

Weinberg College of Arts & Sciences
Harvey Kapnick Center for Business Institutions
Spring 2024
BUS_INST 394
The Business of College Sport
W 3:30-6:20 p.m.
Annenberg Hall #G32

Instructor: Derrick L. Gragg, Ed.D. Combe Family Vice President of Athletics & Recreation

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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; 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 Text

- Bukstein, S. (2018). The Business and Governance of College Sports. The Northwestern bookstore will carry the print version of the text (ISBN 9781524950965). The publisher has a 180-day e-book option available as well. The e-book may be purchased directly through the publisher’s website: <https://he.kendallhunt.com/product/business-and-governance-college-sports>.

Weekly Course Schedule Outline

- Week 1: Introductions, Course Overview, History and Evolution of College Athletics
- Week 2: Governance Structure of College Sports—The Role of the NCAA, Conferences, and Athletics Programs; Athletics Program Revenue and Expenses
- Week 3: The Student-Athlete Experience— Name, Image & Likeness; Dartmouth Basketball - The Great Debate: Are Student-Athletes Employees?
- Week 4: Northwestern Senior Athletic Administrators in-person
- Week 5: The Fab Five; Social Justice and College Sport
- Week 6: Open Discussion; Group Presentation Prep
- Week 7: Integrity and Institutional Control Issues in College Sports; Potential Career Paths in College
- Week 8: Qualitative Interview Presentations
- Week 9: Group Presentations

Assignments

- Qualitative Interviews & Presentations (30%) - May 15
Students are required to contact and interview a current college athletics administrator or coach (head or assistant coach). Students must submit a transcription of the interviews and present the contents of their interviews to the class.
- Group Project and Presentations (50%) – May 22
Students are required to participate in a course-ending group presentation on one of the major topics related to college sport. All presentations will take place in the final class session. At times, students will be given opportunities to discuss presentation issues within their groups during class.
- Weekly Attendance & Participation (20%)
Students are expected to attend each session in person. They are expected to read the assigned readings as listed in class each week and may be called upon in class the following week to explain the essence of any story and offer their point of view. They are expected to regularly participate in class discussions.

Course Learning Objectives

- Identify, discuss and analyze contemporary issues related to intercollegiate athletics.
- Reach a fundamental level of understanding of the primary issues and components in the ever-evolving sports business and sports media industries.

- Connect with current athletic administrators to identify those skills necessary for success in the sports business and sports media industries today and learn important life lessons from some inspiring industry leaders to help navigate the journey.
- Gain a historical perspective of important developments in sports business and sports media from the past century-plus, with added focus on emerging issues at the intersection of race, sports and social justice.
- Formulate possible solutions to challenges within college athletics.

Important Dates:

- **Wednesday, March 27th:** First day of class
 - Monday, April 1st: Last day to add/change courses
 - Friday, May 3rd: Last day to drop courses (no tuition reimbursement)
- **Wednesday, May 22nd:** Last day of BUS_INST 394

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

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.

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/>