



THE OHIO STATE UNIVERSITY

COLLEGE OF
EDUCATION AND HUMAN ECOLOGY

Office of Undergraduate Education

College of Education and Human Ecology

A100 PAES Building

305 Annie and John Glenn Ave

Columbus, OH 43210

Memo

) , 2025

To: W. Randy Smith, Vice Provost – Council on Academic Affairs

From: Pete Locascio, Executive Director of Undergraduate Education, EHE

RE: INFORMATIONAL ITEM: O @ **BS program**, Department of =
O . Please find materials included in this proposal related to a small-scale
revision.

The department proposes:

- W@U
8
- u

These changes account for roughly % of change to the curriculum. This was approved by the
EHE Curriculum Committee on V , 2025.

If there are any questions, please contact me at Locascio.7@osu.edu



October 24, 2025

Pete Locascio

Executive Director of Undergraduate Education

EHE Office of Undergraduate Education

Dear Pete:

I am writing in support of the following program update effective Autumn 2025:

1. **Sport Industry, B.S.**

Proposal: Add KNSISM 4113 to the Sport Industry bachelor's degree program (Group A Elective) as an option

Attached you will find the necessary documentation outlining proposal details. Review of and approval from the Sport Industry faculty and the Department of Human Sciences Undergraduate Studies Chair Committee has been obtained. There are no negative budgetary implications and no additional funds needed for this program update. If you have any questions or need additional information, do not hesitate to contact me.

Sincerely,

Sue Sutherland, PhD

Pronouns: she/her/hers

Professor, Associate Department Chair

College of Education and Human Ecology

24 October 2025
Sue Sutherland
Chair, Undergraduate Studies Committee
College of Education and Human Ecology, Department of Human Sciences

Dear Sue,

The attached proposal has been reviewed and has gained full approval from the Sport Industry faculty. As provided in the course syllabus, KNSISM 4113 adds to the depth of the sport industry offerings while encouraging our students to think and apply business acumen within the world of sport. In line with other course designations with a focus and emphasis on sport, we request KNSISM 4113, Sport Sales, be added to our curriculum as a Group A elective option.

Sincerely,



Moetiz Samad
Visiting Assistant Professor
Sport Industry UG Curriculum Committee Representative

Sport Industry

Bachelor of Science in Education



THE OHIO STATE UNIVERSITY
COLLEGE OF
EDUCATION AND HUMAN ECOLOGY



Effective for students admitted to the College of Education and Human Ecology beginning Autumn 2024

General Education Requirements (32-39 Hours)		HOURS
Bookends (2 Hours)		
Launch Seminar		1
Reflection Seminar		1
Foundations (22-25 Hours)		
Writing & Information Literacy		3
Mathematical & Quantitative Reasoning or Data Analysis		3-5
Literary, Visual & Performing Arts		3
Historical & Cultural Studies		3
Natural Science		4-5
Social & Behavioral Sciences		3
Race, Ethnic & Gender Diversity		3
Thematic Pathways (8-12 Hours)		
Take 4-6 hours from Citizenship for a Diverse & Just World and 4-6 hours from another Thematic Pathway of choice.		
Citizenship for a Diverse & Just World		4-6
Choice of 4-6 hours from one additional Thematic Pathway:		4-6
Lived Environments	Origins & Evolution	
Sustainability	Traditions, Cultures, & Transformations	
Health & Wellbeing	Number, Nature, Mind	
EHE 1100 College Survey		1

Supporting Courses (3 Hours)	HOURS
KNSISM 2210 History of Sport in 19 th Century America, or KNSISM 2211 History of Sport in 20 th Century America (either can overlap with GE Historical & Cultural Studies)	3
Major Requirements (42 Hours)	HOURS
Admissions Criteria: 2.75 GPA and at least 12 credits completed at Ohio State	
Major Core	21
KNSISM 3208 The Sport Industry	3
KNSISM 3189 Field Experience: Sport Industry	3
KNSISM 4245 Leadership & Programming in Sports Industry	3
KNSISM 4411 College Sport	3
KNSISM 4509 Sport Marketing and Promotion	3
KNSISM 4607 Legal Aspects of Sport	3
KNSISM 4900 Researching in Sports Industry	3
Group A Choose at least 12 hours from the following choices:	12
KNSISM 2210 History of Sport in 19 th Century America, or KNSISM 2211 History of Sport in 20 th Century America (whichever was not taken in Supporting Courses)	3
KNSISM 2100 Introduction to Esports and Game Studies	3
KNSISM 2250 Name, Image, and Likeness in Intercollegiate Athletics	3
KNSISM 2260 Sport in Contemporary America	3
KNPE 2262 Coaching the Young Athlete	3
KNSISM 3100 Where Sports Happen	3
KNSISM 3550 Entertainment & Brand Licensing in Sport, Fashion, and Hospitality Industries	3
KNSISM 3698 Strategic Insights for Sport Organizations in Emerging Markets	3
KNSISM 3798 The European Model of Sports	3
KNSISM 4113 Sports Sales (add as course option)	3
KNSISM 4191 Internship: Sport Industry	6
KNSISM 4615 Sport and Social Values	3
KNSISM 5610 Women's Sport History	3
KNSISM 5614 Sport and Sexuality	3
KNSISM 5626 Sport and Popular Culture	3
KNSISM 5630 Recreational Sport Leadership	3
KNPE 5643 Coaching Effectiveness	3
KNPE 5657 Sport and Disability	3
Group B Choose at least 9 hours (listed on Page 3)	9
Total Hours: 75-85 Free Electives to reach 120 Hours: 35-45 Minimum 120 credit hours required for degree completion. Total Hours based on requirement course choices and/or number of credits that overlap between requirement areas. Students encouraged to overlap as many credits as possible.	

