

# United States Sports Academy

*“America’s Sports University®”*



## Continuing Education Catalog 2011-2012

1 September 2011



“Wounded Warrior”

by Mina Papatheodorou-Valyraki  
2002 Sport Artist of the Year

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# 1. General Policies and Information

## 1.1. Communicating with the Academy

United States Sports Academy  
One Academy Drive  
Daphne, Alabama 36526-7055  
Telephone: 251-626-3303  
1-800-223-2668 (Admissions only)  
Fax: 251-625-1035 (Student Services)  
Email: [academy@ussa.edu](mailto:academy@ussa.edu)  
World Wide Web: <http://www.ussa.edu>

\*For information concerning continuing education programs, contact the Department of Continuing Education at [continuinged@ussa.edu](mailto:continuinged@ussa.edu) or 251-626-3303.

## 1.2. Regional Accreditation and Approval

The United States Sports Academy is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to award baccalaureate, master's, and doctoral degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097 or call 404-679-4500 for questions about the accreditation of the United States Sports Academy. The Sports Management Program Review Council (SMPRC) has approved the Academy's Sports Management degree programs at all levels (bachelor's, master's, and doctoral).

## 1.3. Continuing Education for Licensure or Certification Renewal

Students seeking continuing education units (CEU) for licensure or certification renewal (such as teaching and coaching certifications) should contact their local school district administrations and State Departments of Education.

## 1.4. Equal Opportunity Statement

The United States Sports Academy accepts all students regardless of race, religion, gender, age, disability or national origin.

## 1.5. Military Programs

The Academy is currently affiliated with the Department of Defense Activity for Non-Traditional Education Support (DANTES) distance-learning program. Members of the Armed Forces who wish to use the Services Tuition Assistance Program to pursue distance-learning opportunities with the Academy may do so. The Academy is a member of the Service-Members Opportunity Colleges and a participant in The Concurrent Admissions Program (ConAP). Service members should visit their Education Centers or Navy Campus offices for information about current tuition assistance policy and procedures. The Academy is also an approved educational institution for the Veteran's Administration and is a participant in the Post 9/11 GI Bill "Yellow Ribbon Program."

## 1.6. History and Purpose

President and Chief Executive Officer Dr. Thomas P. Rosandich founded the Academy in 1972 as a direct response to the ever-increasing needs and demands in sport and society in America. From the beginning, the Academy's general mission has been to serve the nation and the world as a sport-education resource, upgrading sport through programs of instruction, research and service.

The Academy was born from the United States' need for a national school of sport. This need was highlighted by the inferior United States' performance at the 1972 Munich Olympiad, due largely to poor administration, lack of medical support and unscientific coaching and training. When the Blyth-Mueller Report (1974) established a solid link between poor preparation of coaches and then umber and severity of injuries to their athletes, the need for such an institution proved even greater.

The National Association of Collegiate Directors of Athletics (NACDA) was supportive of upgrading education in coaching, management and sports medicine. It provided a forum for an exchange of ideas. From the NACDA forum emerged the Academy's first Board of Advisors (today the Academy's Board of Visitors). That advisory board played a key role in the development of the basic founding concepts for the establishment of a graduate institution for the education of teachers, coaches, sports medicine specialists and administrators, primarily at the nation's secondary school level.

Implementation of these concepts fell to the governing Board of Directors (today the Board of Trustees), which consisted of diverse professionals with specific expertise important to the formation of such an organization. The founding Board included Mr. Robert Block, media specialist; Mr. Charles Cape, attorney (deceased); Mr. Gerald Hock, accountant; Dr. George Uhlig, educator; and Dr. Thomas P. Rosandich, sport administrator. Three of these members continue to serve to this day on the Board of Trustees.

Perhaps the true wealth of the Academy is its National Faculty, which was developed during the Academy's formative years. It consists of distinguished sport educators in all areas of sport. Members of the Academy's National Faculty have served as sport specialists throughout the world. The Academy's cultural exchange programs reach out to 60 nations of the Americas, Africa and Asia.

A milestone in the Academy's development was reached in 1976 with the signing of its first international agreement to deliver educational and training programs in the Kingdom of Bahrain, located in the Arabian (Persian) Gulf. Since that first agreement, the Academy has delivered a wide range of programs abroad. The scope of service in these programs has been as varied as the full-charge conduct of an entire national sport effort to individual seminars and symposia in international conferences.

In 1981, the Academy became a candidate for membership in the Commission on Colleges of the Southern Association of Colleges and Schools (SACS). The Academy was evaluated by SACS in 1983 and admitted to membership on 13 December 1983. Thus, the Academy became the nation's first and only free-standing, accredited institution dedicated solely to professional graduate studies in sport. In the summer of 1986, a new milestone was reached when the Academy purchased a permanent campus in Daphne, Alabama, on the Eastern Shore of Mobile Bay. In the summer of 1988, following a two-year self-study, the Academy received reaffirmation of accreditation from the Commission on Colleges of SACS. In 1996, the Academy was accredited at the doctoral level and the distance-learning delivery system was reviewed.

In the years since, the Academy has successfully received accreditation reaffirmation in both 1998 and in 2008. The Bachelor of Sports Science degree program was introduced, reviewed, and accredited in 2004, which made the institution the only accredited sports university in the country.

One of the visions of the Academy during its conception was that it would be a university without walls, so that the Academy could meet the needs of its students by teaching sport in any location on the globe. The Academy has met this challenge. It offers a great deal of flexibility to its students through innovative teaching practices such as mentorships, independent-study and individualized-study. The full promise of

this concept was realized in the fall of 1993 with the introduction of the distance-learning delivery system that now enables students to take their entire curriculum away from the Academy campus (with the exception of the doctoral proposal and defense).

A secondary mission of the Academy has been the establishment and development of the American Sport Art Museum and Archives (ASAMA). A division of the Academy, ASAMA is dedicated to the preservation of sport art and archival materials. Located in the main building on the Academy campus, the gallery has periodic exhibits by renowned sport artists. An annual event for ASAMA is the Awards of Sport program. Designated as a tribute to the artist and the athlete, the Medallion Series recognizes outstanding performances and contributions by national and international leaders, coaches, administrators, athletes and artists in the world of sport.

### **1.7. Mission Statement**

The United States Sports Academy is an independent, non-profit, accredited, special mission sports-university created to serve the nation and the world with programs in instruction, research and service. The role of the Academy is to prepare men and women for careers in the profession of sports.

### **1.8. The Philosophy of the Academy**

The Academy believes that sport is both an academic discipline and an industry. As such, students need to learn both the theory of the discipline and the application of that theory to the industry to prepare for their chosen careers.

As an academic discipline, sport has both a discernible and distinct body of knowledge in higher education at both the undergraduate and graduate levels. The Academy curriculum provides a strong base of theoretical and practical knowledge in sport for its students.

In addition, the Academy recognizes that the students must be able to apply the theory successfully in the industry. Hence, the Academy also emphasizes experiential learning both in the classroom and through field-studies called mentorships in which students, working with leaders in the industry, apply theory to provide practical solutions to problems.

### **1.9. Expectations of Students at the Continuing Education Level**

Policies regarding student rights and responsibilities are stated throughout this catalog. Said policies have been brought together as a composite document called *Student Rights and Responsibilities*. The composite document should be read thoroughly by each student (See Addendum A).

### **1.10. Honor Code for the United States Sports Academy**

By enrolling at the Academy, students join a global community of scholars who are committed to the pursuit of excellence in the instructional process. The Academy expects that all students will pursue their studies with both integrity and honesty. Those students who choose not to do so are forewarned that academic integrity and honesty are taken seriously at the Academy. Any student caught in academic dishonesty, including but not limited to plagiarism and cheating, will be subject to disciplinary action, which may include expulsion from the program.

### **1.11. Special Provisions**

Every effort has been made to include information in this catalog that, at the time of printing, most accurately and pertinently reflects the academic curriculum, policies and procedures of the Academy. The provisions of this catalog do not constitute a contract between any student and the United States Sports Academy.



Fees, charges and costs set forth in this catalog are subject to change at any time without prior notice. All courses, programs and activities described in this catalog are subject to change, cancellation or termination by the institution at any time. Academy regulations and degree requirements are subject to revision during the effective period of this catalog to reflect changes in policies, occupational and licensure requirements and other changes related to the quality of the program. The catalog that will govern a student's enrollment at the Academy will be the one in force on the date of the first enrollment in any course of the institution.

As a private institution the Academy explicitly reserves the right to judge whether it is in the best interest of the institution that a student be allowed to continue affiliation and may, for reasons deemed sufficient by the Academy itself, discontinue affiliation. By registering, the student concedes to the Academy the right to require withdrawal whenever the Academy deems withdrawal necessary.

### **1.12. Location**

The Academy campus is located in Daphne, Alabama, on the beautiful Eastern Shore of historic Mobile Bay. To reach the Academy, take Exit 35 off U.S. Interstate 10 and travel one mile south on U.S. Highway 98 East.

The area enjoys semi-tropical weather most of the year. Average temperatures range from the 50s in January to the 90s in July. One of the fastest growing areas of the Sun Belt, Metropolitan Mobile has a population in excess of 410,000.

Famous for its boating and fishing and its close proximity to the white sand beaches of the Gulf of Mexico, the area is also well known for the beauty of its architecture and its abundant greenery and flowers.

Metropolitan Mobile has a strong international flavor dating back almost 500 years to when the Spanish, the first European explorers, sailed into Mobile Bay. Since then, French, English, Confederate, Alabama and United States flags have flown over Mobile, in addition to Mobile's own.

The Port City has much to offer residents, visitors and Academy students. It is the home of the Senior Bowl (an all-star college football competition), the GMAC Bowl, the Mobile Bay Bears (Arizona Diamondbacks Double A baseball team), Mardi Gras (a festival of parades and activities prior to Lent), America's Junior Miss pageant and numerous cultural and recreational activities. This is a great place in which to live and learn.

### **1.13. Affiliations**

Listed below are some of the organizations in which the Academy, faculty and or staff is represented by affiliations or memberships:

- Air University Associate-to-Baccalaureate Cooperative Program (ABC)
- Alabama Association of College Registrars and Admissions Officers (ALACRAO)
- Alabama Association of Independent Colleges and Universities (AAICU)
- Alabama Association of International Educators (AAIE)
- Alabama Association of Student Financial Aid Administrators (AASFAA)
- Alabama State Chiropractic Association (ASCA)
- American Alliance for Health, Physical Education, Recreation, and Dance (AAPHERD)
- American Association of Collegiate Registrars and Admissions Officers (AACRAO)
- American Association of Museums (AAM)
- American Association of Presidents of Independent Colleges and Universities (AAIPCU)
- American Baseball Coaches Association (ABCA)
- American Council on Exercise (ACE)

American College of Sports Medicine (ACSM)  
American Chiropractic Association (ACA)  
American Library Association (ALA)  
American Swimming Coaches Association (ASCA)  
Association of American International Colleges and Universities (AAC&U)  
Baldwin Chiropractic Association  
Colleges & Universities Professional Association for Human Resources (CUPA-HR)  
Council for the Advancement and Support of Education (CASE)  
Council on Higher Education Accreditation (CHEA)  
Defense Activity for Non-Traditional Education Support (DANTES)  
Department of Veterans Affairs Yellow Ribbon Program  
Eastern Shore Chamber of Commerce  
International Chiropractic Association (ICA)  
International Council of Sports Science & Physical Education (ICSSPE)  
International Council for Health, Physical Education, Recreation, Sport and Dance (ICHPER-SD)  
International Olympic Committee (IOC)  
International Physique Professionals Association (IPPA)  
International Sport for All Federation (FISpT)  
International Sports Heritage Association (IASMHF)  
International Society of Sports Nutrition (ISSN)  
National Academy of Sports Medicine (NASM)  
National Association for Sport & Physical Education (NASPE)  
National Association of Collegiate Directors of Athletics (NACDA)  
National Association of Collegiate Women Athletics Administrators (NACWAA)  
National Athletic Trainers Association (NATA)  
National Cheer Safety Foundation (NCSF)  
National Clearinghouse  
National Collegiate Athletic Association (NCAA)  
National Federation of State High School Associations (NFHS)  
National Football Foundation (NFF)  
National Soccer Coaches Association of America (NSCAA)  
National Strength and Conditioning Association (NSCA)  
National Wrestling Coaches Association (NWCA)  
Network of Alabama Academic Libraries (NAAL)  
North American Society for Sports Management (NASSM)  
Online Computer Library Center (OCLC)  
Positive Coaching Alliance (PCA)  
Professional Tennis Registry (PTR)  
Southern Association of Colleges and Schools-Commission on Colleges (SACS-COC)  
Southern Association of Student Financial Aid Administrators (SASFAA)  
Southern Regional Education Board (SREB)  
United States Distance Learning Association (USDLA)  
United States Professional Tennis Association (USPTA)  
United States Tennis Association (USTA)  
University Continuing Education Association (UPCEA)  
USA Track & Field (USTF)

### **1.14. Alumni Status for Students**

All Academy students are alums. With this in mind, all students, even those enrolled for the first time in the Bachelor's, Master's or Doctoral programs or in Continuing Education, are members of the Academy's Alumni Association.

