

---

---

**HIED 66595/76595 – ST: ATHLETICS ADMINISTRATION**  
**Kent State University**  
**Spring 2011**

**Wednesdays • 2:15 – 5:00pm • 298 MAC Center • 3 credits**

---

---

**Instructor:**

Jennifer M. Kulics, Ph.D.  
Sr. Associate Athletic Director  
Adjunct Professor, F.L.A.  
Kent State University  
Office: 183 MAC Center  
Office Hours: By Appointment  
Phone: 330.672.2961  
Email: [jkulics@kent.edu](mailto:jkulics@kent.edu)

---

---

**Syllabus**

**Course Description:**

The purpose of this course is to analyze the various administrative roles in intercollegiate athletics within the context of higher education and examine the theory and practice associated with academic integrity and student-athlete welfare. In addition, this course will provide an overview of “best practices” pertaining to institutional control as governed by national, conference and institutional regulations.

**Learning Objectives:**

Upon successful completion of the course, students will:

1. Demonstrate knowledge and understanding of the mission and purpose of intercollegiate athletics in the higher education setting;
2. Examine pertinent research and historical perspectives of sport so students can formulate educated opinions about the unique challenges facing intercollegiate athletics;
3. Gain an understanding of the organization and structure of athletic departments under various levels of governance;
4. Become familiarized with the roles, responsibilities, and expectations of the individuals employed in intercollegiate athletics departments;
5. Apply theoretical knowledge to enhance the evolution and reform of intercollegiate athletics relative to academic integrity, student-athlete welfare and institutional control.

**REQUIRED TEXTS:**

Smith, R.A. (2011). *Pay for play: A history of big-time college athletic reform*. Champaign, IL: University of Illinois Press

**RECOMMENDED TEXTS:**

Bowen, W. G., & Levin, S. A. (2003). *Reclaiming the game: College sports and educational values*. Princeton, NJ: Princeton University Press.

Duderstadt, J. (2000). *Intercollegiate athletics and the American university: A University president's perspective*. Ann Arbor, MI: The University of Michigan Press.

Falla, J. (1981). *NCAA: The Voice of college sports*. Mission, KS: National Collegiate Athletic Association.

Gerdy, J.R. (Ed.). (2000). *Sports in School: The Future of an institution*. New York: Teachers College Press.

Gerdy, J.R. (2002). *Sports: The All-American addiction*. Jackson, MS: University Press of Mississippi.

Gerdy, J.R. (2002). *The Successful college athletic program: The New standard*. Westport, CT: The Oryx Press.

Shulman, J.L. & Bowen, W.G. (2001). *The Game of life: College sports and educational values*. Princeton, NJ: Princeton University Press.

Smith, R.A. (1988). *Sports and freedom: The Rise of big-time college athletics*. New York, NY: Oxford University Press

Sperber, M. (2000). *Beer and circus: How big time sports is crippling undergraduate education*. New York: Henry Holt and Company.

Thelin, J.R. (1994). *Games colleges play: Scandal and reform in intercollegiate athletics*. Baltimore: The Johns Hopkins University Press.

Toma, J. D. & Palm, R. L. (1998). *The Academic administrator and the law: What every dean and department chair needs to know* (J-B ASHE Higher Education Report Series).

Additional Course Resources:

2009-10 NCAA Division I Manual  
Intercollegiate Athletics Conference Manuals  
Student-Athlete Handbooks  
The Chronicle of Higher Education  
The NCAA News Online  
ESPN Sports Business Page  
Campus/Local/National Newspapers

Journal of Issues in IC Athletics  
Journal of Sport and Social Issues  
Sport Management Review  
Journal of Sport Management  
Journal of Sport History  
International Sports Journal  
Sports Illustrated

## General Information

**Electronic devices:** Out of courtesy to classmates, please remember to turn off cell phones and other electronic devices prior to class. *Use of a laptop in class must be approved by the course instructor.*

**Accommodation:** University policy 3342-3-18 requires that students with disabilities be provided reasonable accommodations to ensure their equal access to course content. If you have a documented disability and require accommodations, please contact the instructor at the beginning of the semester. Please note, you must first verify your eligibility for academic accommodation through Student Accessibility Services; they can be reached at 330-672-3391 and are located on the ground floor of the DeWeese Center. FMI about your rights and responsibilities, see <http://www.registrars.kent.edu/disability/Current/StudentHandbook/RightsReas.htm>.

