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American Public University System

The Ultimate Advantage is an Educated Mind

<p>School of Management SPHE416 Athletic Programs Administration 3 Credit Hours 8 weeks Prerequisite(s): None</p>

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Instructor Information

Instructor:

Email:

Phone:

Office Hours:

Dr. Nardone has had more than four decades of educational and sport administrative experience at all levels of education. His higher education experience includes service as a teacher, coach and administrator at Rider University (NJ), Seattle University, Philadelphia University, Sheldon Jackson College (AK), the State University of New York, and most recently at the American University of Beirut, in Lebanon where he served as the Associate Dean for University Sports. He also worked for two years with the USA Team Handball Federation, where he served as the Associate Executive Director through the 1996 Olympics. Dr. Nardone has worked with all National governing organizations (NCAA I, II, III,

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NAIA, and NJCAA. His diversified background in a variety of different areas and his creative approach to education has earned him the reputation as a builder of successful programs. His special areas of

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interest and expertise are risk management, marketing strategies, organizational efficiency, community relations and fund raising. Dr. Nardone earned his Bachelor's (69) and Master's (72) degrees in Health and Physical Education from Springfield College in Massachusetts. In 1986 he earned his Doctorate of Education degree in Sport Administration from Temple University (Philadelphia). Dr. Nardone currently resides in Laredo, Texas where he is the Director of Athletics at Texas A&M International University (NCAA, Division II)

Course Description (Catalog)

Athletic programs administration focuses on the coach, and their administrative responsibilities of their profession. Coaching goes beyond knowledge of the game, strategies to win or practice design. Coaches and administrators, much like managers in the business world, are decision makers and resource allocators. They make sure player to player and coach relations are operating smoothly. Their duties also include fundraising, facility management, scheduling and maintaining budgets much like any business manager. This course examines the key concepts and skills to becoming an effective sports manager that includes program promotion, leadership, and personal organization, public relations and risk management.

Course Scope

This course is designed to provide students with knowledge of athletic administration from the coaches perspective at all levels – high school, college and professional industry. This course will cover both private and public organized sports administration. Contemporary topics will include the importance of physical education at all levels and the management of facilities, both financial and training programs.

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Course Objectives

After successfully completing this course, students will fulfill the following **Learning Objectives** (L.O.):

LO 1: Elaborate on the major components of a mission statement and construct a comprehensive mission statement for an athletic team or program.

LO2: Analyze personal organization through time management methodologies.

LO3: Critique the process of staffing systems as they relate to tracking demand shifts, manpower planning, and recruiting concepts.

LO4: Demonstrate managerial control and organization by developing travel administration strategies.

LO5: Develop strategies for resurrecting and developing a quality athletic program through use of critical managerial components of planning, human resource staffing, and leadership

LO 6: Characterize program funding and clarify the three major areas of fundraising for athletic programs.

LO 7: Describe the concept of public relations and illuminate tactics in handling a public relations crisis.

LO 8: Assess the magnitude of risk management issues for coaches and program administrators and appraise risks from an insurance perspective.

LO 9: Apply business, managerial, leadership, and ethical concepts to coaching and athletic program administration.

LO 10: Describe the concept of group roles, which include task-related and maintenance-related roles.

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Course Delivery Method

This course delivered via distance learning will enable students to complete academic work in a flexible manner, completely online. Course materials and access to an online learning management system will be made available to each student. Online assignments are due by Sunday evening of the week as noted and include Forum questions (accomplished in groups through a threaded forum), examination, and individual assignments submitted for review by the Faculty Member). Assigned faculty will support the students throughout this eight-week course.

Course Resources

Required Course Textbook:

Book Number	Authors	Book Title	Publication Info	ISBN
SPHE416-0	Leonard, Richard	The Administrative Side of Coaching	Fitness Information Technology	13-978-1-885693836-9

Textbook in APA format:

Leonard, Richard The Administrative Side of Coaching Fitness Information Technology

Required Readings:

See Course Outline

Websites

In addition to the required course texts the following public domain Websites are useful. Please abide by the university's academic honesty policy when using Internet sources as well. Note web site addresses are subject to change.