This means, among other things, that EVERY Academy student can “network” with every other alumnus to exchange professional or career advancement information or for communication between people with common ground – in this case, the Academy.

## **1.15. Academy Library**

The Academy library supports the mission of the Academy by ensuring that faculty and students have access to adequate academic and sports-specific learning resources and services. The library, available to students on and off campus, holds over 9,000 monographs, 650 audiovisual materials and 3,033 microforms. It maintains 198 periodical subscriptions. The Academy is a member of LYRASIS, our arm of the Online Computer Library Center (OCLC). The OCLC has access to 71,000 libraries in 112 countries, with 1.5 billion records.

Through the Online Public Access Catalog (OPAC), students can access library holdings worldwide via the Internet. In addition, the virtual library consists of 58 periodical databases. Library resources are accessible through the course management system. Students needing assistance may contact library staff by phone or by email at [library@ussa.edu](mailto:library@ussa.edu).

### **1.15.1 Library Books**

Off campus students may borrow books from the Academy Library by emailing [library@ussa.edu](mailto:library@ussa.edu). Students will be billed for the shipping and return postage fees. If a book is not returned, the student will be billed the full cost of the book. If payment is not made, a hold will be placed on the student's account.

## 2. ACADEMIC CALENDAR

The *Academy Academic Calendar* lists all key dates for all degree levels. Therefore, it contains some activities that may not be relevant to Programs of Study. Any apparent conflicts may be resolved in consultation with an Academic Advisor or through the Division of Academic Affairs.

2010-2011 2010	FALL	2011-2012 2011
1 September	Fall Semester	1 September
6 September	Labor Day Holiday	5 September
8 September	Residential Orientation	7 September
9 September	First Day to Register for Fall Online Classes	8 September
9 September	Residential Classes Begin	8 September
11 October	Last Day to Register for Fall Doctoral Comprehensive Exam	10 October
10-12 November	**Doctoral Comprehensive Exam	9-11 November
25-26 November	Thanksgiving Holiday	22-23 November
6 December	Last Day to Register for Spring Doctoral Comprehensive Exam	5 December
16 December	Last Day to Withdraw from Residential Course with a Grade of "W"	15 December
17 December	Residential Courses End	16 December
25 December	Christmas Holiday	25 December
31 December	Last Day to Register for Fall Online Classes	31 December
2011	SPRING	2012
3 January	Spring Semester	2 January
5 January	Residential Orientation	4 January
5 January	First Day to Register for Spring Online Classes	4 January
5 January	Residential Classes Begin	5 January
5-7 January	**Doctoral Comprehensive Exam	4-6 January
17 January	Martin Luther King Holiday	16 January
8 March	Mardi Gras Holiday	21 February
5 May	Last Day to Withdraw from Residential Course with a Grade of "W"	16 April
5 May	Residential Course End	17 April
5 May	Last Day to Register for Spring Online Classes	31 May
2011	SUMMER	2012
16 May	Summer Semester	14 May
18 May	Residential Orientation	16 May
18 May	First Day to Register for Summer Online Classes	16 May
19 May	Residential Classes Begin	19 May
30 May	Memorial Day Holiday	28 May
6 June	Last Day to Register for Summer Doctoral Comprehensive Exam	4 June
4 July	American Independence Day Holiday	4 July
6-8 July	**Doctoral Comprehensive Exam	11-13 July
18 August	Last Day to Withdraw from Residential Course with a Grade of "W"	16 August
19 August	Residential Courses End	17 August
31 August	Last Day to Register for Summer Online Classes	31 August

**\*\*Doctoral Portfolio Students are exempt from taking the Doctoral Comprehensive Exam.**

**MSS Comprehensive Examinations are offered online during the third week of each month except in December and January. MSS Comprehensive Exams are not offered in December or January. A cap of 15 students is set for each exam. Students must register at least 30 days in advance of the testing date.**

**Students enrolling in the Master's degree program under the 2010-2011 Academic Catalog will be exempt from taking the MSS Comprehensive Exam. Instead they will develop a Master's Portfolio which replaces the Exam.**

## 3. Department of Continuing Education

### 3.1. Introduction

The Department of Continuing Education offers a variety of non-credit, online courses designed to provide professional development opportunities in sports management, sports coaching, sports fitness, sports studies, health and other areas. In addition to individual courses, the Academy also offers special certification and certificate programs.

Due to the phenomenal growth of the sports and fitness industry over the past three decades, highly skilled professionals are in demand. Meeting the needs of individuals involved in this challenging field is a primary concern in the development of sports-specific courses and certifications. Course offerings include a wide range of sports-specific courses that can be taken individually or as part of a certificate or certification program. Courses can also be used to maintain and upgrade present certifications or to simply stay informed as to the changes and developments within the sports and fitness industry. Often, the upgrading of certifications or completion of certain courses can lead to salary increments and promotions within the industry.

If planning a sport-related coaching clinic or seminar, the Academy can be the CEU or certificate provider. *CEB 595 Sports Coaching Clinic*, *CEB 585 Sports Seminar*, and *CPT 597 Individualized Study* can be utilized for such events. Customized courses can also be designed to meet the needs of any sport organization or association. Please contact the Department of Continuing Education for further information regarding such programs.

### 3.2. Registration and Enrollment

Enrollment in most individual courses or certain certification programs is open to anyone 16 years of age or older regardless of educational level or background (although some certification programs require students to be 18 years of age). All courses are online and, in special situations, are delivered onsite. Students have 16 weeks to complete a course (one week is included for the shipping and handling of course materials). There are no course extensions for any Continuing Education courses. Because of the Academy's "rolling enrollment" policy, students may register for a course at any time. To register for a course, go to <http://www.ussa.edu/continuing-education/>. For questions and assistance, contact the Department of Continuing Education at 1-800-223-2668 or [continuinged@ussa.edu](mailto:continuinged@ussa.edu). The cost of each course is \$150 unless otherwise noted (textbooks, shipping and handling are additional charges).

If a student has a medical problem or an issue such as military deployment, an extension may be granted by the Department of Continuing Education. For military activation, students should submit a letter or notice from a commanding officer. For a medical problem, students should submit a report from a physician summarizing the condition.

### 3.3. Continuing Education Units (CEUs)

CEUs are based upon the Carnegie Educational System and are referred to as Carnegie Education Units. CEUs are awarded upon successful completion of a single Continuing Education course (with a grade of 70% or higher). One (1) CEU is awarded for every ten (10) hours of course work. Unless otherwise noted, all courses offered are based upon an estimated forty (40) contact-hours of course work, or four (4) CEUs. The Academy offers both graduate and standard CEUs. Student records of CEUs are kept on file in the Department of Student Services. Requests for transcripts can be made by submitting a Request for Transcript form (page 41). For login information, please contact the Department of Continuing Education at 251-626-3303. There is a \$10 charge for each transcript.

### 3.4. Substitution of Previously Earned CEUs

Students earning certification credit or CEUs from other institutions may request a course substitution. To qualify, courses must be similar to Academy courses in both content and expected learning outcomes. Students must successfully complete a course prior to submitting a Request for Course Substitution form (page 40, also available online). Forms should be submitted with a copy of the course description and syllabus. An official transcript must also be provided. Upon acceptance of the course substitution, students are required to remit a \$150 administrative processing fee to the Department of Continuing Education.

### 3.5. Substitution of Previously-Earned Academic Credit

Degree program courses may be substituted for Continuing Education courses with departmental approval. Students desiring CEUs and who have completed equivalent course work or greater at the undergraduate or graduate level may qualify for substitution of credit. The number of courses that can be substituted is limited to two (2). The time limit between taking a course at another institution and applying for a course substitution is five (5) years. Courses for substitution must be similar in content and expected learning outcomes and must have been taken from an accredited institution. Students must also have earned a letter grade of C- or better. Students must submit a Request for Course Substitution form to the Department of Continuing Education with an attached copy of the course description and syllabus. An official transcript must also be provided. Students are required to remit a \$150 administrative processing fee to the Department of Continuing Education once the course substitution has been approved.

#### 3.5.1. NACDA Course Substitution

A student who has earned a Master of Sports Science degree in Sports Management from the Academy may substitute the five courses from the Master's Sports Management curriculum for the same five courses included in the National Association of Collegiate Directors of Athletics (NACDA) Graduate Certification Program in Sports Management. The certification program consists of six courses; in addition to substituting the five courses, students must register for CEM 594 Student Life Skills.

NACDA is the professional association for those in the field of athletics administration. It provides educational and networking opportunities to its constituency. As the academic arm of NACDA, the Academy has developed and customized a certification program specific to this organization. NACDA certification is beneficial for those in the field of sport administration and management; professionals in this discipline are strongly encouraged to obtain certification.

Graduates of the Academy's Master of Sports Science degree program in Sports Management must fill out a Request for Course Substitution form listing the courses to be substituted. Graduate transcripts are on file in the Department of Student Services. Once a request for a course substitution(s) has been approved, students must remit \$150 per/course administrative fee to the Department of Continuing Education.

The following courses may be substituted for the corresponding courses in the NACDA Certification program:

SAM 543 Sports Administration	CEM 543 Sports Administration
SAM 542 Sports Business & Personnel Mgmt.	CEM 542 Sports Business & Personnel Mgmt.
SAM 544 Sports Marketing	CEM 544 Sports Marketing
SAM 582 Sports Facilities	CEM 583 Sports Facilities and Event Management
SAM 586 Sports Law and Risk Management	CEM 586 Sports Law and Risk Management

### 3.6. Course Extension Policy

There are no course extensions for Continuing Education courses. Courses must be completed within 16 weeks of initial registration (15 weeks to complete a course and one-week allowance for delivery of course materials). If students fail to complete a course within the specified time limit, students must re-register and pay the appropriate fees. However, if an unforeseen circumstance (i.e., medical issue) occurs, students may request an extension in writing as per Academic Policy 4.22. The request should be directed to the Department of Continuing Education for review and must be received prior to the course completion date.

### 3.7. Continuing Education Programs

#### 3.7.1. Certificates

**Certificate** courses are designed to meet the needs of coaches, trainers, fitness leaders, and managers who seek specialization in specific areas. Students who successfully complete one of the following courses with a grade of 70% or higher will be able to print a course completion certificate from within the course shell. Four (4) CEUs are awarded upon successful completion. Certificate courses are available in the following areas: sports management, sports coaching, human performance, compliance, recreation management, and sports security.

