



**Online Graduate Certificate in
Intercollegiate Athletic Administration**

Program Faculty



Dr. Bob Baker



Dr. Lynnette Johnson



Julie Owen, JD

**Dr. Robert (Bob) Baker
Senior Associate Athletic Director
Student-Athlete Development
Ole Miss Athletics**

19 years in intercollegiate athletics, including experiences at U.T. Knoxville, East Tennessee State University, University of Memphis and Ole Miss athletic departments

**Dr. Lynnette Johnson
SWA/Deputy Athletic Director
(Emerita)
Ole Miss Athletics**

Over 30 years in intercollegiate athletics, including experiences at Wingate University and Ole Miss athletic departments

**Julie Owen, JD
Senior Associate Athletic Director
Compliance
Kansas State Athletics**

22 years in intercollegiate athletics, including experiences at Wake Forest, Sun Belt Conference, Wisconsin-Green Bay, Wright State, Oklahoma, Ole Miss and Kansas State athletic departments

COURSEWORK

SAS 600: NCAA GOVERNANCE

COURSE OBJECTIVES:

1. Demonstrate a strong knowledge of the history of intercollegiate athletics and the formation of the National Collegiate Athletic Association (NCAA).
2. Understand varying viewpoints regarding the role of intercollegiate athletics as part of the mission of Higher Education.
3. Demonstrate an understanding of the evolution and current role the Enforcement process plays in the Association.
4. Describe the current organizational/Governance structure of the NCAA.
5. Understand the Division I legislative process and voting parameters.
6. Explore contemporary issues facing the NCAA and its member institutions to analyze their potential effects on the intercollegiate athletics model.

SAS 601: INTERNAL OPERATIONS IN INTERCOLLEGIATE ATHLETICS

COURSE OBJECTIVES:

1. Identify best practices for internal communications utilized by leaders in intercollegiate athletics.
2. Demonstrate knowledge of sport finance and risk management strategies used in intercollegiate athletics.
3. Understand the importance of policies and procedures to organizational effectiveness in sport organizations.
4. Recognize the importance of effective strategic planning to organizational success.
5. Analyze current challenges and strategies which may have an impact on internal functions and communications.
6. Appraise effective strategies for human resource management and organizational structure.
7. Understand the roles compliance, enforcement and Title IX play in intercollegiate athletics.
8. Understand the NCAA's Academic Performance Program (APP) and academic eligibility rules and mandated benchmarks.
9. Explore the history of ethical issues and reform efforts in intercollegiate athletics.

SAS 602: EXTERNAL OPERATIONS IN INTERCOLLEGIATE ATHLETICS

COURSE OBJECTIVES:

1. Identify the external components of intercollegiate athletics and recognize how they function together.
2. Use critical thinking to develop thoughtful opinion through written communication.
3. Demonstrate knowledge of strategies for facility maintenance and development of capital projects.
4. Demonstrate knowledge of strategies for the development of a marketing graphic for a specific program.
5. Realize the power of the spoken or viewed word through social media, linear television or digital content.
6. Recognize how the ticketing and philanthropic development model are vital to intercollegiate athletics.
7. Recognize decisions made based through external communication can mitigate or enhance department or institutional risk.

SAS 603: LEADERSHIP IN INTERCOLLEGIATE ATHLETICS (CO-TAUGHT)

COURSE OBJECTIVES:

1. To be knowledgeable of the theories associated with ethical leadership related to sport management/administration.
2. To recognize how leadership influences organizational performance and recognize how leadership skills are developed.
3. To develop knowledge regarding leadership concepts associated with strategic planning, decision-making and evaluation in sport management.
4. To introduce varied individual and group team building and leadership development activities.
5. To expose the student to examples of exceptional leadership in sport management and develop a personal philosophy of leadership in the sport management setting.
6. To apply scholarly literature to leadership and optimal performance of sport management entities.

CONTACT

Graduate Enrollment Manager, Megan Black, at meblack@olemiss.edu to set up an appointment to talk more about the program, your interests and needs, and your future.



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