

Final Exam Essay

As an Athletic director, AD, I think it is extremely important to set guidelines and expectations you require of your head ball coach from the very first phone call. During this conversation, the AD has to tread lightly when addressing previous poor behavior because he or she may come off too aggressive. However it is important to acknowledge the potential coach's previous behavior whether it was good or bad. In the case of Will Muschamp, he has good attributes but also some that need a bit of work as he goes through this transformation back into the mind set of a head ball coach versus a defensive coordinator.

Muschamp said himself that as a defensive coordinator the focus is on one side of the ball and one side of the ball only. As a head coach, one has to think about every aspect of the team as a whole, so it is vital to keep a clear and somewhat calm mind. Muschamp is known to have quite the fiery attitude. A fiery attitude comes with a few very important qualities, enthusiasm and passion; both are necessary for a coach and his team to be successful.

The downside to this fiery behavior was demonstrated during the Iron Bowl between Auburn and Alabama. At this time Will Muschamp was the Defensive Coordinator for Auburn and made the mistake of letting his passion and anger get the best of him. His outburst about a call made by an official against Auburn cost his team another 15 yards. This kind of behavior will not be acceptable for the new Head Ball Coach of the South Carolina Gamecocks. A good way to curb this kind of sideline behavior, if it continues into Williams Brice Stadium, is to suggest that Coach Muschamp attend a workshop on aggression. In order to make sure Coach Muschamp does not feel targeted or

threatened you can have the whole coaching staff or even the whole football team attend a workshop on aggression.

Bringing in a new coach means switching up the entire format of the team and style of coaching. As far as the players are concerned it is important for Coach Muschamp to possess a sense of professional paternalism. Players need to feel safe and be able to confide in their head ball coach, HBC.

However, at the same time, the HBC must be able to create a balance of this paternalism while keeping things in order. Coach Muschamp has a great chance of succeeding this balance because he is known to be a very stern coach. Muschamp said in a recent interview that he wants a team that is “fast, physical, on the ball” with an “up tempo style for our fans to enjoy watching. The best way to make sure our new coach stays on the right track and in the right direction to fulfill this desire is to create a code of ethics for the team.

Some people who would be involved in this process would be all employees, the entire coaching staff, and the President of the University. Some guidelines Coach Muschamp should follow is to make sure the code of ethics is tailored to fit the kind of team he wants to create. To make sure everyone follows these guidelines it is very important to train your people to be ethical. You can do this by arranging meetings to lay out the specifics of your code of ethics and how to apply them to everyone’s daily routine. It is extremely important, however, to follow up with any ethics violations with a consistent punishment for all parties involved. Social responsibility is a term defined by the legal and moral responsibility we have to ourselves and others. This code of ethics will specify these social responsibilities of Coach Muschamp and the Gamecocks organization.

Will Muschamp has had quite the controversial behavior in the SEC nation. Becoming the South Carolina Gamecock's head ball coach is Muschamp's second chance. I hope that with this second chance Coach Muschamp will take his previous mistakes and fix them using a new found ethical mindset for this new beginning. Being new to the Gamecock nation I hope that Muschamp has what it takes to keep bring back our momentum and motivation with his