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Site Name	Website URL/Address
The OWL at Purdue	http://owl.english.purdue.edu/
APA Style Homepage	http://www.apastyle.org/index.aspx
North American Society of Sports Management	http://www.nassm.org/

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Evaluation Procedures	
Graded Assignment	Percent of Final Grade
Week 1 - Forum #1 - Self Introduction and Personal Organization	5.00
- Assignment #1 – Planning and Personnel	6.25
Week 2 - Forum #2 – Leadership	5.00
- Assignment #2 – Human Resources and Leadership	6.25
Week 3 – Forum #3 – Managerial Coaching	5.00
- Assignment #3 - Managerial Coaching and Budgeting	6.25
Week 4 – Forum #4 Marketing	5.00
- Assignment #4: Marketing and Promotions	6.25
Week 5 – Forum #5 –Public Relations	5.00
- Assignment #5 – Public Relations and Fundraising	6.25
Week 6 - Forum #6 Risk Management	5.00
- Assignment #6 – Risk Management and Strategic Marketing	6.25
Week 7 - Forum #7 – Ethics and Coaching	5.00
- Assignment #7 – Ethics and Coaches/Administrators	6.25
Week8 – Assignment #8 – Career Packet	6.25
- Term Paper/Project	15.00

Total	100

Evaluation Continued: These are the guideline for grading practices on all classroom assignments:

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Reading Assignments: Comprehension and use in the discussion forums and assignments.

Supplemental Readings: Comprehension and use in the discussion forums and assignments

Forum Assignments: Meeting the word requirements of the initial post and the follow up posts. Grammar and language usage will also be graded as well as the Wednesday and Sunday deadlines.

Homework Assignments: Meeting requirements of the given assignment (length, number of sources, and writing to the prompt, APA format). Grammar and language usage will also be graded as well as the Sunday deadline.

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Exams/Quizzes: The score received.

Field Experience Assignments: NA

Final Project: Meeting requirements of the given assignment (length, number of sources, and writing to the prompt, APA format). Grammar and language usage will also be graded as well as the Sunday deadline.

8 – Week Course Outline

Please see the [Student Handbook](#) to reference the University's [grading scale](#).

<u>Week</u>	<u>Topic(s)</u>	<u>Learning Objective(s)</u>	<u>Reading(s)</u>	<u>Assignment(s)</u>
1	Program Planning for Coaches &		Leonard Chapters 1&2	1) Forum 1: Self Introduction and Personal Organization 2) Assignment 1: Planning and Personnel

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	Personal and Athletic Program Organization	1,2		Organization
2	Human Resource Management for Coaches and Athletic Administrators & Leadership and Coaching	3-4	Leonard Chapters 3 and 4	1) Forum 2: Leadership 2) Assignment 2: Human Resources and Leadership
3	Managerial Control and Coaching & Budgeting and Travel Administration	5-6	Leonard Chapters 5 and 6	1) Forum 3: Managerial Coaching 2) Assignment 3: Managerial Coaching and Budgeting
4	Marketing Fundamentals for Coaches Athletic Program Promotion and Marketing Communication	7-8	Leonard Read Chapters 7 and 8	1) Forum 4: Marketing 2) Assignment 4: Marketing and Promotions
5	Public Relations for Coaches & Athletic Program Fundraising	9-10	Leonard Chapters 9 and 10	1) Forum 5: Fundraising 2) Assignment 5: Public Relations and Fundraising

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6	Fundamentals of Risk Management for Coaches & Strategic Management and Coaching	11-12	Leonard Chapters 11 and 12	<ul style="list-style-type: none"> 1) Forum 6: Risk Management 2) Assignment 6: Risk Management and Strategic Marketing
7	Ethics and Coaching & Special Topics for Coaches	9,10	Leonard Chapters 13 and 14	<ul style="list-style-type: none"> 1) Forum 7: Ethics and Coaching 2) Assignment 7: Ethics and Coaching
8	Ethics and Coaching and Administration	Entire curriculum	Review weeks 1 through 7	<ul style="list-style-type: none"> 1) Assignment 8: Career Packets 2) Final Term Paper

Policies

Please see the [Student Handbook](#) to reference all University policies. Quick links to frequently asked question about policies are listed below.

[Drop/Withdrawal Policy](#)

[Plagiarism Policy](#)

[Extension Process and Policy](#)

[Disability Accommodations](#)

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Writing Expectations

All written submissions should be submitted in a font and page set-up that is readable and neat. It is recommended that students try to adhere to a consistent format, which is described below.