**Statement of Inclusion:** Kent State University, as an equal opportunity educational institution, encourages an atmosphere in which the diversity of its members is understood and appreciated; an atmosphere that is free of discrimination and harassment based on identity categories. Thus, all members of the university are expected to join in creating a positive atmosphere in which individuals can learn and work, an environment that is sympathetic, respectful and supportive. (See “University Policy Register”). The instructor of this course is committed to teaching equitably and inclusively, addressing the needs, concerns, and interests of each and every student, regardless of age, gender/sexual identity, race/ethnicity, class, sexual orientation, religion, English language experience, or disability.

**Registration Requirement:** Students who are not officially registered for a course by published University deadlines are not eligible to attend class sessions or to receive credit or a grade for the course.

**Academic Integrity:** As members of the community of higher education, we are all subject to the standards of academic integrity. As a student, you are subject to the Code of Student Conduct. Using another person’s words, thoughts or ideas without proper attribution is plagiarism and a form of academic dishonesty. Academic dishonesty is a violation of University policy. All students must become familiar with and abide by the University’s policy on academic integrity, which prohibits cheating and plagiarism. For more information about University policy see The University Policy Register at <http://imagine.kent.edu/policyreg/>.

---

---

## Course Requirements

### 1. Class Attendance/Participation

Class participation is vital to the successful completion of this course.

Attendance: You are expected to attend each class session. If this is impossible, it is your responsibility to contact the instructor in advance. Failure to make-up missed work and compensate for participation will result in a lower final grade for this course.

**Each week, we will be discussing pertinent research and/or articles published in various journals/newspapers/magazines relative to intercollegiate athletics. Please read the assigned material, and come prepared for critical discussion.**

### 2. Book Presentation

Students will select and read, independently, a book of their choice (from list of recommended books distributed in class) and prepare a critical review (based on the rubric below). Each student will present a brief overview to the class, including chapter highlights, key leadership/management messages and life lessons. Additional details will be provided in class.

#### *Sample Rubric:*

Summary – What was the book about?

Response – What did you think?

Key Messages – What life lessons did you learn?

Favorite Part – What was your favorite message(s)?

Favorite Quotes/Facts – What quotes or facts had impact?

Recommendation – Would you recommend book to others?

### 3. Group - Historical Events Presentation

- a. In the first part of the presentation, groups of three to four students will present a commentary overview based upon an assigned reading(s) from:  
**Commentaries and Essays by Frank Splitt (The Drake Group)**  
<http://www.thedrakegroup.org/splittessays.html>. This segment of the presentation is designed to educate the class on critical issues facing intercollegiate athletics and how to defend academic integrity in the face of commercialized sports.
- b. Secondly, the same group will prepare an additional presentation on a “historical event” in intercollegiate athletics. Please obtain instructor approval of the chosen event prior to beginning research. Please consider events that have changed the course of history and/or have impacted the perspective of individuals who differ in age, gender, race/ethnicity, class, sexual orientation, and/or religion. **Maximum length of entire presentation is 20 minutes.**

**4. Article Review – *Journal of Issues in Intercollegiate Athletics***

Select and download an article from <http://csri-jiia.org/index.html>.

Write a 5-8 page critique on the chosen issue in Intercollegiate Athletics. Be certain to outline the specific issue, historical perspectives and current research or trends. In the final section of the critique, share your thoughts on how the issue should be resolved or outline specific recommendations that athletics governing bodies should consider.