**Sports Management Certificate** courses are designed to help students become specialists in the various areas of sports management. The following Sports Management Certificates, along with the required course for each certificate area, are available:

- |                                |   |
|--------------------------------|---|
| • Sports Administration        | CEM 543 Sports Administration                         |
| • Sports Agents                | CEM 592 Introduction to the Business of Sports Agents |
| • Sports Facilities            | CEM 583 Sports Facilities & Event Management          |
| • Sports Public Relations      | CEM 551 Sports Public Relations                       |
| • Sports Law & Risk Management | CEM 586 Sports Law & Risk Management                  |
| • Sports Marketing             | CEM 544 Sports Marketing                              |
| • Sports Business              | CEM 542 Sports Business and Personnel Management      |

**Sports Coaching Certificate** courses will help students expand their specializations in sports coaching. The following Sports Coaching Certificates, along with the required courses, are available:

- |                     |                                     |
|---------------------|-------------------------------------|
| • Sports Coaching   | CEB 571 Sports Coaching Methodology |
| • Sports Psychology | CEB 568 Sports Psychology           |

**Human Performance Certificate** courses are designed for students interested in specialized work in the area of Human Performance. The following Human Performance Certificates, along with the required course for each certificate area, are available:

- |                                |   |
|--------------------------------|---|
| • Human Anatomy & Physiology   | CER 505 Human Anatomy and Physiology        |
| • Ergogenic Aids & Performance | CED 558 Ergogenic Aids & Sports Performance |

**Collegiate Compliance Graduate Certificate** courses are specifically designed to provide information on collegiate compliance. The following courses provide compliance information for sport managers and coaches:

- |                                    |   |
|------------------------------------|---|
| • Collegiate Compliance            | CEM 523 NCAA Compliance                               |
| • Compliance Policies & Procedures | CEM 524 NCAA Policies & Procedures                    |
| • Business of Sports Agents        | CEM 592 Introduction to the Business of Sports Agents |

**Recreation Management Certificate** courses will provide students with information about the history and concepts surrounding recreation and leisure, and equip them to administer effective and popular recreation programs in a variety of settings:

- Introduction to Recreation                      CEM 535 Introduction to Parks, Recreation, and Tourism
- Recreation Philosophy and History        CEM 536 Philosophy and History of Recreation and Leisure
- Recreation Management                      CEM 537 Introduction to Recreational Sport Management

**Sports Security Certificate** courses provide an overview of the concepts, principles, and methods of organizing and administering security management. Focus is on security planning and evaluation, communication, best practices, strategies for disaster and emergency management, and the skills needed to manage security-related operations and activities.

- Introduction to Sports Security            CEM 487 Introduction to Sports Security Management
- Sports Security Management              CEM 488 Contemporary Sports Security Management
- Emergency Management                    CEM 489 Introduction to Emergency Management for Sport Settings

### 3.7.2. Certification Programs

**Introduction** - For over 35 years, the Academy has delivered its certification programs to over 60 countries serving more than a quarter of a million people. The Academy has over 100 sports education protocols with ministries of youth and sport, Olympic committees, international sport federations, national governing bodies and universities in the U.S. and around the world. All courses are online allowing students to learn while they earn. Continuing education units (CEUs) may be used for salary increments, job promotions, and to maintain other certifications. The Academy can also design and develop special certification programs to meet the needs of any school, association or federation.

**Certification Programs** are designed to help coaches, fitness leaders, personal trainers, administrators, managers and directors of sport programs achieve their career goals. They provide students with a strong foundation of skills and knowledge required for succeeding in the respective disciplines. Certifications are available online and international onsite delivery. Each certification program consists of six courses. Courses are worth four (4) CEUs each. Certification is available in the following disciplines: Sports Management, Coaching, Fitness & Health, Personal Training, Strength and Conditioning, Sports Injury Management, Wellness, and Sports Studies.

**Registration** - To register for a course, go to <http://www.ussa.edu/continuing-education/>. For questions and assistance, contact the Department of Continuing Education at 1-800-223-2668 or [continuinged@ussa.edu](mailto:continuinged@ussa.edu). When registering, please indicate the specific certification program and the course(s). Each course is priced at \$150. \*All courses require a textbook. Textbooks vary in price and are not included in the cost of the course.

**Program Specifics** - In order to successfully complete a certification, the following must be met:

- Successful completion of all six courses
- A final grade of 70% or higher in each course
- Courses may be repeated if a final score of 70% is not achieved
- Students must re-register and pay the course fee if they need to repeat a course
- Transfer of credit from other institutions is allowed but courses must be similar in content to certification courses (limit 2 courses)
- Cost per course = \$150

**Certification in Sports Management** provides students opportunities to further their knowledge in the sport-related areas of business, administration, personnel management, marketing, public relations and



facility management/program development. Courses focus on the development of professional sports management skills that are essential to designing and implementing sport-related programs.

- CEM 543 Sports Administration
- CEM 542 Sports Business and Personnel Management
- CEM 544 Sports Marketing
- CEM 583 Sports Facilities and Event Management
- CEM 551 Sports Public Relations
- CEM 550 Sports Fundraising

**Certification in Sports Coaching** provides students with the knowledge and skills to succeed in coaching at all levels of sport. Courses focus on coaching methodology, sports psychology, conditioning and nutrition, sports medicine, facility administration and program facilitation.

- CEM 543 Sports Administration
- CEB 371 Sports Coaching Methodology
- CER 332 Sports Strength and Conditioning
- CEB 368 Sports Psychology
- CED 346 Sports Medicine
- CEM 583 Sports Facilities and Event Management

**Certification in Sports Fitness** provides students opportunities to further their studies in the sport-related areas of administration, coaching principles, personal training, nutrition, conditioning and psychology. Courses focus on the development of professional management and training skills that are essential in the design and implementation of sports fitness programs.

- CEM 543 Sports Administration
- CEB 373 Scientific Principles of Coaching
- CER 526 Personal Training
- CED 556 Sports and Fitness Nutrition
- CER 525 Sports Strength and Conditioning
- CEB 568 Sports Psychology

**Wellness Certification** provides students opportunities to further their knowledge in the administration of wellness programs. Courses include a comprehensive examination of nutritional principles for health and fitness, exercise training programming including aerobic, resistance and functional training; implementing behavioral changes to insure clients start and stay with their program, how to coach clients for the most effective application of these principles and how to translate this knowledge into the business arena.

- CED 556 Sports and Fitness Nutrition
- CEE 521 Principles of Fitness and Health
- CEB 373 Scientific Principles of Coaching
- CEB 566 Psychological Aspects of Health and Fitness Programming
- CEM 662 Sports Entrepreneurship
- CER 527 Concepts of Wellness

**Certification in Sports Injury Management** provides students opportunities to further their knowledge in assessing and managing sports injuries, providing first aid, understanding how proper nutrition affects the body in terms of overall optimal health, evaluating human movement in sports activities and analyzing skills to improve sports performance. This certification also covers the basic theories and organization of

management, program development, inventory control, information management and legal considerations in sports medicine.

- CED 520 Sports First Aid
- CED 546 Seminar in Sports Medicine
- CED 548 Sports Injury Evaluation
- CED 556 Sports and Fitness Nutrition
- CER 511 Sports Performance Enhancement
- CED 587 Management Strategies in Sports Medicine

**Personal Training Certification** provides students a solid background in the area of personal training. Courses focus on training principles, nutrition, conditioning and the various aspects of programming.

- CER 526 Personal Training
- CER 505 Human Anatomy and Physiology
- CEB 373 Scientific Principles of Coaching
- CER 511 Sports Performance Enhancement
- CED 556 Sports and Fitness Nutrition
- CEB 566 Psychological Aspects of Health and Fitness Programming

**Sports Strength and Conditioning Certification** provides students an overview of the skills, development and training principles of a strength and conditioning regimen. Courses focus on training intensity, injury prevention, nutrition, conditioning and fitness programming.

- CER 525 Sports Strength and Conditioning
- CER 505 Human Anatomy and Physiology
- CED 320 Applied Sports Performance
- CED 546 Seminar in Sports Medicine
- CEB 373 Scientific Principles of Coaching
- CEB 566 Psychological Aspects of Health and Fitness Programming

**Certification in Sports Studies** provides students with a broad overview of the sports profession from a sociocultural and historical perspective. In addition, courses focus on topics that are current to the sports profession, the Olympic culture and psychological issues relative to sport.

- CEB 310 History of Sports
- CEB 305 Sociology of Sports
- CEM 367 Olympic Culture
- CEB 361 Contemporary Issues in Sports
- CEB 368 Sports Psychology
- CEB 203 Contemporary Sport Art: The Artist and the Athlete

For further information regarding the Academy's Certification Programs, visit the Continuing Education webpage at <http://www.ussa.edu/continuing-education/>. You may also contact the Department of Continuing Education at [continuinged@ussa.edu](mailto:continuinged@ussa.edu) or 800-223-2668.

### 3.7.3. Sports Diploma Program

The Sports Diploma Program is a unique program of advanced study designed for sport professionals and practitioners who have had extensive experience in sport. Students must complete one of the following certification programs in order to be eligible for the Sports Diploma Program: (1) Certification in Sports Management (2) Certification in Sports Coaching. The Sports Diploma Program uses an applied approach

that includes two additional courses, a mentorship (200 contact-hours), and a project paper detailing the mentorship experience. This program is ideal for those who desire a more in-depth perspective into the management or coaching areas of sport.

To successfully complete the Sports Diploma Program, students must:

1. Complete a total of eight courses (includes 6 certification courses and 2 additional courses)
2. Complete a 200-hour mentorship
3. Complete a 10-page paper detailing the mentorship experience

### **Program Specifics**

The following requirements must be met:

- Successful completion of one of the following programs: Certification in Sports Management or Certification in Sports Coaching
- A score of 70% or higher in all six certification courses
- A score of 70% or higher in the two additional Sports Diploma courses
- Completion of a supervised mentorship (200 contact-hours)
- A double-spaced paper documenting the mentorship experience (approximately ten pages)

### **Areas of Study**

#### **Sports Management**

In addition to the six courses included in the Certification in Sports Management, students are required to take two of the following courses:

- CEM 422 Structure and Function of Sports
- CEM 367 Olympic Culture
- CEM 400 Leadership Principles in Sports

#### **Sports Coaching**

In addition to the six courses included in the Certification in Sports Coaching, students are required to take two coaching courses. The Academy recommends the following courses:

- CES 301 Sports Officiating
- CES 303 Coaching Track and Field
- CES 318 Coaching Cross Country Running
- CES 332 Coaching Football
- CES 334 Coaching Golf
- CES 370 Coaching Swimming
- CES 378 Coaching Volleyball
- CES 508 Coaching Baseball
- CES 513 Coaching Basketball
- CES 563 Coaching Soccer
- CES 566 Coaching Softball
- CES 576 Coaching Tennis
- CEB 302 Sports Coaching Technology

- CEB 334 Ethics in Sports
- CED 356 Sports Nutrition

### **Mentorship Program**

The Mentorship program included in the Sports Diploma program is a professional field-experience under the guidance of an approved mentor. The program is designed to meet the specific needs and interests of students with regard to certain learning objectives. During the required 200 hours of activity, students are involved in developing programs, planning strategies and organizing tactics to meet objectives in chosen sport-related professions. When students are ready to begin their mentorship, they will receive a copy of the *Academy Sports Diploma Mentorship Handbook*.