Group B Choices	HOURS
AFAMAST 2275 Blackness and the Politics of Sports	3
BUSMHR 2210 Personal Leadership and Team Effectiveness	3
BUSMHR 3211 Leadership and Character	3
CLAS 2205 Sports and Spectacles in the Ancient World	3
COMLDR 3530 Foundations of Personal and Professional Leadership	3
COMLDR 4430 Leadership in Teams and Community Organizations	3
COMLDR 5350 Youth Organizations and Program Management	4
COMM 3403 Sports Journalism	3
COMM 3413 Media Entertainment	3
COMM 3425 Media Management	3
COMM 3415 Sports, Mass Media & Society	3
CSHSPMG/CSFRST2300 Branding in Fashion, Hospitality and Sport Industries	3
CSHSPMG/CSFRST3330 Corporate Social Responsibility, Sustainability & Entrepreneurship in Fashion & Hospitality Indus	3
CSHSPMG/CSFRST3910 Customer Experience Management	3
CSHSPMG/CSFRST3950 Use of Social Media and IT in Fashion, Hospitality, and Sport Industries	3
ECON 4830 Economics of Sports	3
ECON 4831 Sports Data Analytics and Economic Analysis	3
ESHESA 2570 Team and Organizational Leadership	3
HCS 2270 Historical Perspectives on Golf Course Design and Management	2
HCS 3370 Sports Turf Management	2
HCS 3475 Turf Management for Golf Course Managers	3
HDFS 2420 Adolescence and Emerging Adulthood	3
HTHRHSC 5550 Survey of Sports Medicine	3
PSYCH 2420 Psychology Applied to Sport	3
SLAVIC 2365.xx Sports, Socialists, and Society in Russia and Eastern Europe	3
SOCIOL 4655 Sociology of Sport	3
SOCWORK 2110 Sport and Positive Youth Development	3
WGSST 4403 Gender and Leadership	3

Sport Industry Bachelor of Science in Education



Effective for students admitted to the College of Education and Human Ecology beginning Autumn2024

General Education Requirements (32-39 Hours)		HOURS
Bookends (2 Hours)		
Launch Seminar		1
Reflection Seminar		1
Foundations (22-25 Hours)		
Writing & Information Literacy		3
Mathematical & Quantitative Reasoning or Data Analysis		3-5
Literary, Visual & Performing Arts		3
Historical & Cultural Studies		3
Natural Science		4-5
Social & Behavioral Sciences		3
Race, Ethnic & Gender Diversity		3
Thematic Pathways (8-12 Hours)		
Take 4-6 hours from Citizenship for a Diverse & Just World and 4-6 hours from another Thematic Pathway of choice.		
Citizenship for a Diverse & Just World		4-6
Choice of 4-6 hours from one additional Thematic Pathway:		4-6
Lived Environments	Origins & Evolution	
Sustainability	Traditions, Cultures, & Transformations	
Health & Wellbeing	Number, Nature, Mind	
EHE 1100 College Survey		1

