

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

**Fall 2017**

**Master of Business Administration Program  
Max M. Fisher College of Business  
The Ohio State University  
T/T 8:00 – 9:20 AM, Gerlach Hall 375**

**Eugene D. Smith and M. Sheila Smith, Ed.D.**

**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 asked to sit with their project team in class, and 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 16<sup>th</sup> 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 5-6 students. The group projects 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.

The Ohio State University and the Committee on Academic Misconduct (COAM) expect that all students have read and understand the University's Code of Student Conduct, and that all students will complete all academic and scholarly assignments with fairness and honesty. Failure to follow the rules and guidelines established in the University's Code of Student Conduct may constitute "Academic Misconduct." Sanctions for the misconduct could include a failing grade in this course and suspension or dismissal from the University. For more information, please reference:  
<http://oaaosu.edu/coamfaqs.html#academicmisconductstatement>

### **OSU Disability Policy**

The University strives to make all learning experiences as accessible as possible. If you anticipate or experience academic barriers based on your disability (including mental health, chronic or temporary medical conditions), please let me know immediately so that we can privately discuss options. You are also welcome to register with Student Life Disability Services to establish reasonable accommodations so that they may be implemented in a timely fashion. SLDS contact information: [slds@osu.edu](mailto:slds@osu.edu); 614 292-3307; [slda.osu.edu](http://slda.osu.edu); 098 Baker Hall, 113 W. 12<sup>th</sup> Avenue.

### **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**

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](mailto: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](mailto:smith.5407@osu.edu); for Sheila: [smithmarysheila@gmail.com](mailto:smithmarysheila@gmail.com)

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Course Outline**

**Fall 2017 - final**

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<b>Session 1</b> Tuesday August 22 Sheila & Gene Smith	<b>Introduction</b> Course description and requirements, course outline, reading, projects, teams, and due dates
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<b>Session 2</b> Thursday August 24 Don Patko, Denny Hoobler	<b>Tour of Ohio Stadium</b> * meet at Gate 32 on East side of stadium
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<b>Session 3</b> Tuesday August 29 Gene Smith	<b>Philosophy</b> Governance, vision, mission, values, accountabilities, org. structure, role of the A.D.; teams due
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<b>Session 4</b> Thursday September 31 Joe Odoguardi	<b>Finance</b> Revenues
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<b>Session 5</b> Tuesday September 5 Joe Odoguardi	<b>Finance</b> Expenditures
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<b>Session 6</b> Thursday September 7 Rick Van Brimmer	<b>Affinity and Trademark Management</b> Revenues, enforcement
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<b>Session 7</b> Tuesday September 12 Brett Scarbrough	<b>Ticketing</b> Tickets, prices, seat licenses (PSL's), suites, group sales, complimentary tickets, customer service
<b>Session 8</b> Thursday September 14 Janine Oman	<b>Sport Administration</b> Oversight of Ohio State's 36 sports teams
<b>Session 9</b> Tuesday September 19 Julie Vannatta	<b>Contracts</b> Coaches, IMG, Nike, Gatorade, Levy, game contracts, sponsorships and social media
<b>Session 10</b> Thursday September 21 Julie Vannatta	<b>Contracts cont'd.</b>
<b>Session 11</b> Tuesday September 26 David Egelhoff	<b>Recruiting</b> Ohio State basketball strategy
<b>Session 12</b> Thursday September 28 Colin Thompson	<b>Tour of Schottenstein Center</b> * meet at NE entrance
<b>Session 13</b> Tuesday October 3 Mike Penner	<b>Event Management</b> Security, crowd control, ushers, staff
<b>Session 14</b> Thursday October 5 Don Patko	<b>Facility and Construction Management</b> Current and planned facilities; Athletics District
<b>Session 15</b> Tuesday October 10 Tom Ryan, Kelly Schoenly, & Ty Tucker	<b>Head Coaches panel – Wrestling, Softball and Tennis</b>

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Thursday  
October 12

**Autumn Break – no classes**

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**Session 16**  
Tuesday  
October 17  
Dan Cloran

**Athletic Development**  
prospects, donors, gift solicitation, donor recognition

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**Session 17**  
Thursday  
October 19  
Dan Cloran

**Athletic Donor Panel**

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**Session 18**  
Tuesday  
October 24  
Mark Pantoni

**Recruiting**  
Ohio State Football strategy

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**Session 19**  
Thursday  
October 26  
Denny Hoobler

**Tour of Woody Hayes Athletic Center (WHAC)**  
\* meet at NE entrance/Woody Hayes statue

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**Session 20**  
Tuesday  
October 31  
Doug Archie

**Compliance**  
Rules and regulations: NCAA, Big Ten, University

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**Session 21**  
Thursday  
November 2  
Krissy Mullins

**Compensation**

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**Session 22**  
Tuesday  
November 7  
Diana Sabau

**Athletic Communications**  
Website, print, electronic and social media

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**Session 23**  
Thursday  
November 9  
Diana Sabau

**Fan Experience**  
Revenue generation, game atmosphere, IMG

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**Session 24**                                      **Current Events – class discussion**  
Tuesday  
November 14  
Sheila & Gene Smith

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**Session 25**                                      **Open Book test**  
Thursday  
November 16

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**Session 26**                                      **Student Project Presentations**  
Tuesday  
November 21

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Thursday  
November 23                                      **Thanksgiving – no classes**

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**Session 27**                                      **Student Project Presentations**  
Tuesday  
November 28

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**Session 28**                                      **Student Project Presentations**  
Thursday  
November 30

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**Session 29**                                      **Student Project Presentations**  
Tuesday  
December 5

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