#### ***Requirements***

- Students must choose a mentorship outside of their place of employment
- Students enrolled in the same Sports Diploma program cannot share the same mentor
- Mentors must have a minimum of a bachelor's degree in a sport-related field and at least five years experience as a senior administrator or supervisor
- All required forms (mentorship approval, signed mentorship contract, registration and payment of fees) must be processed prior to beginning the mentorship
- Students must complete 200 supervised contact-hours
- Students must write a paper (10-pages, double-spaced) detailing the mentorship experience

Students must provide mentors with weekly, monthly and final-project journal reports. At the end of the mentorship, the mentor will give the student a final evaluation.

#### **3.7.4. Online and Onsite Programs**

Some certifications including the Sports Diploma program are delivered internationally. These onsite programs are taught in concentrated weekly sessions of eight hours per day. In contrast to the online courses, the final exam is a closed-book test. Onsite certification students wishing to enroll in the Sports Diploma Program must follow the same criteria as online students: score 70% or higher in the six certification courses, score 70% or higher in the two Diploma program courses, complete a mentorship of 200 hours, and write a project paper detailing the mentorship experience.

### 3.7.5. Certification and Sports Diploma Program Comparison Chart

Conditions	Certification in Sports Management Certification in Sports Coaching	Sports Diploma Program
<b>Program Entry Requirements</b>	Admission is open to all students 18 years and older	(1) Completion of one of the following programs: Certification in Sports Management or Certification in Sports Coaching (2) Secondary Education Diploma
<b>Language Requirement</b>	Courses are in English (online and onsite)	Courses are in English (online and onsite)
<b>Program Requirements</b>	All 6 courses must be completed for certification	Completion of all 6 courses in one of the two Certification programs, 2 additional courses, mentorship of 200 hours and a 10-page, double-spaced paper
<b>Minimum Test Score</b>	70% on all final exams (online)	70% in 2 Sports Diploma Program courses 70% in all 6 certification courses
<b>Term Paper Requirements</b>	None	10-page double-spaced project paper
<b>Program Cost</b>	\$150 per course (6 courses = \$900)	\$1400 (includes a General Administrative Fee, 2 additional courses, and the mentorship)
<b>Administrative Fees</b>	None	\$100 General Administrative Fee
<b>Other Fees and Expenses</b>	(1) Books-shipping and handling (2) Transfer of credit - \$150 per course	Books-shipping, handling

#### NOTES

1. The Academy's Certification and/or Sports Diploma programs can be delivered onsite on a contractual basis to educational institutions, government agencies or sport-related organizations. Individual study is available online.
2. Onsite students who wish to advance to the Sports Diploma Program must declare their intention before completing the Certification in Sports Management or Sports Coaching.
3. If a student in an onsite program should miss a course in the sequence of the Certification and Sports Diploma programs, it may be taken online through the Department of Continuing Education.
4. Mentorships arranged by students must be approved by the Academy (online & onsite).
5. Fees and tuition are subject to change without notice.
6. The General Administrative Fee (\$100) for the Sports Diploma Program must be paid at the beginning of the program. Course fees are paid at time of registration. Balance of fees must be paid prior to beginning the Mentorship program.
7. There is no time limit in which to complete a Certification or Sport Diploma program.
8. Certification and Sports Diploma Programs may not be applied to undergraduate or graduate degree credit.

### **3.7.6. Special Certification Programs**

The Academy has developed special certification programs for other organizations and associations. These programs arose out of special needs and at the request of the particular organization. The Academy can create special certification programs as requested by organizations, schools and sport federations.

#### **3.7.6.1 National Coaching Certification Program**

The Academy's National Coaching Certification Program was designed for coaches who primarily work in the community and recreational setting. This online program offers three levels of certification and is designed to help coaches:

- Improve coaching techniques
- Develop basic skills
- Earn valuable CEUs
- Stay current with the latest developments in the coaching profession
- Be eligible for promotions, salary increments, and maintain other certifications
- Obtain desired coaching positions

#### **CEB 572 Coaching Certification Level I**

This course provides an overview of the important aspects that are universal to coaching all sports. Topics explored include ethics, sports administration, coaching methodology, conditioning and nutrition, injury-prevention, immediate care and rehabilitation and sports psychology. The text is embedded in the course and is based upon the *Academy Coaches Handbook*. (4 CEUs) Course cost = \$150.

#### **Coaching Certification Level II**

To obtain Level II Certification, students must take two of the following sport activity courses. Courses focus on the specific fundamentals necessary for coaching a specific sport. Each course covers skill development, techniques, drills and playing strategies. Program planning, off-season and seasonal play and program evaluation are also addressed. Each course is worth four (4) CEUs. (Students must complete Level I Certification before registering for Level II). Cost of each course = \$150.

- CES 508 Coaching Baseball
- CES 513 Coaching Basketball
- CES 563 Coaching Soccer
- CES 566 Coaching Softball
- CES 576 Coaching Tennis
- CES 303 Coaching Track & Field
- CES 318 Coaching Cross-Country Running
- CES 332 Coaching Football
- CES 334 Coaching Golf
- CES 370 Coaching Swimming
- CES 378 Coaching Volleyball

#### **Coaching Certification Level III**

Students must complete CER 511 Sports Performance Enhancement to receive Level III Certification. The course examines the study of human movement and its relationship to sports activities. Methods for analyzing and improving performance are presented. Students must complete both courses in Level II Certification prior to registering for Level III (4 CEUs). Course cost = \$150.00.

#### **3.7.6.2 NACDA Graduate Certification Program in Sports Management**

The Academy has developed a certification program for the National Association of Collegiate Directors

of Athletics (NACDA). This online program is designed to establish standards in the area of intercollegiate athletics administration and is directed to individuals desiring a career and or career advancement in collegiate athletic administration. A bachelor's degree is required. All six courses must be completed for certification. Each course is worth four CEUs. The cost for each course is \$150. There are additional fees for textbooks and shipping.

- CEM 543 Sports Administration
- CEM 543 Sports Business and Personnel Management
- CEM 544 Sports Marketing
- CEM 583 Sports Facilities and Event Management
- CEM 586 Sports Law and Risk Management
- CEM 594 Student Life Skills

\*Adopted by the National Association of Collegiate Directors of Athletics (NACDA).

### **3.7.6.3 NCSF Coaching Education Program**

Due to reports that 65.2% of all catastrophic injuries to female athletes occur in high school cheerleading alone, the Academy has developed a coaching program for the National Cheer Safety Foundation (NCSF). Each course is worth four (4) CEUs and priced at \$150.

- CEM 585 Acrobatics and Tumbling Safety and Risk Management
- CED 520 Sports First Aid
- CEB 373 Scientific Principles of Coaching
- CER 525 Sports Strength and Conditioning
- CEM 543 Sports Administration
- CES 538 Acrobatics

### **3.7.6.4 Bodybuilding Certification**

The Academy offers a certification program in Bodybuilding. The six-course program is designed to meet the needs of strength training enthusiasts, coaches, personal trainers and fitness center personnel. Courses provide students with a strong foundation of the skills and training essential to successful bodybuilding and personal fitness. Each course is priced at \$150.

- CER 525 Sports Strength and Conditioning
- CED 558 Ergogenic Aids and Sports Performance
- CED 556 Sports and Fitness Nutrition
- CED 320 Applied Sports Performance
- CES 514 Men's Bodybuilding
- CES 515 Women's Resistance Training

## **3.8. Special Projects**

### **3.8.1. CEB 205 Philosophy of Shaolin Kung-Fu**

Discipline, focus, respect, balance, a healthy mind and body are some of the terms that define the foundation of Shaolin philosophy. Using the five books of ancient Chan teachings (dating back to the 5<sup>th</sup> century) provided directly from the Shaolin Temple in Henan Province, China, this course offers an overview of the 1500 year history of the Shaolin Temple, the development of Shaolin philosophy, and the expression of this philosophy through kung fu, Chinese medicine, and Chan Buddhism. The course will help students understand how to apply this time-tested and world respected philosophy to any or all aspects of their personal and professional endeavors. Course cost = \$200.

### 3.8.2. American Council on Exercise (ACE)

The American Council on Exercise (ACE) is the largest nonprofit fitness certification provider in the world. As such, ACE sets and improves professional standards of the fitness industry. The Academy is an academic partner of ACE and offers several of its courses to ACE members who are interested in a career in the fitness industry or in professional development. These courses are helpful in preparing for the ACE Certification Exam. Each course is \$150. ACE-approved courses:

CEB 373	Scientific Principles of Coaching
CEB 566	Psychological Aspects of Health & Fitness Programming
CEB 568	Sports Psychology
CEB 571	Sports Coaching Methodology
CED 320	Applied Sports Performance
CED 520	Sports First Aid
CED 546	Seminar in Sports Medicine
CED 548	Sports Injury Evaluation
CED 556	Sports & Fitness Nutrition
CED 558	Ergogenic Aids & Sport Performance
CED 562	Scientific Principles of Resistance Training
CEE 521	Principles of Fitness & Health
CEM 542	Sports Business & Personnel Management
CEM 544	Sports Marketing
CEM 545	Sports Finance
CEM 551	Sports Public Relations
CEM 583	Sports Facilities & Event Management
CER 505	Human Anatomy & Physiology
CER 510	Sports Biomechanics
CER 520	Fitness & Exercise Physiology
CER 525	Sports Strength & Conditioning
CER 526	Personal Training
CER 580	Exercise Testing & Prescription
CER 587	Management Strategies in Health & Fitness
CES 334	Coaching Golf
CES 515	Women's Resistance Training
CES 576	Coaching Tennis

### 3.8.3 National Federation of State High School Associations (NFHS)

The Academy is partnered with the NFHS to provide continuing education credits (CEUs) for NFHS courses. Since 1920, the NFHS has served its 50 member state high school athletic/activity associations by becoming a leader in the development of education-based interscholastic sports and activities. In so doing, the NFHS has developed courses specifically designed for interscholastic teachers, coaches, and administrators. For more information on NFHS courses, visit [www.nfhs.org](http://www.nfhs.org).

As a CEU provider for the NFHS, the Academy will award two (2) CEUs upon successful completion of the following NFHS courses to coaches who wish such credit. CEUs = \$75 per course.

CEP 540	Fundamentals of Coaching
CEP 541	First Aid for Coaches
CEP 542	Fundamentals of Coaching Soccer
CEP 543	Fundamentals of Coaching Volleyball
CEP 544	Fundamentals of Coaching Basketball
CEP 546	Fundamentals of Coaching Wrestling



CEP 547	Fundamentals of Coaching Softball
CEP 548	Fundamentals of Coaching Football
CEP 549	Fundamentals of Coaching Cheer and Dance
CEP 554	Coaching Sports in Middle School
CEP 555	NCAA Eligibility Center Coaching Education
CEP 556	AACCA Spirit Safety Certification
CEP 557	Teaching Sport Skills
CEP 558	Teaching and Modeling Behavior
CEP 559	Engaging Effectively with Parents

#### Online Registration

Coaches who successfully complete a NFHS course can purchase CEUs from the Academy on the NFHS website <http://www.nfhslearn.com/CollegeCreditCEU.aspx> and can print their CEU certificate by using their NFHS Certification Number. For more information regarding the purchase of CEUs, please call the Department of Continuing Education.

Individuals who successfully complete a course have up to one year from the date of completion to apply for CEUs.

### **3.8.4. United States Track & Field (USATF)**

USATF is the nation's governing body for track and field, long-distance running and race walking in the United States. The Academy is partnered with USATF to provide continuing education units (CEUs) for USATF's Coaching Education Program Levels 1 and 2. CEUs are also provided for Level 2 School-Youth Specialization.