Supporting Courses (3 Hours)	HOURS
KNSISM 2210 History of Sport in 19 th Century America, or KNSISM 2211 History of Sport in 20 th Century America (either can overlap with GE Historical & Cultural Studies)	3
Major Requirements (42 Hours)	HOURS
Admissions Criteria: 2.75 GPA and at least 12 credits completed at Ohio State	
Major Core	21
KNSISM 3208 The Sport Industry	3
KNSISM 3189 Field Experience: Sport Industry	3
KNSISM 4245 Leadership & Programming in Sports Industry	3
KNSISM 4411 College Sport	3
KNSISM 4509 Sport Marketing and Promotion	3
KNSISM 4607 Legal Aspects of Sport	3
KNSISM 4900 Researching in Sports Industry	3
Group A Choose at least 12 hours from the following choices:	12
KNSISM 2210 History of Sport in 19 th Century America, or KNSISM 2211 History of Sport in 20 th Century America (whichever was not taken in Supporting Courses)	3
KNSISM 2100 Introduction to Esports and Game Studies	3
KNSISM 2250 Name, Image, and Likeness in Intercollegiate Athletics	3
KNSISM 2260 Sport in Contemporary America	3
KNPE 2262 Coaching the Young Athlete	3
KNSISM 3100 Where Sports Happen	3
KNSISM 3550 Entertainment & Brand Licensing in Sport, Fashion, and Hospitality Industries	3
KNSISM 3698 Strategic Insights for Sport Organizations in Emerging Markets	3
KNSISM 3798 The European Model of Sports	3
KNSISM 4113 Sports Sales (add as course option)	3
KNSISM 4191 Internship: Sport Industry	6
KNSISM 4615 Sport and Social Values	3
KNSISM 5610 Women's Sport History	3
KNSISM 5614 Sport and Sexuality	3
KNSISM 5626 Sport and Popular Culture	3
KNSISM 5630 Recreational Sport Leadership	3
KNPE 5643 Coaching Effectiveness	3
KNPE 5657 Sport and Disability	3
Group B Choose at least 9 hours (listed on Page 3)	9
Total Hours: 75-85 Free Electives to reach 120 Hours: 35-45 Minimum 120 credit hours required for degree completion. Total Hours based on requirement course choices and/or number of credits that overlap between requirement areas. Students encouraged to overlap as many credits as possible.	

Group B Choices	HOURS
AFAMAST 2275 Blackness and the Politics of Sports	3
BUSMHR 2210 Personal Leadership and Team Effectiveness	3
BUSMHR 3211 Leadership and Character	3
CLAS 2205 Sports and Spectacles in the Ancient World	3
COMLDR 3530 Foundations of Personal and Professional Leadership	3
COMLDR 4430 Leadership in Teams and Community Organizations	3
COMLDR 5350 Youth Organizations and Program Management	4
COMM 3403 Sports Journalism	3
COMM 3413 Media Entertainment	3
COMM 3425 Media Management	3
COMM 3415 Sports, Mass Media & Society	3
CSHSPMG/CSFRST2300 Branding in Fashion, Hospitality and Sport Industries	3
CSHSPMG/CSFRST3330 Corporate Social Responsibility, Sustainability & Entrepreneurship in Fashion & Hospitality Indus	3
CSHSPMG/CSFRST3910 Customer Experience Management	3
CSHSPMG/CSFRST3950 Use of Social Media and IT in Fashion, Hospitality, and Sport Industries	3
ECON 4830 Economics of Sports	3
ECON 4831 Sports Data Analytics and Economic Analysis	3
ESHESA 2570 Team and Organizational Leadership	3
HCS 2270 Historical Perspectives on Golf Course Design and Management	2
HCS 3370 Sports Turf Management	2
HCS 3475 Turf Management for Golf Course Managers	3
HDFS 2420 Adolescence and Emerging Adulthood	3
HTHRHSC 5550 Survey of Sports Medicine	3
PSYCH 2420 Psychology Applied to Sport	3
SLAVIC 2365.xx Sports, Socialists, and Society in Russia and Eastern Europe	3
SOCIOL 4655 Sociology of Sport	3
SOCWORK 2110 Sport and Positive Youth Development	3
WGSST 4403 Gender and Leadership	3

KNSISM 4113 - Sport Sales

Spring 2026, 3 Credits, Undergraduate

Instructor: Dr. Moetiz Samad

Email: samad.9@osu.edu

Phone: 6146885590

Office Hours: By Appointment

Course Information

Course time and location: Tuesday, Thursday 9:35am – 10:55am

Mode of delivery: In-person or distance learning

Course Overview

Description/Rationale This course aims to provide students with sales and business acumen. This course will cover topics such as, but not limited to: revenue generation, salespeople (qualities and attributes), consumer behavior and trends, ticket sales, viewership, sponsorship, giving and fundraising, media impacts, sales motivation and hospitality. Students will be provided the opportunity to engage with industry practitioners, while applying course knowledge in various activities, assignments and examinations.

The world of sport continues to seize opportunities from a business perspective (e.g. Name, Image and Likeness, Marketing, Ticket Sales, Development and Fundraising, Sponsorships). With supporting data from Career Services, graduates of the Sport Industry degree have shared that more than 50% are in sales positions (or require some elements of sales) within 5 years post-graduation.

