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American Public University System

The Ultimate Advantage is an Educated Mind

Department of Sports Management

SPMT602

Collegiate Sports Administration

3 Credit Hours

8 weeks

Prerequisite(s): None

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Instructor Information

Instructor:

Email:

Office Hours:

Course Description (Catalog)

Students in this course will explore principles, techniques, and process related to the management of college athletics. It is important in today's dynamic environment of collegiate athletics that students value effective leadership and management principles. Through analyzing case studies, students will demonstrate problem solving related to handling athletic personnel and program issues. Studying

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collegiate athletic administration involves interpreting NCAA By-laws, including a comparison between division I, II, and III compliance regulations. To ensure readiness for athletic management, students will evaluate the duties of an athletic director and create a strategic plan for an athletic department, including a mission statement and comprehensive budget. Lastly, students will characterize the critical steps to getting hired in collegiate athletics. Students will also prepare a portfolio, including an application letter and resume customized for applying for a position in athletic administration at the collegiate level.

Course Scope

At the end of the course, students will understand the primary duties of the athletic director and the intricacies of managing an intercollegiate athletic program. Students will study governing associations and leadership/management skills required to be successful in the world of college athletics.

Course Objectives

At the end of this course, the successful student will be able to:

- 1 Analyze the mission of the NCAA and NCADA in college athletics
- 2 Create an athletic department mission statement
- 3 Differentiate effective relationship building strategies in intercollegiate athletics
- 4 Apply leadership and management strategies in solving case study personnel challenges
- 5 Apply leadership and management strategies in solving case study program issues
- 6 Develop a portfolio, a “game plan” for getting hired in a college athletic department
- 7 Analyze and prioritize the primary duties of an athletic director
- 8 Create a comprehensive intercollegiate athletic budget

Course Delivery Method

This SMPT 602 Collegiate Sports Administration 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. Your **first forum Board post** is due **Thursday evening**, except for the first week where all assignments are due on Sunday. **Follow-up forum posts are due Sunday evening.** Forums are accomplished in groups through a threaded forum experience, and individual assignments are submitted for review by the instructor.

Course Materials

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Required Course Textbook:

Book Number	Authors	Book Title	Publication Info	ISBN
SPMT 602-0	Covell, Daniel & Barr, Carol	Managing Intercollegiate Athletics	Scottsdale: HHP	978-1-934432-02-0

Textbook in APA format:

Covell, D., & Barr, C. (2010). *Managing Intercollegiate Athletics*. Boston: American Press.

Required Readings:

See Course Outline

Additional Resources:

In the Course Lessons there are additional course articles, and up to date APA handouts.

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.

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/

Evaluation Procedures	
Graded Assignment	Percent of Final Grade
Week 1 - Introductory Forum	2
- NCAA Assignment	7
Week 2 – Department Mission and Goals	2
- Mission/Vision Statement Assignment	7

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Week 3 - Forum Creating and Managing Relationships	2
- Building Relationships Assignment	7
Week 4 - Forum Personnel issues in Leadership/Compliance	2
- Personnel Leadership/Management Assignment	7
Week 5 - Forum Program issues in Leadership/Gender Equity	2
- Program Leadership/Management Assignment	7
Week 6 – Forum Getting Hired in College Sports	2
- Getting Hired in College Sports Assignment	12
	2
Week 7 – Forum Duties of an Athletic Director	
- Athletic Director Duties Assignment	7
Week 8 – Strategic Planning Final Project	32

Total	100

For a description of specific evaluation requirements for each assignment and forum, please review the rubric in each assignment area. In addition, a forum rubric example is available in you Resource section.

8 – Week Course Outline

<u>Week</u>	<u>Topic(s)</u>	<u>Learning Objective(s)</u>	<u>Reading(s)</u>	<u>Assignment(s)</u>
1	Studying The NCAA And NCADA	1.	NCAA Screen-cast NCAA division I, II and III manuals NCAA & NCADA	1) Forum: Introduction 2) NCAA Manuals

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			Websites http://ncaa.org/ http://www.nacda.com/	
2	Mission and Goals	<u>2</u>	Ch. 3 & 4 http://www.studygs.net/problem/ APA Websites screenr.com/yZz voicethread.com/share/949374/ flash1r.apa.org/apastyle/basics/index.htm www.apastyle.org/learn/tutorials/basics-tutorial.aspx	1) Forum: Case Study 2) Mission/Vision Statement Assignment
3	Creating and Managing Relationships	<u>3</u>	Ch. 4 Managing Relationships website http://www.sportsmanagementresources.com/library/10-tips-for-relationship-building http://www.youtube.com/watch?v=O1Wm8j2mas	1) Forum: Relationships in Sport 2) Managing Relationships paper
4	Personnel Issues in Sport: Case Studies	<u>4</u>	Ch. 8-10 Human Resources Screen-cast Personnel Issues website http://www.youtube.com/watch?v=q5kn4OBRxro&feature=related	1) Forum: Personnel Issues in Sport-Case Study 2) Personnel assignment
5	Program Issues in Sport Compliance	<u>5</u>	Ch. 11-12 Title IX Screen-cast Program Issues website	1) Forum: Program Issues 2) Program Issues assignment

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			http://bleacherreport.com/articles/24168-a-look-at-the-problems-in-sports-today	
6	Getting Hired in College Sports	<u>6</u>	Getting Hired Worksheet Websites http://www.womensportsjobs.com/sportsjobs/sjcollege/sjcollege.htm http://www.jobmonkey.com/sports/html/college_athletic_jobs.html http://www.teacher-resume-writing.com/athletic-director-resume-sample.html http://www.resume-resource.com/exmed7.html http://www.educationresume.org/athletic-director-resume.html	1) Forum: Getting Hired in College Sports 2) Application letter & Resume
7	Duties of an Athletic Director	<u>7</u>	Athletic Director Screen-cast Athletic Director Lesson Packet Athletic Director YouTube: http://www.youtube.com/watch?v=X0FLsmMCXbQ http://www.youtube.com/watch?v=hq2gWvKZ5Ss&feature=related Athletic Director website http://www.nacda.com/	1) Forum: Athletic Director Duties 2) Athletic Director Interview and Ranking Worksheet
8	Strategic Planning: Final Project	<u>8</u>	Chapter 6 PowerPoint Screen-cast Strategic Planning Lesson Packet http://management.about.com/cs/generalmanagement/ht/MissionStatement.htm http://clemsonigers.cstv.com/school-bio/clem-athdept.html	Create a comprehensive budget that supports your vision for an intercollegiate athletic department:

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		http://www.lynchburg.edu/x4568.xml ! http://www.nku.edu/~athletics/Links/Administration/athletics%20mission.html D:\personal\APU\602-Athletic Administration course\New Course\WK1-Mission Statement\Mid-American Conference - Wikipedia, the free encyclopedia.mht	
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Please see the [Student Handbook](#) to reference the University's grading scale

Library Guide

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. These 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 isn't available yet, let us know by emailing the APUS Library: librarian@apus.edu