<u>Level</u>		<u>CEUs</u>	<u>Cost</u>
CEP 531 Level 1		2	\$100
CEP 532 Level 2	Alumni Event Specific	2	\$100
CEP 533 Level 2	Full Event Specific	4	\$200
CEP 534 Level 2	Youth Specialization	4	\$200

USATF Coaching Education programs consist of a series of weekend and weekly onsite coaching education schools that are conducted year-round throughout the United States. The program has educated more than 20,000 coaches. \*For more information regarding the USATF Coaching Education Program, please visit the USATF website: [www.usatf.org](http://www.usatf.org).

#### Online Registration

Coaches who successfully complete a USATF education school can purchase CEUs from the following link: <http://ussa.edu/continuing-education/ceu-provider-program/united-states-track-and-field-usatf/>. Members who successfully complete one of the USATF schools will have up to one year to apply for CEUs.

### **3.8.5. National Soccer Coaches Association of America (NSCAA)**

The NSCAA is a non-profit association of soccer coaches whose mission is to provide top-quality coaching education programs. Through its Coaching Academy, the NSCAA offers a wide range of educational offerings. NSCAA courses are called diploma programs and are intended to be information-oriented. The Academy is partnered with the NSCAA to provide CEUs for the following NSCAA courses:

CEP 511	NSCAA National Diploma	5 CEUs	\$187.50
CEP 512	NSCAA Advanced National Diploma	5 CEUs	\$187.50

CEP 513      NSCAA Premier Diploma      5 CEUs      \$187.50

### Online Registration

Coaches who successfully complete a NSCAA course can purchase CEUs from the following link: <http://ussa.edu/continuing-education/ceu-provider-program/national-soccer-coaches-association-of-america-nasca/>. Individuals who successfully complete a course have up to one year from the date of completion to apply for CEUs.

### **3.8.6. National Strength & Conditioning Association (NSCA)**

The United States Sports Academy is a CEU Provider for the National Strength and Conditioning Association (NSCA). The CEU Provider Program is designed to provide continuing education opportunities to those certified by the NSCA Certification Commission through a variety of sources, which support the NSCA and the NSCA Certification Commission's superior standards.

For successfully meeting established criteria, the National Strength & Conditioning Association officially recognizes the United States Sports Academy's Educational Program in Strength and Conditioning. The NSCA Certification Commission Executive Council has approved the following Continuing Education courses:

- CEB 373 Scientific Principles of Coaching
- CED 320 Applied Sports Performance

Per the request of the NSCA, students must register by phone. Call the Department of Continuing Education at 800-223-2668 to register. Courses are priced at \$150.

### **3.8.7. Professional Tennis Registry (PTR)**

The PTR is the largest global organization of tennis teachers and coaches with more than 14,500 members in 115 countries. The PTR's mission is to educate, certify and service tennis teachers and coaches around the world in order to grow the game. It is the first organization to offer three separate pathways to tennis teaching certification for coaches who wish to specialize in Junior Development, Adult Development, or Performance.

The Academy is partnered with the PTR to provide continuing education units (CEUs) for the three modules of the Master of Tennis program:

- Performance
- Junior Development
- Adult Development

\*For more information regarding the Master of Tennis program, please visit the PTR website: [www.ptrtennis.org](http://www.ptrtennis.org).

## **3.9. Continuing Education Program Pricing**

### **Tuition**

Certificate Program	\$150 per course
Certification Programs	\$150 per course
Sports Diploma Program	\$1400 (includes administrative fee)

### Textbooks

The majority of courses require a textbook. Textbooks, shipping and handling are additional charges (textbook prices and domestic/international shipping costs vary).

### Special Projects

NACDA Graduate Certification Program in Sports Management	\$150	per course
ACE-Approved Courses	\$150	per course
USATF Level 1	\$100	2 CEUs
USATF Level 2 (weekend workshop)	\$100	2 CEUs
USATF Level 2 (5-day workshop)	\$200	4 CEUs
USATF Level 2 School-Youth Specialization	\$200	4 CEUs
National Federation of State High School Associations (NFHS)	\$75	2 CEUs
National Soccer Coaches Association of America (NSCAA)	\$187.50	5 CEUs
NCSF Coaching Education Program	\$150	per course
CEB 205 Philosophy of Shaolin Kung-Fu	\$200	4 CEUs

## 3.10. Continuing Education Course Descriptions

### **CEB 203 Contemporary Sport Art: The Artist and the Athlete (4 CEUs)**

This course is a Humanities course designed to explore the works of the artists chosen by the American Sport Art Museum and Archives (ASAMA) and their contributions to contemporary sport art history. The purpose of the course is to deepen students' understanding of the cultural context of sport, its relationship to art, and the masters of that art.

### **CEB 205 Philosophy of Shaolin Kung-Fu (4 CEUs)**

Discipline, focus, respect, balance, a healthy mind and body - these are some of the terms that define the foundation of Shaolin philosophy. Using the five books of ancient Chan teachings (dating back to the 5th century) provided directly from the Shaolin Temple in Henan Province, China, this course offers an overview of the 1500 year history of the Shaolin Temple, the development of Shaolin philosophy, and the expression of this philosophy through kung-fu, Chinese medicine, and Chan Buddhism. This course will help the student understand how to apply this time-tested and world respected philosophy to any or all aspects of their personal and professional endeavors.

### **CEB 301 Sports Officiating (4 CEUs)**

The course is designed to teach students to apply the rules and regulations for specific sports in game situations. Current rule changes will be reviewed and discussed.

### **CEB 302 Sports Coaching Technology (4 CEUs)**

Technological advances in the mainstream of contemporary culture can be applied to coaching. The use and applications of technology to improve coaching efficiency, strategy, player performance, maintenance of equipment, recruitment at certain levels; and statistics gathering, recording, reporting and archiving are central to this course.

### **CEB 305 Sociology of Sports (4 CEUs)**

This course is designed to introduce the student to the mutual influences which society and sports exercise have on each other. How people in sports relate to one another and create social measures that enable them to compete without compromising a basic social contract is one focus of this course. Understanding sports groups and examining the social issues that have an impact on sports are central themes.

**CEB 310 History of Sports (4 CEUs)**

This survey course examines the development of competition in the human condition from its inception, into organized forms of sport, to the highly developed enterprise that has emerged in contemporary times. Observations of the influence of culture and history on this development are central to the presentation of this course.

**CEB 334 Ethics in Sports (4 CEUs)**

Some leaders are more effective than others because of who they are as individuals and how they approach the ethical circumstances they face. The application of these ethical approaches in sports is the central theme of this course. It is intended to support the thesis that principle-centered leaders are more capable of inspiring confidence and rallying others to achieve a common goal.

**CEB 361 Contemporary Issues in Sports (4 CEUs)**

This course is designed to introduce the student to current issues in society and the impact of these issues on sport at all levels of participation. The course examines the variety of the issues facing sport as a leisure activity and as an industry, as well as how they are addressed by the media, sport organizations, sport coaches and administrators.

**CEB 368 Sports Psychology (4 CEUs)**

This survey course focuses on the study of motivational phenomena that affect the performances of individual athletes and teams. Stress and leadership characteristics of coaches and athletes will also be studied.

**CEB 371 Sports Coaching Methodology (4 CEUs)**

This course is designed to provide the student with a conceptual blueprint for teaching sport and the fundamentals of sport coaching. The development of a personal coaching philosophy will be derived from a process of consciously assessing critical issues and developing a clear rationale for holding one particular approach as opposed to another.

**CEB 373 Scientific Principles of Coaching (4 CEUs)**

In order to optimize performances, guarantee safety and promote well-being in athletes, coaches must constantly update and modify their coaching practices by regularly seeking out new knowledge in the sport sciences. This course is designed to teach coaches to be active consumers and appliers of scientific information.

**CEB 561 Contemporary Issues in Sports (4 CEUs)**

This course is designed to provide students with an overview of the major issues involved in the world of sport. All primary issues impacting contemporary sport are covered, including performance enhancing drugs, human growth hormones, gender inequity, race and ethnicity, youth, adolescent and adult programs, media involvement, economics, management structures and globalization.

**CEB 563 Psychological Aspects of Sports Medicine (4 CEUs)**

This course is a study of the psychological and sociological aspects of sports medicine. Emphasis will be given to the applications of this knowledge to the counseling of athletes coping with sport-injuries and to the development of motivational strategies for rehabilitation and return to physical activity.

**CEB 566 Psychological Aspects of Health and Fitness Programming (4 CEUs)**

This course is a study of the psychological and sociological aspects of health and fitness programming and the applications of this knowledge to the development of effective motivational and behavioral modification strategies.

**CEB 568 Sports Psychology (4 CEUs)**

This course involves the study of human psychological behavior and its influence in sport and exercise settings. It is designed to provide the student with information gleaned from research in the field of sport psychology as well as provide practical knowledge to become a more effective sport management professional, coach or fitness instructor.

**CEB 571 Sports Coaching Methodology (4 CEUs)**

This course is a study of the development of a theoretical base for teaching sport and sport skills with a practical application. The course includes the development of a coaching philosophy with an emphasis on ethics in coaching and establishing a successful coaching style. A review of the impact of contemporary trends and issues in coaching is included. Managerial skills common to all coaching activities will be discussed.

**CEB 572 Coaching Certification Level I (4 CEUs)**

The course provides an overview of the important aspects universal to coaching all sports. Topics explored are ethics, sports administration, coaching methodology, conditioning and nutrition, injury prevention, immediate care and rehabilitation and sports psychology.

**CEB 585 Sports Seminar (1-4 CEUs)**

This course requires a minimum of ten hours attendance and/or participation (for each CEU transferred) in a sports-related seminar organized by a recognized sport governing body or association.

**CEB 595 Sports Coaching Clinic (1-4 CEUs)**

This course requires a minimum of 10 hours attendance and/or participation (for each CEU transferred) in a coaching clinic organized by a recognized sport governing body.

**CED 320 Applied Sports Performance (4 CEUs)**

This course is designed to cover the complete spectrum of training intensity. A conditioning program is established to meet the needs of each specific sport.

**CED 346 Sports Medicine (4 CEUs)**

This course is designed to give the student, as the first responder, the basic understanding needed to recognize sport-related injuries and to provide appropriate emergency treatment, along with ensuring proper follow-up medical care.

**CED 356 Sports Nutrition (4 CEUs)**

This course is designed to emphasize the importance of nutrition on the enhancement of performance and on the prevention of diseases, such as cardiovascular disease, cancer and obesity. Specific applications of nutrition and sport will also be examined.

**CED 520 Sports First-Aid (4 CEUs)**

A coach's guide to preventing, responding to and managing sports injuries. Being a successful coach requires knowing more than just the "X's and O's" of the sport; a coach must also fulfill the role of a "first responder" for his or her athletes.

**CED 546 Seminar in Sports Medicine (4 CEUs)**

An overview of the sports medicine profession designed to educate athletic trainers, fitness professionals and sport coaches on how to assess and manage sports injuries.

**CED 548 Sports Injury Evaluation (4 CEUs)**

This course is designed to enhance assessment techniques in the evaluation of athletic injuries and

illnesses. This course considers the connection between structure and function, with anatomy being the structure upon which biomechanical and physiological function is based. Particular emphasis is placed upon the development of a sound systematic and methodical evaluation technique to assess abnormal biomechanics (pathomechanics) and abnormal physiology (pathology). Such a technique is critical for making decisions on how to best manage and rehabilitate the injured or ill athlete.

**CED 556 Sports and Fitness Nutrition (4 CEUs)**

This course covers the principles of sound nutrition as they relate to the athlete as well as to the average individual in our society. In addition, the course covers the physiological aspects of how nutrition affects the body in terms of overall optimal health.

