BUS MHR 4627: Leveraging athletics for business and personal success

Spring—2018

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GENERAL COURSE INFORMATION

Course Description

BUSMHR 4627 is an elective course intended to create a classroom experience and provide readings and assignments that allow each student to understand the complexities that confront professional athletes. Most people are intrigued by the glamour surrounding professional sports, there are incalculable examples of former stars who became directionless and penniless after their playing careers ended. In the context of the complexity of professional sports, we explore how this can occur to both understand and offer activities and behaviors that lead to life success.

The objectives of this course are to:

1. To understand and appreciate the life of a professional athlete;
2. To comprehend the skills—outside of athletics—that facilitate success during and after a professional athletic career;
3. To understand the web of factors that surround and are part of all professional sports, including media, the leagues, endorsements, negotiations, financial incentives, as well as outside of sports per se;
4. To develop life skills and strategies needed to attain career goals;
5. To recognize the intangible value of ethics and integrity

Course Information on CARMEN

URL: http://www.carmen.osu.edu

BUS-MHR 4627 uses Carmen to post documents, make announcements, and post grades. For information on accessing Carmen, see “Class Information: Using Carmen” below. A class discussion board will be available.

Username and password: You will use the same username and password to log in to Carmen as you use to check your OSU e-mail, register online for classes, and enable Internet access in OIT student computer labs. The username utilized is known as your OSU Internet username, which takes the form of “lastname.#” (for example, “brutus.2002”).

GENERAL EXPECTATIONS

1. You are expected to attend all classes
2. Your performance will be judged in each class. Attendance and participation at each class will contribute to your final grade.

3. All work must be completed on time. **All assignments are required to be completed.**

4. A final exam will cover the material that is discussed in lecture and material in the assigned readings. You will have to be in lecture for the material covered in lecture. The take-home exam is an **INDIVIDUAL** assignment and so there can be no collaboration with others. **There will be no curve for the final.**

5. This is a management course where each of us has responsibility to a high standard of personal, professional and academic conduct. We will hold every student accountable to an equally high standard of personal, professional, and academic conduct.

**REQUIRED MATERIALS**

These will be rolled out over the course of the term.

**DISABILITY SERVICES**

([http://ods.osu.edu/faculty_syllabus.asp](http://ods.osu.edu/faculty_syllabus.asp))

Any student who feels s/he may need an accommodation based on the impact of a disability should contact me privately to discuss your specific needs. Please contact the Office for Disability Services at 614-292-3307 in room 150 Pomerene Hall to coordinate reasonable accommodations for students with documented disabilities.

**ACADEMIC MISCONDUCT**

([http://oaa.osu.edu/coam/faq.html#academicmisconductstatement](http://oaa.osu.edu/coam/faq.html#academicmisconductstatement))

This policy will be strictly followed both in and out of class.

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 that 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 students should review the Code of Student Conduct and, specifically, the sections dealing with academic misconduct.

If a professor suspects that a student has committed academic misconduct in this course, he or she is obligated by University Rules to report 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.
GRADING

Participation 20%
Group Project: 35%
Exam: 45%

GROUP PROJECT

To be described
COURSE SCHEDULE

A. SETTING THE STAGE:

1. JAN 8, 2017. Overview and Introduction

Understanding the big picture: The Business of Professional Sports
In class: ESPN’s 30 x 30: Broke


2. JAN. 15—Martin Luther King Day—NO CLASS


B. HOW TO OVERCOME OBSTACLES TO BE SUCCESSFUL AS A PROFESSIONAL ATHLETE

3. JAN. 22. Setting the stage: Understanding the life of the professional athlete. Introducing the actors and how they fit together. Guest: Bo Jackson

   a. Theme: Everyone wants to obtain value from the players
      i. Players
      ii. Agents
      iii. Owners
      iv. General managers
   
b. Average careers across professional sports


JAN. 29: The unions perspective


4. FEB 5: Life skills training I: Guest: Zac Minor

5. FEB 12. The league’s perspective. Guest: Fred Whitfield—President, Charlotte Hornets


6. FEB 19: Negotiations in sports. Guest: Jeff Diamond—former President, Tennessee Titans; former GM—Minnesota Vikings


7. FEB 26: Personal finances: How can players build “nest eggs”. Guest: Greg Eastman, Wealth Manager

a. NFL versus NBA contracts: How are they similar/do these differ? Why is this the case?
b. Guarantees—actual income versus fake income
c. Escalator clauses
d. Incentives/bonuses
e. Cash flow
   i. Short term
   ii. Long term
   iii. Dead periods
f. Spending habits—fast pace
   i. How to build nest eggs
   ii. What happens when spend continues without income: Bankruptcy—
g. Case study: Adidas


8. MAR 5: Traps/distractions outside of sports and life skills training to deal with these. Life Skills—II: Guest: Zac Minor

Traps/distractions outside of sports
   i. Women/Men
   ii. Bling
   iii. Cars
   iv. Family
   v. Entourage
   vi. Child support
   vii. Extra support
   viii. Depreciating assets

Readings:


Entourage: https://www.youtube.com/watch?v=7jglgqAB0Yg


9. MAR. 12—NO CLASS—Spring Break

C. MAKING THE TRANSITION

10. March 19: Life after sports, including CTE, and obstacles to accomplishing ones’ goals & becoming a leader.


11. MAR. 26—The complex life of the professional athlete.


12. APR. 2. Developing your personal brand.


13.  APR 9:  New directions in media: How athletes can communicate directly with their fans.


14.  APR 16:  Team Presentations

15.  APR 23 (9 pm)—TAKE-HOME EXAM DUE