Learning Objectives

By the end of this course, students will be able to:

1. Define the key concepts of the intersection of sales, business and sport
2. Identify, collaborate and apply a sales mindset to given cases (scenarios);
3. Evaluate positives and negative business approaches in sport;
4. Identify strategies for success in the current landscape of sales in sport; and
5. Analyze business concepts and ventures, while proposing new ideas

Prerequisite: Sport Industry major

Course Materials

**Beyond the required materials, students will be asked to contribute \$1 to a group project.*

Required

Pierce, D., Popp, N., and McEvoy, C. (2017). *Selling in the sport industry* (1st edition). Kendall Hunt.

****** For supplementary readings beyond the required texts, those readings will be uploaded directly into Carmen on the week assigned. Students are expected to print them out or download them to a device and take thorough notes on all articles for class discussion. *We will refer to the texts during class discussions.*

Course Requirements/Evaluation

Grades

<i>Assignment</i>	<i>Points</i>
Attendance / Participation	50 points
Reading Checkpoints	50 points
\$5 Challenge	20 points
Cold Call	15 points
Sport Retail Shops	25 points
Midterm Exam	50 points
Sport Business Journal	25 points
Family Package	20 points
Technology in Sport	25 points
Final Exam	50 points
Total Points	330 points

Late Assignments All late assignments result in a 10% penalty per calendar day. If a student wishes to contest a grade, the student must compose a written explanation of why their grade is not an accurate reflection of their work.

Grading Scale

A	93-100	B+	87-89.9	C+	77-79.9	D+	67-69.9
A-	90-92.9	B	83-86.9	C	73-76.9	D	60-66.9
		B-	80-82.9	C-	70-72.9	E	Below 60

Assignment Descriptions

Attendance / Participation (50 points) (LOs: 1, 2, 3, 4 & 5): The course is designed and most beneficial with student participation and engagement. Missing class will negatively affect your evaluation, as you will be unable to contribute to the class due to your absence. Your attendance grade will be based on the percentage of classes you attend throughout the semester. Attendance points of students who repeatedly arrive late or leave early will be addressed individually. For students who anticipate an excused absence, you are responsible for providing the faculty with advanced notice / documentation and completing an out-of-class activity to earn attendance points for the missed class.

Reading Checkpoints (50 points total, 10 points per assignment) (LOs: 1, 2 & 4): Students will be asked to complete 5 reading checkpoints, which correspond with the reading materials, to ensure reading comprehension and application of material. The reading checkpoints will be composed of open-ended, closed, matching, and short answer prompts. Students will complete the checkpoints prior to the discussion of the material, in preparation for rich discussion and application. Reading checkpoints may not be made up, as a primary purpose of the assignment is to prepare students for the class activities.

\$5 Challenge (20 points) (LOs: 2, 4 & 5): In groups, students will be given an opportunity to engage in experiential business opportunity. In groups of 5 students, each student will contribute \$1 to this assignment. Groups will be asked to turn \$5 into a profit. Students must follow state, federal and institutional laws and policies, and must develop a concrete plan and idea prior to implementation. Students will be provided

additional guidance throughout roll-out of said assignment. This activity is low stakes and at no financial cost to the students. Students will then present their plan, implementation and profits to the students. Projects must be sport and business related.

Cold Call (15 Points) (LOs: 2, 3, 4 & 5): Within this assignment, each student will be assigned a local business, organization or sport program. The student will be asked to ‘cold call’ said entity and inquire about helping boost their sales. This assignment will challenge students to engage in meaningful conversation with a complete stranger, something they will most practically need in their career endeavors. The students will write a 2-page paper on their experience, what they asked their ‘client’ and overall sense of the conversation.

**If this conversation turns into additional experiences for the student (beyond this assignment) the student(s) is encouraged to negotiate the additional tasks / responsibilities with the entity. The student(s) are also empowered to turn said conversations into internships, entry level positions, but will not be graded on such for this course.*

Sport Retail Shops (25 points) (LOs: 2, 3, 4 & 5): In collaboration with Ohio State Athletics, students will tour various retail shops housed within the Athletic District. Students will then be asked to write a 3-page paper about their evaluation of said retail shops. The prompts are as follow: (1) What works well? (2) What would you do differently? (3) What from the course has informed your opinion and decisions? (4) How would you utilize said assignment in future career endeavors?

Midterm Exam (50 points) (LOs: 1, 2, 3 & 4): The midterm exam will be based on material from the lectures, additional readings, course assignments, weekly discussions, and text covered during the first half of the semester. The midterm exam will be composed of open-ended, closed, short-answer, and matching prompts. Students will be permitted to access course materials for the exam and must complete the exam individually.