**CED 558 Ergogenic Aids and Sports Performance (4 CEUs)**

This course provides a study of research and research findings on the physiological and psychological effects of ergogenic aids on sports performance.

**CED 562 Scientific Principles of Resistance Training (4 CEUs)**

This course provides the study of resistance training, including physiological and psychological aspects, basic concepts and principles, types of programs and training and benefits for specific populations. The information necessary to understand and successfully design any resistance-training program is presented.

**CED 587 Management Strategies in Sports Medicine (4 CEUs)**

This course covers the study of the basic concepts, theories and organization of management as applied to the field of sports medicine. Topics emphasized include organizational structure and function, program development and administration, human resource management, financial management, inventory control, information management, insurance issues and legal considerations in sports medicine.

**CED 591 Treatment Procedures in Sports Medicine (4 CEUs)**

This course is a study of modalities including the physiological effects, rationale, principles and methods of applying physical agents, therapeutic exercises and evaluation and treatment planning in the practice of sports medicine.

**CEE 521 Principles of Fitness and Health (4 CEUs)**

The importance of physical activity in the enhancement of performance, quality of life and prevention of disease is examined. The course examines the principles of physical activity as they relate to both athletes and non-athletes. Also presented are the physiological aspects of physical activity and how these affect the body in terms of overall health.

**CEE 524 Games Approach to Teaching Physical Education and Sport (4 CEUs)**

An innovative approach to sport education is used to emphasize the power of play in creating challenging learning situations.

**CEM 367 Olympic Culture (4 CEUs)**

This is a seminar course that examines the history, culture and structure of Olympics and the Olympic movement as both a genesis and a product of the history of sport in the human condition. The connection between sport as a human activity and its relationship to other human activities will be surveyed and evaluated.

**CEM 400 Leadership Principles in Sports (4 CEUs)**

This course teaches concepts, principles and skills of leadership for managers in the sports industry who must influence others to get things done. Styles of successful sport coaches and managers will be examined and analyzed in the context of their times and settings.

**CEM 422 Structure and Function of Sports (4 CEUs)**

This course is an analysis of professional and amateur sport organizations from a philosophical, historical and operational perspective. The course takes an in-depth look at the management and business practices of this industry. It is designed for leaders in the industry who will deal with issues related to running an effective and efficient sport organization.

**CEM 487 Introduction to Sports Security Management (4 CEUs)**

This course examines the concepts, principles, and methods of organizing and administering security management and loss-prevention activities in industry, business, government, and sport venues. Emphasis is on protection of assets, personnel, and facilities.

**CEM 488 Contemporary Sports Security Management (4 CEUs)**

In this course students examine principles and issues in security management as well as the challenges, concepts, strategies, and skills needed to manage security-related operations and activities. Focus is on leadership in management, personnel management, security planning and evaluation, communication, and best practices.

**CEM 489 Introduction to Emergency Management for Sport Settings (4 CEUs)**

This course examines theories, components, systems, and strategies in contemporary disaster and emergency management. Students examine: 1) The historical, administrative, institutional, and organizational framework of disaster and emergency management in the United States; 2) The role of the federal, state, and local governments in disasters; 3) The role of nongovernmental organizations in emergency management; 4) The role of land use regulation, the media, crisis communication, insurance, and citizen participation; 5) The social and economic costs of disasters; and 6) The management of natural and man-made disasters.

**CEM 523 NCAA Compliance (4 CEUs)**

This course is designed to give the student a working knowledge of National Collegiate Athletic Association (NCAA) compliance issues. It will present an overview of rules, eligibility, by-laws, and practices and procedures of the NCAA.

**CEM 524 NCAA Rules and Procedures (4 CEUs)**

Examining and analyzing the by-laws, policies, and procedures of the National Collegiate Athletic Association (NCAA) is at the heart of this course. Students will be introduced to specific cases to develop a more comprehensive understanding and appreciation of the NCAA, what it is and how it functions.

**CEM 535 Introduction to Parks, Recreation and Tourism (4 CEUs)**

A survey of the concepts and issues related to leisure, parks, recreation and tourism in American society. Also, the effects of recreation and leisure on social, individual, and environmental aspects of our society will be examined.

**CEM 536 Philosophy and History of Recreation and Leisure (4 CEUs)**

This course is designed to discuss philosophies and contemporary social issues concerning recreation and leisure. Also, the history of recreation and leisure will be discussed.

**CEM 537 Introduction to Recreational Sport Management (4 CEUs)**

The course explores concepts and applications of effective recreational sport programming and administration. Information concerning careers in recreational sport management will be presented.

**CEM 542 Sports Business and Personnel Management (4 CEUs)**

This course involves the study of the principles of personnel management including staffing, training, creation of a favorable work environment, labor relations, compensation, benefits, laws, position descriptions and employee evaluations.

**CEM 543 Sports Administration (4 CEUs)**

The purpose of this course is to demonstrate to the prospective sport manager the importance of a basic understanding of administrative theory and practice. The course will help the student understand the sport manager's position and the environment in which performance occurs.

**CEM 544 Sports Marketing (4 CEUs)**

This course includes an in-depth study of sport marketing and the influence it has in accomplishing objectives in today's world of sport. It involves a thorough review of products, (be they tangible or a service) and a discussion of bringing them to market. Topics include advertising, promotions, public relations, location, pricing, sponsorships, licensing, market segmentation and the role of research.

**CEM 545 Sports Finance (4 CEUs)**

This course involves a study of the basic financial considerations a sport management professional must understand to function effectively. It includes the financial challenges facing the profession, sources of funding, budgeting and financial statements, the concept of economic impact analysis and the pros and cons of using public sector funds.

**CEM 550 Sports Fundraising (4 CEUs)**

This course is a study of the concepts of sport fundraising activities that provides a framework for development staff, managers and directors to operate and develop fundraising programs.

**CEM 551 Sports Public Relations (4 CEUs)**

This course is a study of the nature, content and application of public relations in sport programs related to schools, colleges, universities, associations, organizations and sport fitness centers.

**CEM 583 Sports Facilities and Event Management (4 CEUs)**

This course studies the principles involved in planning, marketing, producing and evaluating sports events and facilities.

**CEM 585 Acrobatics and Tumbling Safety and Risk Management (4 CEUs)**

The course provides the basic principles and foundations of cheer safety and risk management. A thorough review of the safety and risk management strategies that interface with legal liability issues concerning coaching responsibilities and the standard of care is provided.

**CEM 586 Sports Law and Risk Management (4 CEUs)**

This course introduces students to the fundamental tenets of the law and familiarizes them with legal structures and basic legal terminology. Various types of law as well as the impact each has on the sports industry are examined. A thorough review of risk management is provided as it interfaces with legal liability issues involved in the sports industry.

**CEM 592 Introduction to the Business of Sports Agents (4 CEUs)**

This course is designed to examine the role of the sport agent in today's world of sport. A thorough understanding of the sport agency profession is provided, including the techniques necessary to operate successfully in the profession.



**CEM 594 Student Life Skills (4 CEUs)**

This course is designed for athletic administrators and coaches to assist students in making the transition from interscholastic sports to college athletics.

**CEM 662 Sports Entrepreneurship (4 CEUs)**

This course is a study of entrepreneurship for those with a serious interest in owning their own business. Students will learn how to prepare a comprehensive business plan for starting or acquiring a business. The problems of running a business are also examined.

**CEM 730 Sports Leadership Principles (4 CEUs)**

This course is designed to provide an examination of effective leadership. Students will examine general concepts in leadership (theories, principles, traits, skills, etc.) that exist and are necessary to every sport organization. This course is designed to give individuals a working, practical look at numerous aspects of leadership.

**CER 332 Sports Strength and Conditioning (4 CEUs)**

This course presents approaches to assessing and enhancing human sport performance through improving strength and cardiovascular endurance. The various methods of achieving this are examined with a focus on injury prevention.

**CER 505 Human Anatomy and Physiology (4 CEUs)**

This course is a study of the structure and function of the various systems of the human body.

**CER 510 Sports Biomechanics (4 CEUs)**

This course is a comprehensive study of human movement as it relates to sport and exercise. The course will cover how the study of biomechanics can promote human performance and prevent injury.

**CER 511 Sports Performance Enhancement (4 CEUs)**

The course is designed for sport coaches to study human movement as it relates to sport activities. Coaching techniques and methodology are addressed to analyze skills and improve sport performance.

**CER 520 Fitness and Exercise Physiology (4 CEUs)**

This course is study of various factors that affect human performance including regulatory mechanisms, adaptations and changes that occur as a result of physical activities.

**CER 525 Sports Strength and Conditioning (4 CEUs)**

This course is designed to study the fundamental principles of training and nutrition in sport and exercise. The course is intended to develop within students a knowledge of the anatomical and physiological systems challenged by sport conditioning, strength training and an awareness of fitness and nutrition programs that can be used to enhance individual and team performance in sport.

**CER 526 Personal Training (4 CEUs)**

This course will combine sport science and entrepreneurial principles in the design and implementation of a personal training business.

**CER 527 Concepts of Wellness (4 CEUs)**

This course is specifically designed to help students gain knowledge and understanding in a variety of wellness areas, with the goal of using that information to make behavioral changes that will have a positive impact on their lives.

**CER 580 Exercise Testing and Prescription (4 CEUs)**

This course is a concentrated study of the principles of exercise testing and prescription for healthy and clinical states. **Prerequisite: CER 520 Fitness and Exercise Physiology**

**CER 587 Management Strategies in Health & Fitness (4 CEUs)**

The study of the basic concepts, theories and organization of management as applied to the field of health and fitness. Topics emphasized include organizational structure and function, program development and administration, human resource management, financial management, inventory control, information management, insurance issues and legal considerations in health and fitness.

**CES 303 Coaching Track and Field (4 CEUs)**

This course is designed to provide entry-level information, fundamentals, principles and management enablers for anyone who would coach and/or instruct on basic track and field skills.

**CES 318 Coaching Cross Country Running (4 CEUs)**

This course is designed to provide entry-level information, fundamentals, principles, and management enablers for anyone who would coach and/or instruct on basic cross-country running skills.

**CES 332 Coaching Football (4 CEUs)**

This course is a focus on the specific fundamentals necessary for coaching football and is designed to provide entry-level information, principles and management enablers for anyone who would coach and/or instruct basic American football skills.

**CES 334 Coaching Golf (4 CEUs)**

This course is designed to provide entry-level information, fundamentals, principles and management enablers for anyone who would coach and/or instruct basic golf skills.

**CES 370 Coaching Swimming (4 CEUs)**

This course is specifically designed to provide information on coaching foundation, coaching stroke technique, coaching plans, coaching swimming meets, and coaching evaluation for those individuals interested in coaching swimming.

**CES 378 Coaching Volleyball (4 CEUs)**

This course is a focus on the specific fundamentals necessary for coaching volleyball. Emphasis is placed on teaching skills, techniques and drills. Planning, preparation and administration of practices and competitions are covered, along with program evaluation for continued improvement.

**CES 508 Coaching Baseball (4 CEUs)**

This course is a focus on the specific fundamentals necessary for coaching baseball. Emphasis is placed on teaching skills, techniques and drills. Planning, preparation and administration for the various phases of the season are covered, along with program evaluation for continued improvement.

**CES 513 Coaching Basketball (4 CEUs)**

This course is a focus on the specific fundamentals necessary for coaching basketball. Emphasis is placed on teaching skills, techniques and drills. Planning, preparation and administration for the various phases of the season are covered, along with program evaluation for continued improvement.

**CES 514 Men's Bodybuilding (4 CEUs)**

This course is a study of modern coaching trends in men's bodybuilding. Training methods used for building muscle, strength and endurance are examined. Nutritional information regarding workout and training practices is also included.

