



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

January 18, 2024

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

From: Aaron Bagent, Curriculum Specialist

RE: INFORMATIONAL ITEM: BS Sport Industry, Department of Human Sciences

Please find materials for an informational item related to the BS Sport Industry program. The program wishes to add a course, KNSISM 2250, as an option in the Major – Group A elective category. This was presented at the College of Education and Human Ecology Curriculum Committee meeting on December 14, 2023. If there are any questions, please contact me at bagent.14@osu.edu.



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150 Arps Hall
1945 N. High Street
Columbus, OH 43210-1172
614-292-8862 Phone
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January 17, 2024

Dr. W. Randy Smith, PhD
Vice Provost for Academic Programs
203 Bricker Hall
190 N. Oval Mall
Columbus, OH 43210

Dear Vice Provost Smith,

I am writing on behalf of the College of Education and Human Ecology's (EHE) Office of Academic Affairs. EHE supports the recent curricular change that was approved by the EHE Curriculum Committee on December 14, 2023:

- Add a new course *KNSISM 2250: Name, Image, and Likeness in Intercollegiate Athletics* to the BS in Sport Industry undergraduate program.

The proposed change updates the curriculum and gives students more choices. This course addition requires no new resources to deliver the program.

Sincerely yours,

Anastasia R. Snyder, PhD
Associate Dean for Faculty Affairs
College of Education and Human Ecology



THE OHIO STATE UNIVERSITY

College of Education and Human Ecology

Department of Human Sciences

Sport Industry

November 30, 2023

Sue Sutherland

Chair, Undergraduate Studies Committee

College of Education and Human Ecology, Department of Human Sciences

Dear Sue,

The KNSISM faculty have reviewed Brian Turner's proposal for undergraduate course KNSISM 2250: Name, Image, and Likeness in Intercollegiate Athletics.

Thank you to Brian and colleagues within Ohio State Department of Athletics, this course is designed with intentionality, purpose and keeps our offerings current – within the scope of college athletics. As provided in the course description in the attached syllabus, this course adds to the depth of the sport industry offerings while encouraging our students to think and apply critical policies of the ever-evolving nature of collegiate athletics. We have gained support from the TT faculty (3-0) and have shared the plans for implementation with our lecturer faculty as well. In line with other course designations with a focus and emphasis on sport, we believe the adequate designation for said course should be a Group A selection and an initial offering of the course for AU24.

If you have any questions or comments, please do not hesitate to contact me. Thank you for the consideration.

Sincerely,

Moetiz Samad

Sport Industry UG Curriculum Committee Representative

Sport Industry

Bachelor of Science in Education



THE OHIO STATE UNIVERSITY
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Effective for students admitted to the College of Education and Human Ecology beginning **Autumn 2022**

General Education Requirements (32-39 Hours)		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	Migration, Mobility, & Immobility
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 & 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 & Game Studies	3
KNSISM 2260 Sport in Contemporary America	3
KNPE 2262 Coaching the Young Athlete	3
KNSISM 3550 Entertainment & Brand Licensing in Sport, Fashion, & Hospitality Industries	3
KNSISM 3698 Strategic Insights for Sport Organizations in Emerging Markets	3
KNSISM 3798 The European Model of Sports	3
KNSISM 4191 Internship: Sport Industry	6
KNSISM 4615 Sport & Social Values	3
KNSISM 5610 Women's Sport History	3
KNSISM 5614 Sport & Sexuality	3
KNSISM 5626 Sport & Popular Culture	3
KNSISM 5630 Recreational Sport Leadership	3
KNPE 5643 Coaching Effectiveness	3
KNPE 5657 Sport & Disability	3
Group B Choose at least 9 hours (listed on Page 3)	9
<p>Total Hours: 75-85</p> <p>Free Electives to reach 120 Hours: 35-45</p> <p>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.</p>	

Group B Choices	HOURS
AFAMAST 2275 Blackness & the Politics of Sports	3
BUSMHR 2210 Personal Leadership & Team Effectiveness	3
BUSMHR 3211 Leadership & Character	3
CLAS 2205 Sports & Spectacles in the Ancient World	3
COMLDR 3530 Foundations of Personal & Professional Leadership	3
COMLDR 4430 Leadership in Teams & Community Organizations	3
COMLDR 5350 Youth Organizations & 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/CSFRST 2300 Branding in Fashion, Hospitality, & Sport Industries	3
CSHSPMG/CSFRST 3330 Corporate Social Resp., Sustainability, & Entrepreneurship in Fashion & Hospitality Industries	3
CSHSPMG/CSFRST 3910 Customer Experience Management	3
CSHSPMG/CSFRST 3950 Use of Social Media & IT in Fashion, Hospitality, & Sport Industries	2
ECON 4830 Economics of Sports	3
ECON 4831 Sports Data Analytics & Economic Analysis	3
ESHESA 2570 Team & Organizational Leadership	3
HCS 2270 Historical Perspectives on Golf Course Design & Management	2
HCS 3370 Sports Turf Management	2
HCS 3475 Turf Management for Golf Course Managers	3
HDFS 2420 Adolescence & Emerging Adulthood	3
HTHRHSC 5550 Survey of Sports Medicine	3
PSYCH 2420 Psychology Applied to Sport	3
SLAVIC 2365.xx Sports, Socialists, & Society in Russia & Eastern Europe	3
SOCIOL 4655 Sociology of Sport	3
SOCWORK 2110 Prevention & Youth Development through Sport, Recreation, & Play	3
WGSST 4403 Gender & Leadership	3

Sport Industry

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