Sport Business Journal Assignment (25 points) (LOs: 2, 3, 4 & 5): After being joined by the staff at the Sport Business Journal (SBJ) and navigating their platform, students (in groups) will do a deep dive into the sponsorships (a league to be chosen by the class) has with business and corporations. Each group will look at a specific team within the league and provide an overview of the finances within said team. Students will evaluate and provide an overview on their chosen team with the following prompts in mind: Who the key partnerships are, what money is being allocated and spent on personnel, facilities, fixed costs and hidden costs, etc.

Family Package (20 points) (LOs: 3, 4 & 5): Create the ultimate family of 4 experience. With families being more cognizant of how they are spending their money related to sport, you are tasked with creating the ultimate Columbus experience. Be as creative as possible. Students will then be tasked with creating a one-page flyer of their experience. Students will present these experiences to their peers and the peers will select the top 5 ideas to be presented to the entire class. From there, the class will choose the ultimate experience.

Technology in Sport (25 points) (LOs: 3, 4 & 5): It is inevitable that sport continues to evolve with technology. As a culminating group project, students will propose a technological product that will make money in sport. Must be advancing sport and must be a physical product that will generate a profit. Groups will use various points in the semester to convene, generate their ideas and develop a sales pitch. Near the end of the semester, student groups will pitch their ideas to a panel of ‘investors.’

Final Exam (50 points) (LOs: 1, 2, 3 & 4): The comprehensive final exam will be based on material from the lectures, additional readings, course assignments, weekly discussions, and text covered throughout the duration of the course. will be composed of open-ended, closed, short-answer, and matching prompts. Students will be permitted to access course materials for the exam and must complete the exam individually.

Course Policies

Communication The university's official mode of communication is via university email. Students should use their buckeyemail when emailing their professor, and faculty/staff will use their OSU email when emailing students. The following are my expectations for how we should communicate as a class. Above all, please remember to be respectful and thoughtful.

- *Writing style:* While there is no need to participate in class discussions as if you were writing a research paper, you should remember to write using good grammar, spelling, and punctuation. Informality (including an occasional emoticon) is fine for non-academic topics.
- *Tone and civility:* Let's maintain a supportive learning community where everyone feels safe and where people can disagree amicably. Remember that sarcasm doesn't always come across online.
- *Citing your sources:* When we have academic discussions, please cite your sources to back up what you say. For the textbook or other course materials, list at least the title and page number. For online sources, use a link.
- *Backing up your work:* Consider composing your academic posts in a word processor, where you can save your work, and then copying into the Carmen discussion.

Response Times: I am providing the following list to give you an idea of my intended availability throughout the course. Remember you can call 614-688-HELP or use 8help@osu.edu at any time if you have a technical problem.

Grading and Feedback: For large weekly assignments, you can generally expect feedback within 7 days.

Email: I will reply to emails within 24 hours on school days.

Course Etiquette It is your responsibility to exhibit professional behavior and decorum in all modes of communication.

- Honor people's rights to their opinion; respect the right for people to disagree.
- Be respectful; use language that is not considered foul or abusive.
- Respond to peers honestly but thoughtfully, critically, and constructively.

As it pertains to discussion posts:

- Avoid writing in all caps – it conveys shouting and anger.
- Avoid font styles, colors like yellow and green, and sizes that are difficult to read for accessibility reasons.
- Address ideas, not the person, when responding to messages or discussions.
- Be careful when using sarcasm or humor – without social cues like facial expressions or body language, a remark meant to be humorous could come across as offensive or hurtful.
- Do not distribute copyrighted materials, such as articles and images; most things online are not licensed as “fair use.” Share links to those materials instead and be sure to properly cite all sources to avoid unintentional plagiarism.

Course Assignments and Course Academic Integrity In addition to Ohio State's Academic Integrity Policy, listed below, please review my course-specific policies:

Quizzes and exams: You must complete the midterm and final exams yourself, without any external help or communication. Weekly quizzes are added throughout the course to help you remain on task and up-to-date with the readings, discussions in the course.

Written assignments: Your written assignments, including discussion posts, should be your own original work. In formal assignments, you should follow APA style to cite the ideas and words of your research sources.

Falsifying research or results: All research you will conduct in this course is intended to be a learning experience; you should never feel tempted to make your results or your library research look more successful than it was.

Collaboration and informal peer-review: The course includes many opportunities for formal collaboration with your classmates. While group projects is encouraged for specifically defined assignments, remember that comparing answers on a quiz or assignment is not permitted. If you're unsure about a particular situation, please ask ahead of time.