**CES 515 Women's Resistance Training (4 CEUs)**

This course is a study of principles and techniques used in resistance training. While its main focus is on training techniques specific to women, many of the concepts and ideas apply to training generally. Students will learn how and why resistance training can be incorporated into a general fitness program and, how the body reacts to such training. Information on nutrition and supplements is included. Training for various qualities such as endurance, strength, power and speed are also covered.

**CES 538 Acrobatics (4 CEUs)**

The course provides an in-depth review of the elements involved in partner stunting, such as more difficult transitions and dismounts. A basic review of the common requirements for safety, risk management and documentation, along with progressive learning aspects concerning the mastery of spotting, transitions, mounts, stunts and dismounts is provided. The course also addresses confirming dynamics for transitioning movements and pyramid skills.

**CES 563 Coaching Soccer (4 CEUs)**

This course is a focus on the specific fundamentals necessary for coaching soccer. Emphasis is placed on teaching skills, techniques and drills. Planning, preparation and administration for the various phases of the season are covered, along with program evaluation for continued improvement.

**CES 566 Coaching Softball (4 CEUs)**

This course is a focus on the specific fundamentals necessary for coaching softball. Emphasis is placed on teaching skills, techniques and drills. Planning, preparation and administration for the various phases of the season are covered, along with program evaluation for continued improvement.

**CES 576 Coaching Tennis (4 CEUs)**

This course is a focus on the specific fundamentals necessary for coaching tennis. Emphasis is placed on teaching skills, techniques and drills. Planning and preparation for practices and competition are covered, along with program evaluation for continued improvement.

**CPT 598 Mentorship (4 CEUs)**

The mentorship is 200 supervised contact-hours in a specific area of interest directed by a supervisor and approved by the Chief Academic Officer. This course is also included in the Sports Diploma Program and may be taken as part of that program.

**CSS 500 Coordinator of Student Services (CSS) Training**

This course is designed for those individuals interested in becoming international Coordinators of Student Services (CSS) for the Academy. All Coordinators must take and pass this course.

## 4. Academy Regulations/Policies/Procedures

It is the student's responsibility to know and comply with the regulations, policies and procedures stipulated in this catalog.

### 4.1. Academic Update

The Academy publishes an *Academic Update* on a frequent basis. This is sent to all students with ussa.edu e-mail addresses. Its purpose is to keep students informed regarding regulations, policies and procedures of the Academy by alerting them to upcoming calendar events and general news of interest. Students are expected to read the *Academic Update* and be responsible for its content.

### 4.2. Accounts Receivable from Students

Students owing money to the Academy will be assessed an interest charge of 1% per month on outstanding balances that are not settled within 30 days. An invoice will be sent monthly to each student with an account receivable under this policy. If no payment is received and no arrangements have been made for payment of the account within 60 days after the invoice is sent, students will be informed that the account will be turned over for collection. If after this warning, the student fails to respond within a further 60 days, the account will be considered for referral to a collection agency.

### 4.3. Advising Program

The *Continuing Education Catalog* is the official advising document for all Continuing Education students. Students may utilize the catalog to prepare their own courses of study. There are no instructors for continuing education courses; however, a Course Facilitator monitors all courses.

Should students have problems with course work, they are encouraged to seek help from the course facilitators. Questions on course content should be directed to [continuinged@ussa.edu](mailto:continuinged@ussa.edu) or should be resolved by contacting the Department of Continuing Education. Students may also contact the Help Desk at [cmshelpdesk@ussa.edu](mailto:cmshelpdesk@ussa.edu). Questions on course registrations should be directed to the Office of Student Services.

### 4.4. Campus Computing and E-mail

All students are assigned an e-mail address within the Academy domain (ussa.edu) at the beginning of their first course of study. Master's students must use their ussa.edu address for all course work. All notices, newsletters and official communications that are sent by e-mail will be sent to the student's ussa.edu account. Students are responsible for checking their assigned ussa.edu account periodically for such communications. Please note: It is each student's responsibility to use the proper e-mail address in course work and to notify the Academy of any changes in personal e-mail addresses. Students are also required to adhere to Academy policies with respect to use of the network and e-mail facilities described elsewhere in this catalog.

Residential students are required to have their own laptop or desktop computers to facilitate their on-campus studies. Internet connectivity is available in the Academy Library via wired and wireless access. System requirements are as follows:

1. Computer with Windows XP or 2000;
2. 10/100-Ethernet card (for wired access);
3. Students are required to provide their own CAT 5 (or higher) cable for wired Internet access; and
4. Wi-Fi Certified card 802.11b (11MBs) or 802.11g (54MBs) (for wireless access).

A printer is available with a per-sheet cost. Please contact one of the library staff for a driver disk and installation instructions.

#### **4.5. Auditing Classes**

Auditing a course is attending class regularly without receiving academic credit. Auditing Continuing Education courses is not permitted.

#### **4.6. Catalog Coverage and Change**

The Academy reserves the right to change policies and procedures. The student acknowledges this right by registering for a course.

#### **4.7. Course Descriptions - Expanded**

An expanded course description is available for students who need more than the traditional short course description for certification, licensing, reimbursement and even transfer. Students desiring an expanded course description must write a letter to the Academic Committee requesting an expanded course description and naming the course title and number, along with the reason for the request. The Academy, solely at its discretion, reserves the right to withhold such services when it deems them inappropriate.

#### **4.8. Course Evaluation**

After a course is completed, online students must complete a course evaluation, including the comments section. Evaluation results are shared with the course instructor and academic administration once the course is completed.

#### **4.9. Drug and Alcohol Policy**

The Academy prohibits the unlawful possession, use or distribution of illicit drugs and alcohol by students and employees on its property or as part of any of its activities. The Academy's definitive alcohol and drug policy is distributed to all students, faculty and staff annually.

#### **4.10. Examinations at the Continuing Education Level**

**Exams (Continuing Education Distance-Learning)** Continuing education distance-learning course examinations are open-book examinations. Currently, there is no time limit to complete the exam once it is accessed.

#### **4.11. Facilities**

**Sports Bookstore:** The Academy Sports Bookstore is open at posted times for the purchase of course textbooks and materials, school supplies, Academy sportswear, souvenirs, sport books and sport art. Sports Bookstore purchases may also be made via a secure e-commerce site at <http://www.ussa.edu/sport-book/index.asp>.

**Computer Laboratory:** The Academy maintains a computer laboratory for students in the library. Hardware includes IBM-compatible computers with software for word processing. More advanced software applications are available on a reservation basis. The laboratory is open during regular library hours. Students can access the Internet and other computer networks. Details concerning the capabilities and availability of the lab are available by contacting the Librarian. Students will be required to sign a *Network Policy Form* agreeing to abide by Academy requirements.

**Housing:** Although the Academy has no housing of its own, a variety of private apartments and condominiums are available close to the campus. Informational assistance concerning housing costs and services is available through the Office of Student Services. Final responsibility for making housing arrangements rests with the student.

**Transportation:** All students are responsible for transportation to and from the Daphne campus, including airport transportation.

**Library Learning Center.** The Academy library supports the mission of the Academy by ensuring that faculty and students have access to adequate academic and sports-specific learning resources and services. The library, available to students on and off campus, holds over 9,000 monographs, 650 audiovisual materials, and 3,033 microforms. It maintains 198 periodical subscriptions. The Academy is a member of LYRASIS, our arm of the Online Computer Library Center (OCLC). The OCLC has access to 71,000 libraries in 112 countries, with 1.5 billion records.

Through the Online Public Access Catalog (OPAC), students can access library holdings worldwide via the Internet. In addition, the virtual library consists of 58 periodical databases. Library resources are accessible through the course management system. Students needing assistance may contact library staff by phone or by email at [library@ussa.edu](mailto:library@ussa.edu).

#### 4.12. Grading-Policies & Procedures

A continuing education distance-learner has a period of 16 weeks (15 weeks plus one week “up front” to receive materials) to complete a course. The official start date for the 16 week period starts when the books are sent from the Academy. If a student does not complete the course in 16 weeks, the student will be awarded a grade based on the work completed up until the end of the period.

The Academy uses the following four-point grading scale:

Percentages	Letter Grade	GPA
98-100	A+	4.0
93-97	A	4.0
90-92	A-	3.7
87-89	B+	3.3
83-86	B	3.0
80-82	B-	2.7
77-79	C+	2.3
73-76	C	2.0
70-72	C-	1.7
67-69	D+	1.3
63-66	D	1.0
60-62	D-	0.7
0-59	F	0.0

The following symbols are substitutes for grades in continuing education:

**P** = Passed Transfer Credit: Recorded on the permanent record of a student who has had transfer-credit accepted for an Academy course.

**W** = Withdraw: Recorded on the permanent record of a student who withdraws from the Academy or from a course, provided the withdrawal occurs within the time limits listed in the official calendar. The grade of W does not affect the GPA.

**H**: Assigned to students who are unable to complete their course work due to extenuating medical issues

or active military duty. Documentation from a physician (in medical circumstances) or military commander (for active duty circumstances) is required.

#### **4.13. Health Services**

Any student needing health care or counseling will be referred to a local health care provider. The costs associated with health care or counseling are the responsibility of the student. Referral by the Academy does not constitute acceptance of indebtedness by the Academy for services rendered.

#### **4.14. Administrative or Business Holds**

The Chief Operating Officer, Dean of Student Services, the Registrar or a Senior Administrator may place an administrative hold on a student's file. An administrative hold may be placed on a student's record for checks written on insufficient funds, library fines, unreturned library materials or outstanding financial balances on the student's account. A student who has an administrative hold is prevented from receiving student grade reports or student transcripts. Additionally, the student will be prevented from registering for additional course work with the Academy.

#### **4.15. Lost and Found**

The Lost and Found is located in the Office of Student Services.

#### **4.16. Motor Vehicle Registration/Parking**

Students operating and parking a vehicle on campus must have a current parking decal clearly affixed to the left corner of the vehicle's rear window. Students must register their vehicles and obtain decals at orientation/registration. Any student violating parking or traffic regulations is subject to a fine. After a semester has begun, parking decals may be obtained from the Administration & Finance office.

#### **4.17. Residential and Distance-Learning Faculty**

The Academy utilizes both resident and distance-learning faculty in order to fulfill the academic mission of the institution. Distance-learning faculty teach online courses only and may live in different areas of the country. All Academy faculty members must have appropriate preparation in a relative academic field as defined by the Commission on Colleges of the Southern Association of Colleges and Schools.

#### **4.18. Online Student Security**

All students are responsible for security with respect to their logons, passwords, and any activities utilizing the various Academy computer resources. Students inappropriately sharing or distributing passwords or logons to unauthorized individuals will be subject to disciplinary action up to and including expulsion from the program.

Residential students wishing to physically connect any personal devices (laptop computers, flash drives, etc.) to the Academy network must have them scanned by the Technology department prior to using them on the network.

The CMS has been equipped with a virus scanning program. If a student tries to submit an infected file to the CMS, the file will be refused by the system. The student, as well as the professor, will be notified. The Academy recommends that students visit a site such as "Housecall" at <http://housecall.antivirus.com> to scan and clean file(s) before trying to resubmit.

The Network Administrator records all attempts to upload infected files. A repeated offense may result in a \$200 fine and or academic sanctions to be determined by the faculty.

#### **4.19. Refund Policy**

The Continuing Education Refund Policy allows for a refund of tuition (less a \$50 administrative fee) if the request for a refund is made in writing and either e-mailed or sent by mail and postmarked within ten days after the shipment of materials. No refunds will be given if a request is received after the ten-day time limit. Refund requests should be directed to the Department of Student Services. The cost of textbooks may be refunded if a text is still sealed in its original wrapper. However, shipping and handling costs are non-refundable. Textbook costs can either be obtained from the Office of Student Services or the Sports Bookstore at [www.ussa.edu](http://www.ussa.edu). The Academy reserves the right to change tuition, fees and other expenses without prior notice. Additional fees may be applicable depending upon the type of course delivery.