**5. Event/Activity Observations**

Students are required to attend at least *three* intercollegiate athletic events or sponsored activities throughout the semester (from distributed calendar or approved by instructor). A one-page reflection/observation of each event or activity must be typed and submitted to the instructor by the last day of class (prior to finals week). Thoughtful analysis is appreciated and suggestions will be considered.

**Course Evaluation:**

<b>Class Attendance/Participation</b>	<b>10 points</b>
<b>Book Presentation</b>	<b>15 points</b>
<b>Group Presentation</b>	<b>30 points</b>
<b>Journal Article Review</b>	<b>25 points</b>
<b>Event/Activity Observations</b>	<b>20 points</b>

**TOTAL** **100 points**

**Grades:**

The grading scale for the course is the following:

90 – 100 points	=	A
80 – 89 points	=	B
70 – 79 points	=	C
69 points or below	=	F

**General Guidelines for Assignments:**

1. All assignments must adhere to outlined course requisites, incorporate APA guidelines, and contain quality, thoroughness, and accuracy of presentation. Papers not adhering to these expectations will not be accepted.
2. It is expected that course papers/projects will be submitted on the date due. Any student with extenuating or emergency circumstances that prevent submission on the due date should discuss his/her situation individually with the instructor. Late submissions may result in grade reduction.

## CALENDAR OF TOPICS

This is a working calendar and is subject to change.

Date	Tentative Schedule	Readings	Events/Activities
Week 1: Jan. 12	<b>NO CLASS</b>		
Week 2: Jan. 19	Introductions/Course Expectations History/Mission/Purpose of ICA	Smith Ch. 1-3	
Week 3: Jan. 26	Organization & Structure of ICA Compliance & Governance	Smith Ch. 4,5	
Week 4: Feb. 2	Admin. Roles & Responsibilities <b>Administrator Panel</b>	Smith Ch. 6,7	
Week 5: Feb. 9	<b>Guest: Judy Devine</b> Gender Equity/Title IX	Title IX Policy & Intercollegiate Athletics - Article	
Week 6: Feb. 16	<b>Joel Nielsen, Athletic Director</b> Role of AD & President Athletic Fundraising	Smith Ch. 8,9	<b>Journal Article Reviews DUE</b>
Week 7: Feb. 23	Role of Coaches – <b>Coaches Panel</b>	Smith Ch. 10,11	
Week 8: Mar. 2	Student-Athlete Welfare Academic Integrity/Elig./Ret./Grad.	Smith Ch.12,13	
Week 9: Mar. 9	Divisional Comparisons & NCAA Certification <b>Tour of MACC Athletics Facilities</b>	Smith Ch. 14,15	<b>Group Presentation Groups 1, 2</b>
Week 10: Mar. 16	Role of FAR & Institutional Control <b>Dr. Kathryn Wilson, FAR</b>	Smith Ch. 16, 17	<b>Group Presentation Groups 3, 4</b>
Week 11: Mar. 23	<b>NO CLASS – Spring Break</b>		
Week 12: Mar. 30	Current Issues in ICA Day in the Life: <b>Student-Athlete Panel</b>	Smith Ch. 18	<b>Group Presentation Groups 5, 6</b>
Week 13: Apr. 6	Scandals in ICA <b>Tour of Outdoor Athletics Facilities</b>	Smith Ch. 19,20	<b>Group Presentation Group 7</b>
Week 14: Apr. 13	Ethics & Sportsmanship NCAA DI Committee Duties <b>Laing Kennedy, KSU AD</b>		<b>Book Presentations</b>
Week 15: Apr. 20	Future of ICA – Collegiate Reform		<b>Book Presentations</b>
Week 16: Apr. 27	Course Evaluation	Movie	<b>Event/Activity Observations DUE</b>
Week 17: May 4	Finals Week - No Class		

During the next few weeks, "Outside the Lines" will present a series of stories on TV and ESPN.com examining several hot-button issues facing the NCAA. Below is the link to access the video,

<http://sports.espn.go.com/espn/otl/index>

Miami Hurricane Football 30/30 Documentary

We Are Marshall – movie

Chronicle of Higher Education