



Course Title: Make Sense of the Madness: The Business of College Sports

Course Code: BUS 119

Instructor Name and Bio: Andy Dolich

Over five decades in the professional sports industry, including executive positions in the National Football League (NFL), National Basketball Association (NBA), National Hockey League (NHL) and Major League Baseball (MLB). He is currently an executive of Fan Controlled Sports and Entertainment (FCSE) and President of Dolich Consulting.

COO of the San Francisco 49ers from 2007-2010.

Served as President of Business Operations for the Memphis Grizzlies-2000-2007, where he led the day-to-day functioning of the team's business, marketing programs, along with the construction and operation of the home arena, FedExForum.

In his 14 years as VP of Business Operations and EVP of the Oakland Athletics the team set numerous attendance records and appeared in 3 World Series with the 1989 victory over the San Francisco Giants in the Earthquake World Series.

Held executive-level positions with the Maryland Arrows of Box Lacrosse (NLL), Washington Diplomats (North American Soccer League) and the Washington Capitals (NHL). He began his career with the Philadelphia 76ers.

Received his undergraduate degree in Government from American University in Washington, DC, Masters in Sport Management from Ohio University. He serves on a number of sports industry and community invested boards and organizations. Teaches sports business at Stanford's School of Continuing Studies. Columnist for the Ultimate Sports Guide, co-host of podcast "Life in the Front Office" and co-author of "20 Secrets to Success for NCAA Student Athletes Who Won't Go Pro." and LOL, "Loss of Logo" "What's Your Next Move?"

Course Summary

Students should monitor the news on the business of college sports leading up to and during the course to understand the changes that are taking place on a real time basis.

**Please see course page for full description and additional details.*

Class Sessions and Recording

Meeting days and times: Tuesdays 7-8:50 PM PT

Meeting location: Zoom

The class sessions will be recorded. Class participation in discussions is important. The guest speakers want to have an interactive exchange with students on the topics they will be presenting.

Grade Options and Requirements

- No Grade Requested (NGR)
 - This is the default option. No work will be required; no credit shall be received; no proof of attendance can be provided.
- Credit/No Credit (CR/NC)
 - Students must attend four sessions live or watch the recordings
- Letter Grade (A, B, C, D, No Pass)
 - Students must attend five sessions live or watch the recordings

**Please Note: If you require proof that you completed a Continuing Studies course for any reason (for example, employer reimbursement), you must choose either the Letter Grade or Credit/No Credit option. Courses taken for NGR will not appear on official transcripts or grade reports.*

Course Features

- Lecture, discussions, and Q&A
- Requires interaction and active participation
- Guest speakers
- Students can email instructor for out of class discussions
- Assignments & Coursework
- Required discussions in Canvas
- Individual conferences available by request

Tentative Weekly Outline

Week 1- Class Intro and overview of the course-Andy Dolich

Week 2- Ted Robinson (National College Media broadcaster)-An overview on the growth of College Sports

Week 3- Dan Rascher-(Sports Economist) The Economics of College Sports

Week 4- Jon Wilner-College Sports columnist Bay Area News Group)- Media coverage of college sports

Week 5- Ben Braun- Former College basketball coach and commentator on the coach-athlete dynamic

Week 6- Round Table on all topics discussed