Group projects: This course includes group projects, which can be stressful for students when it comes to dividing work, taking credit, and receiving grades and feedback. I have attempted to make the guidelines for group work as clear as possible for each activity and assignment, but please let me know if you have any questions.

Technology For help with your password, university email, Carmen, or any other technology issues, questions, or requests, contact the OSU IT Service Desk. Standard support hours are available at <https://it.osu.edu/help>, and support for urgent issues is available 24 hours and 7 days a week.

Self-Service and Chat Support: <https://osuitsm.service-now.com/selfservice/>

Phone: 614-688-HELP (4357)

Email: 8help@osu.edu

TTY: 614-688-8743

Technology necessary for this course: While you will not be asked to be an expert in technology skills, you will be required to have the following foundation: recording and uploading a video, using discussion board, using CarmenConnect or video chat, creating a slide presentation, editing and creating a marketing flyer.

Student Resources

TECHNOLOGY

[EHE Tech Help](#)

ACADEMICS

[EHE Homepage](#)

[OSU Advising](#)

[Dennis Learning Center](#)

OSU Office of Research

STUDENT LIFE

OSU Student Health Services

OSU Student Life

OSU Student Financial Aid

EHE Office of Diversity, Inclusion, and Community Engagement

[OSU Tech Support](#)

[EHE Advising Resource Guide](#)

[OSU Thompson Library](#)

EHE Office of Research

EHE Office of Undergraduate Education

OSU Student Advocacy Center

EHE Career Services

OSU Office of Diversity and Inclusion

Course Schedule

Week & Learning Objective	Topic	Readings & Activities	Assignments & Assessments
1 (LOs: 1, 2, 3, 4 & 5)	Course Introduction	Chapter 1	
2 (LOs: 1, 2 & 4)	Sport Sales	Chapter 2	Reading Checkpoint #1
3 (LOs: 3, 4 & 5)	Product and Pricing Retail Consumer Experience	Chapter 3 OSU Retail Shop Presentation / Exploration	<i>Family Package Presentation</i>
4 (LOs: 1, 2 & 4)	Foundation & Consumer Motivation	Chapter 4	Reading Checkpoint #2
5 (LOs: 2, 4 & 5)	Business to Business Relationships	Chapter 6 \$5 Challenge	<i>\$5 Challenge Presentations</i>
6 (LOs: 1, 2 & 4)	Sponsorship	Chapter 15	Reading Checkpoint #3
7 (LOs: 1, 2 & 5)	Business Analysis	Chapter 7 Bryant - “Jump, Man” & “Juice” Cleveland Ticket Sales Team	
8 (LOs: 2, 3, 4 & 5)	Solution & Adaptation	Chapter 8 Bryant – “Rise and Fall of Tiger Woods” & “Stick to Sports”	<i>Cold Call Write-Up</i>
9 (LOs: 1, 2, 3 & 4)	Midterm	Midterm Review Guide	Midterm Exam
10 (LOs: 2, 3, 4 & 5)	Communication	Chapter 11 Sport Business Overview	<i>OSU Retail Shop – Papers Due</i>
11 (LOs: 1, 2 & 4)	Persistence / Overcoming Objections	Chapters 9 & 10	Reading Checkpoint #4
12 (LOs: 2, 3, 4 & 5)	Making the Sale	Chapter 5	<i>Sport Business Journal Presentation</i>
13 (LOs: 1, 2 & 4)	Management	Chapter 13	Reading Checkpoint #5
14 (LOs: 3, 4 & 5)	Retention & Technology in Sport	Chapter 14	<i>Technology in Sport</i>
15 (LOs: 1, 2, 3 & 4)	Final Exam Preparation	Final Exam Review Guide	Final Exam

The schedule above is subject to change based on course and participant needs. Any changes in schedule will be posted in Carmen.

Institutional Policies

Academic Integrity

Academic integrity is essential to maintaining an environment that fosters excellence in teaching, research, and other educational and scholarly activities. Thus, The Ohio State University and the Committee on Academic Misconduct (COAM) expect that all students have read and understand the University's *Code of Student Conduct*, and that all students will complete all academic and scholarly assignments with fairness and honesty. Students must recognize the at failure to follow the rules and guidelines established in the University's *Code of Student Conduct* and this syllabus may constitute "Academic Misconduct."

The Ohio State University's *Code of Student Conduct* (Section 3335-23-04) defines academic misconduct as: "Any activity that tends to compromise the academic integrity of the University or subvert the educational process." Examples of academic misconduct include (but are not limited to) plagiarism, collusion (unauthorized collaboration), copying the work of another student, and possession of unauthorized materials during an examination. Ignorance of the University's *Code of Student Conduct* is never considered an "excuse" for academic misconduct, so I recommend that you review the *Code of Student Conduct* and, specifically, the sections dealing with academic misconduct.