- Typewritten in double-spaced format with a readable style and font and submitted inside the electronic classroom (unless classroom access is not possible and other arrangements have been approved by the professor).
- Arial 11 or 12-point font or Times New Roman styles.
- Page margins Top, Bottom, Left Side and Right Side = 1 inch, with reasonable accommodation made for special situations and online submission variances.

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Citation and Reference Style

Attention Please: Students will follow the APA Style Manual, 6th Edition as the sole citation and reference style used in written work submitted as part of coursework to the University. Assignments completed in a narrative essay or composition format must follow the citation used in the APA Style Manual, 6th Edition.

DISCUSSION FORUMS

Students are to submit initial discussion posts by Wednesday of each week that are well written and are around 300 words. Students must then respond to at least two other classmates by the Sunday deadline, and these submissions need to be around 200 words. Discussion posts are a vital part of the online classroom and often bring up valuable insight, questions and information.

Late Assignments

Students are expected to submit classroom assignments by the posted due date and to complete the course according to the published class schedule. As adults, students, and working professionals, I understand you must manage competing demands on your time. Should you need additional time to complete an assignment, please contact me before the due date so I am aware. However, the late assignment guidelines listed in the week one announcement will be applied.

Netiquette

Online universities promote the advancement of knowledge through positive and constructive debate – both inside and outside the classroom. Forums on the Internet, however, can

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occasionally degenerate into needless insults and “flaming.” Such activity and the loss of good manners are not acceptable in a university setting – basic academic rules of good behavior and proper “Netiquette” must persist. Remember that you are in a place for the rewards and excitement of learning which does not include descent to personal attacks or student attempts to stifle the Forum of others.

- **Technology Limitations:** While you should feel free to explore the full-range of creative composition in your formal papers, keep e-mail layouts simple. The Sakai classroom may not fully support MIME or HTML encoded messages, which means that bold face, italics, underlining, and a variety of color-coding or other visual effects will not translate in your e-mail messages.
- **Humor Note:** Despite the best of intentions, jokes and especiallsatire can easily get lost or taken seriously. If you feel the need for humor, you may wish to add “emoticons” to help alert your readers: ;-), :), ☺

Disclaimer Statement

Course content may vary from the outline to meet the needs of this particular group.

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Online Library

The Online Library is available to enrolled students and faculty from inside the electronic campus. This is your starting point for access to online books, subscription periodicals, and Web resources that are designed to support your classes and generally not available through search engines on the open Web. In addition, the Online Library provides access to special learning resources, which the University has contracted to assist with your studies. Questions can be directed to librarian@apus.edu.

- **Charles Town Library and Inter Library Loan:** The University maintains a special library with a limited number of supporting volumes, collection of our professors’ publication, and services to search and borrow research books and articles from other libraries.
- **Electronic Books:** You can use the online library to uncover and download over 50,000 titles, which have been scanned and made available in electronic format.
- **Electronic Journals:** The University provides access to over 12,000 journals, which are available in electronic form and only through limited subscription services.
- **Tutor.com:** AMU and APU Civilian & Coast Guard students are eligible for 10 free hours of tutoring provided by APUS. Tutor.com connects you with a professional tutor online 24/7 to provide help with assignments, studying, test prep, resume writing, and more. Tutor.com is tutoring the way it was meant to be. You get expert tutoring

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whenever you need help, and you work one-to-one with your tutor in your online classroom on your specific problem until it is done.

Request a Library Guide for your course (<http://apus.libguides.com/index.php>)

The AMU/APU Library Guides provide access to collections of trusted sites on the Open Web and licensed resources on the Deep Web. The following are specially tailored for academic research at APUS:

- Program Portals contain topical and methodological resources to help launch general research in the degree program. To locate, search by department name, or navigate by school.
- Course Lib-Guides narrow the focus to relevant resources for the corresponding course. To locate, search by class code (e.g., SOCI111), or class name.

If a guide you need is not available yet, please email the APUS Library: librarian@apus.edu.

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Turnitin.com

Faculty may require assignments be submitted to Turnitin.com. Turnitin.com will analyze a paper and report instances of potential plagiarism for the student to edit before submitting it for a grade. In some cases professors may require students to use Turnitin.com. Typically the course professor will establish a Turnitin.com access code for his/her classes. If the code has not been established, those who wish to use Turnitin.com may ask their professor to establish the code.

Special Note to Faculty: Please be certain to provide accurate directions and to set up the functionality appropriately.

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