#### **4.20. Repeat Policy**

A student may repeat any course for any reason (example: a grade of "F" or failure to complete a course within the prescribed time limit). However, the student must re-register and the course fee must again be remitted.

#### **4.21. Special Student Services**

**Students with Disabilities:** The Academy follows the applicable provisions of 29 USC 794 and 20 USC 1401 with respect to disabled students. For more information, visit <http://www.usdoj.gov/crt/ada/>.

#### **4.22. Mobilization and Call to Active Duty**

The mobilization and call to active duty of reservists and National Guard members and the deployment of active duty military personnel create special limitations. Students of the Academy who are Reservists or members of the National Guard ordered to active duty or active-duty military personnel ordered to deploy abroad will have the option of

1. Receiving an administrative extension. Under this option, students will be able to continue their courses upon release from active duty or deployment, provided they are able to resume work in the course within three months from the date work was suspended. In the event that study does not resume within three months, students will be required to start over at the beginning of the course, though they will not be assessed any tuition or fees for doing so.
2. Withdrawing from the course of study without penalties. Students requesting an administrative extension or withdrawal will be required to provide copies of official orders indicating return to active-duty or deployment.

#### **4.23. Student Conduct**

Enrollment at the Academy is entrance into an academic community. As such, students voluntarily assume obligations of performance and behavior expected by the Academy. Disciplinary procedures are authorized and administered to prevent obstruction of the mission, processes and structure of the Academy.

Students attending the Academy are accepted as responsible adults working with faculty colleagues in pursuit of knowledge. Since freedom must be balanced by individual responsibility and respect for the rights, responsibilities and freedom of others, students are held accountable for their own decisions and actions. The Academy considers unacceptable behavior to be actions that jeopardize the rights and freedom of others or adversely affect the integrity of the Academy. Such actions may result in discipline ranging from probation to expulsion.

The Academy reserves the right to deny admission or continued attendance to a student whose actions are contrary to the policies and procedures of the Academy. As an independent institution, the Academy



explicitly reserves the right to judge whether it is in the best interest of the institution that a student be allowed to continue affiliation and may, for reasons deemed sufficient by the Academy itself, discontinue affiliation. By registering, the student concedes to the Academy the right to require withdrawal whenever the Academy deems withdrawal necessary. The provisions of this catalog do not constitute a contract, expressed or implied, between any applicant, student or faculty member, and the Academy. The catalog reflects the general nature of and conditions concerning the educational services of the Academy effective at the time of preparation.

#### 4.24. Student Mail

Students are to receive personal and professional mail at their private residences. In the event that personal mail is delivered to the Academy, it will be placed in the student box in the library. The Academy does not accept responsibility for lost or stolen mail.

#### 4.25. Student Organizations

The Academy offers students the opportunity to participate in three formal organizations:

**The Alumni Association** is open to any student who has registered for one or more courses at the Academy. Alumni will receive a 10% discount on bookstore purchases. Alumni will also receive an annual subscription to *The Academy* publication, an Academy lapel pin, and access to career and job listings on the Academy website.

**The American Sport Art Museum and Archives (ASAMA)** is open to all Academy alumni and students. Membership options begin at \$20 per year and entitle students to take part in all ASAMA sponsored events, including art shows, exhibitions and presentations (with the exception of the Awards of Sport Banquet, should one be held).

**The Student Ambassador Club** represents the institution as hosts/hostesses or greeters at official functions of the Academy. Selection is based on potential contribution to the overall mission of the Academy. Ambassadors are usually selected in the fall semester of each year. Appointments continue at the convenience of the Academy, normally for one academic year, or that portion of the year in which the student is present on campus.

#### 4.26. Student Petitions

Students seeking redress for a grade appeal or student conduct that may arise at or with the institution should first attempt to do so on an informal basis. When students feel that informal means have not resolved an issue, they can appeal the issue for further consideration in a formal manner. The process established for such petitions includes the following steps:

1. The student may file a written petition within 30 days from the date when the informal attempt to resolve the issue was concluded. The written petition must be filed with the Chief Academic Officer and should include a detailed explanation of the circumstances involved. The Chief Academic Officer (or designee) will review the petition, interview the student (if possible) and the faculty member and render a decision.

#### 4.27. Student Rights

The Academy follows the provisions of the *Family Educational Rights and Privacy Act of 1974* (Buckley Amendment). In compliance therewith, a copy of the Act can be accessed through the web at [www.ed.gov/policy/gen/guid/fpco/ferpa/index.html](http://www.ed.gov/policy/gen/guid/fpco/ferpa/index.html). Under pertinent provisions of the Act, the items listed below are designated as “Directory Information” and may be released for any purpose at the discretion of the Academy, unless the student exercises the right to withhold the disclosure of any or all of the categories of “Directory Information.”

1. Category I: Name, address, telephone number, dates of attendance, and class;
2. Category II: Previous institution(s) attended, major field of study, awards, honors, and degree(s) conferred; and
3. Category III: Past and present participation in officially recognized sports and activities, physical factors (height, weight of athlete), date and place of birth.

Unless a signed form is received in the Office of Student Services stating that the above information may not be released, it will be assumed that the information may be disclosed.

#### **4.28. Transcripts**

Requests for transcripts for Continuing Education students can be made online or by contacting the Registrar (see page 41). No transcript will be furnished to a student who has an outstanding balance due the Academy, as evidenced by an administrative hold placed on the student's file. It is against Academy policy to fax academic transcripts. There is a \$10 charge for each transcript.

#### **4.29. Weapons Policy**

The Academy prohibits the possession or use of firearms or weapons of any type on the Academy premises. The definition of weapons shall include all types of firearms (regardless of size), knives (other than small pocket knives with a blade length of 3 inches or less), mace and pyrotechnic devices (e.g. fireworks).

Infractions will be considered and evaluated on a case-by-case basis as a student disciplinary matter (see the Student Conduct section). The Academy reserves the right to deny admission or continued attendance to a student whose actions are contrary to the policies and procedures of the Academy. Punishment for a weapons infraction may include suspension for a semester or immediate expulsion of the student.

#### **4.30. Coordinator of Student Services (International)**

Coordinators of Student Services (CSS) personnel are responsible for providing student services support to international students off-campus. CSS people may provide all on-campus services presently offered on-campus by the Student Services Department to off-campus international distance-learning students. Students who have enrolled with the assistance of a CSS should contact that person as a first recourse for a problem resolution. If the problem or question is not resolved, students may then contact the Department of Student Services at the Academy.

## **5. Addenda**

- A. Continuing Education Course Substitution Request Form
- B. Request for Transcript Form

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**Department of Continuing Education  
COURSE SUBSTITUTION REQUEST**

**A student may request that a course taken previously be substituted for a course that is offered in the Department of Continuing Education. In order for the request to be considered, the following conditions MUST be met:**

- The course must be considerably similar to the course for which it is to be substituted;
- The student must have scored 70% [C-] or higher;
- The course must have been taken from an accredited institution or a national professional association;
- The course must have been taken at a national professional organization, certification, continuing education seminar or at the undergraduate, graduate or post-graduate level;
- This *Course Substitution Request* form must be completed in its entirety;
- An official transcript must be provided (for a course taken at a higher education institution) or an official certificate, letter or receipt (for a course taken from a national professional association) must be attached;
- An official description of the course must accompany this *Course Substitution Request* form, such as a proper course description, or preferably, a course syllabus.
- MAIL TO: Department of Continuing Education / United States Sports Academy / One Academy Drive / Daphne, AL 36526 OR FAX TO: Associate Dean of Continuing Education at (251) 447-0366, or scan and email: [continuinged@ussa.edu](mailto:continuinged@ussa.edu).**

**If the above conditions have been met, the request will be reviewed and the student will be notified of the decision. All decisions are final.** If the request is approved, the student will be instructed to remit a processing fee of \$150 USD per course. Please list one course per form. Submit a new form for each course. **Upon receipt of payment, the course will be entered into the student’s official academic record with a grade of “P” for “passing.”**

STUDENT REGISTRATION INFORMATION			
LAST NAME:	FIRST NAME:	MIDDLE INITIAL:	DAY PHONE:
EVENING PHONE:	CELL PHONE:	E-MAIL (Academy e-mail if previously enrolled):	
STREET ADDRESS:			
CITY:	STATE:	ZIP:	COUNTRY:

COURSE SUBSTITUTION INFORMATION	
NAME OF PREVIOUS INSTITUTION/ASSOCIATION:	
ADDRESS OF PREVIOUS INSTITUTION/ASSOCIATION: STREET: _____ CITY/STATE/ZIP: _____	
PREVIOUS COURSE/CERTIFICATION INFORMATION (PLEASE COMPLETE ALL APPLICABLE FIELDS):	
COURSE NUMBER/TITLE: _____	SEMESTER/YEAR: _____
	# OF CREDITS: _____ GRADE RECEIVED: _____
EQUIVALENT ACADEMY COURSE FOR WHICH PREVIOUS COURSE IS TO BE SUBSTITUTED:	
COURSE #/TITLE: _____	# OF CEUs: _____

**FOR ACADEMY DEPARTMENT STAFF USE ONLY BELOW THIS LINE:**

Approved: \_\_\_\_\_ Not Approved: \_\_\_\_\_ Associate Dean of Continuing Education  
Signature/Date: \_\_\_\_\_ - \_\_\_\_/\_\_\_\_/\_\_\_\_

UNITED STATES SPORTS ACADEMY  
"America's Sports University"  
One Academy Drive • Daphne, Alabama, USA 36526-7055  
Telephone: (251) 626-3303 • FAX: (251) 625-1035  
E-mail: registrar@ussa.edu • http://www.ussa.edu

REQUEST FOR TRANSCRIPT FORM

Doctoral  Master's  Bachelor's  Continuing Education

Name: \_\_\_\_\_ Home Phone: (\_\_\_\_)\_\_\_\_ - \_\_\_\_\_

Work Phone: (\_\_\_\_)\_\_\_\_ - \_\_\_\_\_

Cell Phone: (\_\_\_\_)\_\_\_\_ - \_\_\_\_\_

Social Security Number (Optional) #: \_\_\_\_\_

This is to authorize and request the release of my academic record at the address which I have specified below. Send to:

Signature: \_\_\_\_\_ Number of Copies: \_\_\_\_\_

Mail transcript as indicated below: (any special instructions i.e. hold for grades)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

POLICIES GOVERNING TRANSCRIPTS OF RECORD:

There is a \$10.00 charge for each transcript (official and/or unofficial).

Transcript requests are processed as rapidly as possible, in order of receipt of application. Requests should be made well in advance of need.

No transcript of a student's record will be issued for a student whose financial obligations to the Academy have not been satisfied. There are two types of transcripts:

- OFFICIAL transcripts are sent to schools, prospective employers, etc., as designated by the student.
- UNOFFICIAL transcripts for the student's use, do not bear the seal of the Academy. They must be sent directly to the student. Transcripts are stamped "ISSUED TO STUDENT."

Request will not be processed without a signature.

Method of Payment (check box)

Check/Money Order  TYPE: Visa M/C DISC Acct. \_\_\_\_\_

Credit Card  (Circle type above) Expiration Date: \_\_\_\_\_

Office Use Only: Transcript(s) released: Date: \_\_\_\_\_ By: \_\_\_\_\_

The United States Sports Academy is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to award the Bachelor of Sports Science degree (level II), the Master of Sports Science degree (level III) and the Doctor of Sports Management degree (level V). 19 February 2009K-1