If I suspect that a student has committed academic misconduct in this course, I am obligated by University Rules to report my suspicions to the Committee on Academic Misconduct. If COAM determines that you have violated the University's *Code of Student Conduct* (i.e., committed academic misconduct), the sanctions for the misconduct could include a failing grade in this course and suspension or dismissal from the University.

If you have any questions about the above policy or what constitutes as academic misconduct in this course, please contact me. Other sources of information on academic misconduct (integrity) to which you can refer include:

- [COAM: The Committee on Academic Misconduct](#)
- [Ten Suggestions for Preserving Academic Integrity](#)
- [Eight Cardinal Rules of Academic Integrity](#)

Artificial Intelligence and Academic Integrity

All students have important obligations under the Code of Student Conduct to complete all academic and scholarly activities with fairness and honesty. Our professional students also have the responsibility to uphold the professional and ethical standards found in their respective academic honor codes. Specifically, students are not to use unauthorized assistance in the laboratory, on field work, in scholarship or on a course assignment unless such assistance has been authorized specifically by the course instructor. In addition, students are not to submit their work without acknowledging any word-for-word use and/or paraphrasing of writing, ideas or other work that is not your own. These requirements apply to all students undergraduate, graduate, and professional.

To maintain a culture of integrity and respect, these generative AI tools should not be used in the completion of course assignments unless an instructor for a given course specifically authorizes their use. Some instructors may approve of using generative AI tools in the academic setting for specific goals. However, these tools should be used only with the explicit and clear permission of each individual instructor, and then only in the ways allowed by the instructor.

Accessibility Accommodations

The university strives to maintain a healthy and accessible environment to support student learning in and out of the classroom. If you anticipate or experience academic barriers based on your disability (including mental health, chronic, or temporary medical conditions), please let me know immediately so that we can privately discuss options. To establish reasonable accommodations, I may request that you register with Student Life Disability Services. After registration, make arrangements with me as soon as possible to discuss your accommodations so that they may be implemented in a timely fashion.

If you are isolating while waiting for a COVID-19 test result, please let me know immediately. Those testing positive for COVID-19 should refer to the [Safe and Healthy Buckeyes site](#) for resources. Beyond five days of the required COVID-19 isolation period, I may rely on Student Life Disability Services to establish further reasonable accommodations. You can connect with them at slds@osu.edu; 614-292-3307; slds.osu.edu; 098 Baker Hall, 113 W. 12th Avenue.

Accessibility of course technology

This course may use approved EHE digital technologies such as Hypothesis, H5P, and ThingLink as a part of course requirements. If you encounter an issue with access to these tools, please contact your instructor at their OSU email address and EHE-Accessibility@osu.edu. Accommodation and assistance will be arranged for you to complete any work required with this tool free of penalty.

Grievances

According to University policies, available from the Division of Student Affairs, if you have a problem with this class, “You should seek to resolve a grievance concerning a grade or academic practice by **speaking first with the instructor or professor**. Then, if necessary, with the department chairperson, college dean, and provide, in that order. Specific procedures are outlines in Faculty Rule 3335-7-23, which is available from the Office of Student Life, 208 Ohio Union.”

Off-Campus Field Experiences

Due to the focus and nature of this course, there may be class opportunities to engage with industry leaders. We may collaborate with local, state and national sport individuals and entities – including but being mindful of travel.

Copyright Disclaimer

The materials used in connection with this course may be subject to copyright protection and are only for the use of students officially enrolled in the course for the educational purposes associated with the course. Copyright law must be considered before copying, retaining, or disseminating materials outside of the course.

- **Course Audio and Video Recording:** Students who wish to record their classes must first obtain written permission of the instructor/professor. Otherwise, such recording constitutes a violation of the *Code of Student Conduct*.
- **Student Generated Materials:** Any materials generated by a student(s) is copyrighted. Permission must be obtained to use these materials other than the intended purpose inside the course.
- **Course Materials:** These materials are copyrighted and are owned by the author. Copyrights have been secured or they are considered fair sue inside/for the course, but this does not apply to uses outside of the course.

Mental Health Statement

As a student you may experience a range of issues that can cause barriers to learning such as: strained relationships, increased anxiety, alcohol/drug problems, feeling down, difficulty concentrating and/or lack of motivation. These mental health concerns or stressful events may lead to diminished academic performance or reduce a student's ability to participate in daily activities. The Ohio State University offers services to assist you with addressing these and other concerns you may be experiencing.

