Course Description

This course is an in-depth overview of the major issues related to intercollegiate athletic administration. The course will focus on the history of college athletics, operations, finances, strategic planning, and critical issues and future trends that impact college sport. This course will provide a weekly forum for examining and analyzing the significant issues related to college sport. We will discuss “hot button” issues such as the debate regarding whether student-athletes are university employees; name, image and likeness opportunities for student-athletes; the NCAA Gender Equity Review related to the NCAA men’s and women’s basketball tournaments; coach and student-athlete behavioral issues; social justice consciousness related to racial equality and opportunity and its significant impact on the entire sports landscape; the NCAA governance structure; the Alston Supreme Court Case; the student-athlete transfer portal; conference re-alignment; transgender student-athletes and other pertinent issues. We will also interact with experienced, accomplished figures in college athletics today. Students will be provided with a timely and practical inside look at current business and governance challenges and opportunities within college athletics. In addition, students will learn about current governance issues within college athletics such as the name, image, and likeness rights of college athletes along with the recent approval of a new NCAA constitution. Relatedly, students will become more informed about current integrity and institutional control issues within college athletics. Finally, students will learn about potential career paths within college sports.

Required Texts


Weekly Course Schedule Outline

Week 1: History and Evolution of College Athletics

Week 2: NCAA Revenue and Expenses
Week 3: The Student-Athlete Experience—Wellbeing, Meaningful Education, Career Preparation, and Name, Image & Likeness Rights

Week 4: Athletics Program Revenue and Expenses

Week 5: Social Justice and College Sport

Week 6: Governance Structure of College Sports—The Role of the NCAA, Conferences, and Athletics Programs

Week 7: Northwestern Senior Athletic Administrators in-person

Week 8: Integrity and Institutional Control Issues in College Sports; and Potential Career Paths in College Sports

Week 9: Group Presentations

Important Dates:
- **Wednesday, March 30th**: First day of class
  - Monday, April 4th: Last day to add/change courses
  - Friday, May 6th: Last day to drop courses (no tuition reimbursement)
- **Wednesday, May 25th**: Last day of BUS_INST 394
- **Wednesday, June 1st – Sunday, June 5th**: Weinberg Reading Period (no assignments may be turned in during this time)

**Academic Integrity Statement**
Students in this course are required to comply with the policies found in the booklet, "Academic Integrity at Northwestern University: A Basic Guide". All papers submitted for credit in this course must be submitted electronically unless otherwise instructed by the professor. Your written work may be tested for plagiarized content. For details regarding academic integrity at Northwestern or to download the guide, visit: https://www.northwestern.edu/provost/policies/academic-integrity/index.html

**Statement of Inclusivity**
This course strives to be an inclusive learning community, respecting those of differing backgrounds and beliefs. As a community, we aim to be respectful to all students in this class, regardless of race, ethnicity, socio-economic status, religion, gender identity or sexual orientation.

**Accessibility Statement**
Include the following statement on all course syllabi.

Northwestern University is committed to providing the most accessible learning environment as possible for students with disabilities. Should you anticipate or experience disability-related barriers in the academic setting, please contact AccessibleNU to move forward with the
university’s established accommodation process (e: accessiblenu@northwestern.edu; p: 847-467-5530). If you already have established accommodations with AccessibleNU, please let me know as soon as possible, preferably within the first two weeks of the term, so we can work together to implement your disability accommodations. Disability information, including academic accommodations, is confidential under the Family Educational Rights and Privacy Act.

COVID-19 Classroom Expectations Statement
Students, faculty, and staff must comply with University expectations regarding appropriate classroom behavior, including those outlined below and in the COVID-19 Code of Conduct. With respect to classroom procedures, this includes:

- Policies regarding masking and social distancing evolve as the public health situation changes. Students are responsible for understanding and complying with current masking, testing, Symptom Tracking, and social distancing requirements.

- In some classes, masking and/or social distancing may be required as a result of an Americans with Disabilities Act (ADA) accommodation for the instructor or a student in the class even when not generally required on campus. In such cases, the instructor will notify the class.

- No food is allowed inside classrooms. Drinks are permitted, but please keep your face covering on and use a straw.

- Faculty may assign seats in some classes to help facilitate contact tracing in the event that a student tests positive for COVID-19. Students must sit in their assigned seats.

If a student fails to comply with the COVID-19 Code of Conduct or other University expectations related to COVID-19, the instructor may ask the student to leave the class. The instructor is asked to report the incident to the Office of Community Standards for additional follow-up.

COVID-19 Testing Compliance Statement
To protect the health of our community, Northwestern University requires unvaccinated students who are in on-campus programs to be tested for COVID-19 twice per week. Students who fail to comply with current or future COVID-19 testing protocols will be referred to the Office of Community standards to face disciplinary action, including escalation up to restriction from campus and suspension.

Exceptions to Class Modality
Class sessions for this course will occur in person. Individual students will not be granted permission to attend remotely except as the result of an Americans with Disabilities Act (ADA) accommodation as determined by AccessibleNU. Maintaining the health of the community remains our priority. If you are experiencing any symptoms of COVID do not attend class and update your Symptom Tracker application right away to connect with Northwestern’s Case Management Team for guidance on next steps. Also contact the instructor as soon as possible.
to arrange to complete coursework. Students who experience a personal emergency should contact the instructor as soon as possible to arrange to complete coursework. Should public health recommendations prevent in person class from being held on a given day, the instructor or the university will notify students.

**Prohibition of Recording Classes by Students**

Unauthorized student recording of classroom or other academic activities (including advising sessions or office hours) is prohibited. Unauthorized recording is unethical and may also be a violation of University policy and state law. Students requesting the use of assistive technology as an accommodation should contact AccessibleNU. Unauthorized use of classroom recordings – including distributing or posting them – is also prohibited. Under the University’s Copyright Policy, faculty own the copyright to instructional materials – including those resources created specifically for the purposes of instruction, such as syllabi, lectures and lecture notes, and presentations. Students cannot copy, reproduce, display, or distribute these materials. Students who engage in unauthorized recording, unauthorized use of a recording, or unauthorized distribution of instructional materials will be referred to the appropriate University office for follow-up.

**Support for Wellness and Mental Health**

Northwestern University is committed to supporting the wellness of our students. Student Affairs has multiple resources to support student wellness and mental health. If you are feeling distressed or overwhelmed, please reach out for help. Students can access confidential resources through the Counseling and Psychological Services (CAPS), Religious and Spiritual Life (RSL) and the Center for Awareness, Response and Education (CARE). Additional information on all of the resources mentioned above can be found here:

https://www.northwestern.edu/counseling/
https://www.northwestern.edu/religious-life/
https://www.northwestern.edu/care/