender identity, sexual orientation, ability status, health status, or veteran status.

Policies for Missed Exams/Quizzes - Make-up options, acceptable reasons for missing classes, and notification of potential absences will be dealt with on an individual student basis. Please use the contact information listed below so we can work out individual needs as they arise.

Interactions Outside of Class

We are available to discuss with you any aspect of the course with which you have issues, by appointment, in our offices. Please email Kim Heaton for an appointment with Gene: Heaton.19@osu.edu or call 614 440-6686 for an appointment with Sheila. When making an appointment with Gene, please share with Kim the purpose of the appointment, and an estimate of the time you will require.

For questions that may be answered via email, please use the following addresses: for Gene: smith.5407@osu.edu; for Sheila: smithmarysheila@gmail.com; for James: Morton.240@buckeyemail.osu.edu