If you or someone you know are suffering from any of the aforementioned conditions, you can learn more about the broad range of confidential mental health services available on campus via the [Office of Student Life's Counseling and Consultation Service](#) (CCS) or calling 614-292-5766. CCS is located on the 4th floor of the Younklin Success Center and 10th floor of Lincoln Tower. **You can reach an on-call counselor when CCS is closed at 614-292-5766- and 24-hour emergency help is also available 24.7 by dialing 988 to reach the Suicide and Crisis Lifeline.**

Trigger Warning: Contents of this course may involve media that may be triggering to students due to descriptions of an/or scenes depicting acts of violence, act of war, or sexual violence and its aftermath. If needed, please take care of yourself while watching/reading this material (leaving classroom to take a water/bathroom break, debriefing with a friend, contacting a Sexual Violence Support Coordinator at 614-292-1111, or Counseling and Consultation Services at 614-292-5766, and contacting the instructor if needed). Expectations are that we all will be respectful of our classmates while consuming this media and that we create a safe space for each other. Failure to show respect to each other may result in dismissal from the class.

Diversity Statement

The College of Education and Human Ecology affirms the importance and value of diversity in the student body. Our programs and curricula reflect our multicultural society and global economy and seek to provide opportunities for students to learn more about persons who are different, as discrimination on the basis of age, color, disability, gender identity or expression, national origin, race, religion, sex, sexual orientation, or veteran status, is prohibited.

The College of Education and Human Ecology is committed to maintaining a community that recognizes and values the inherent worth and dignity of every person; fosters sensitivity, understanding, and mutual respect among its members; and encourages everyone to strive to reach their own potential. In pursuit of its goal of academic excellence, the College seeks to develop and nurture diversity, believing that it strengthens the organization, stimulates creativity, promotes the exchange of ideas, and enriches the University's community on the basis of race, religion, color, sex, age, national origin or ancestry, marital status, parental status, gender identity, sexual orientation, ability status, health status, or veteran status.

Statement on Title IX: Title IX makes it clear that violence and harassment based on sex and gender are Civil Rights offenses subject to the same kinds of accountability and the same kinds of support applied to offenses against other protected categories (e.g., race). If you or someone you know has been sexually harassed or assaulted, you may find the appropriate resources by visiting the [Title IX Office of Institutional Equity](#) website or calling the Title IX Coordinator at titleix@osu.edu.

The Office of Diversity and Inclusion provides holistic support for qualifying student parents enrolled at Ohio State. To learn more, contact the "Child Care Access Means Parents in School" (CCAMPIS) Program at 614-247-7092, email lewis.40@osu.edu, or visit www.odi.osu.edu/ccampis.

Religious Accommodations

Ohio State has had a longstanding practice of making reasonable academic accommodations for students' religious beliefs and practices in accordance with applicable law. In 2023, Ohio State updated its practice to align with new state legislation. Under this new provision, students must be in early communication with their instructors regarding any known accommodation requests for religious beliefs and practices, providing notice of specific dates for which they request alternative accommodations within 14 days after the first instructional day of the course. Instructors in turn shall not question the sincerity of a student's religious or spiritual belief system in reviewing such requests and shall keep requests for accommodations confidential.

With sufficient notice, instructors will provide students with reasonable alternative accommodations with regard to examinations and other academic requirements with respect to students' sincerely held religious beliefs and practices by allowing up to three absences each semester for the student to attend or participate in religious activities. Examples of religious accommodations can include, but are not limited to, rescheduling an exam, altering the time of a student's presentation, allowing make-up assignments to substitute for missed class work, or flexibility in due dates or research responsibilities. If concerns arise about a requested accommodation, instructors are to consult their tenure initiating unit head for assistance.

A student's request for time off shall be provided if the student's sincerely held religious belief or practice severely affects the student's ability to take an exam or meet an academic requirement and the student has notified their instructor, in writing during the first 14 days after the course begins, of the date of each absence. Although students are required to provide notice within the first 14 days after a course begins, instructors are strongly encouraged to work with the student to provide a reasonable accommodation if a request is made outside the notice period. A student may not be penalized for an absence approved under this policy.

If students have questions or disputes related to academic accommodations, they should contact their course instructor, and then their department or college office. For questions or to report discrimination or harassment based on religion, individuals should contact the [Office of Institutional Equity](#).

[Religious Holidays, Holy Days and Observances](#)

Weather or other short-term closing

Unless otherwise announced by the university, online or distance-learning classes will occur as scheduled. Please visit the Weather or Other Short-Term Closings website to learn more about preparing for potential closings and planning ahead for winter weather.