



Department of Health & Kinesiology
Fall 2007

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I. Course Title: KIN 378 – Administration of Kinesiology and Recreation (CID: 5440)

II. Course Description: The purpose of this course will be to examine management theory and practice related to the sport industry. In addition, a variety of specializations associated with the field of sport management will be examined to help the student garner a better understanding of available career opportunities in this sector of business. The application of concepts to scholastic programs will also be discussed.

III. Course Objectives: This course focuses on promotion of effective management techniques and strategies that can be applied across specialties within the Kinesiology/Recreation disciplines. Upon completion of this course, the student will be able to:

- Describe specific characteristics that make the sport industry unique from other industries.
- Describe sport consumer behavioral characteristics and the manners in which marketing tactics can be tailored to the consumer.
- Describe the various professional opportunities and career paths available in scholastic, community, collegiate, and professional sports.
- Critically examine legal issues in sport and develop rudimentary risk management solutions for an organization.
- Describe basic event and facility management issues that may arise from the execution of large sports events.
- Critically examine a sport event for management and marketing issues that may be present during the execution of said event.
- Interact with an industry professional to determine what their administrative duties are.

IV. Required Materials:

(1) Parks, J.B., Quarterman, J., & Thibault, L. (Eds.). (2007). *Contemporary sport management* (3rd ed.). Champaign, IL: Human Kinetics. ISBN: 0-7360-6365-X

V. Course Meeting Time/Place: 10:00 am – 10:50 am MWF **HKC 248**

- 1 -

VI. Course Requirements:

- Three examinations will be given during the semester. The examinations may consist of multiple choice questions, short answer questions, and/or essay questions and will come from readings in the text, notes, handouts, and material presented by invited speakers. Specific format will be discussed prior to each exam.
- Administrator Interview.
- Analysis of a sporting event.

VII. Determination of Grade:

Exams: 60% of grade (20% each exam)

Administrator Interview: 15% of grade

- Students are to locate an administrator at a local sport business, school district, or facility – once that person is identified, the student must submit the individual to Dr. Zapalac for approval. Submission of potential interviewees must take place by **SEPTEMBER 19, 2007**. Only one person per interviewee – this is on a first come, first serve basis.
- Please submit an outline detailing the person (i.e., their sex, age, formal title, where they work, etc.)
- Examples of acceptable administrators for this project include athletic directors, facility managers, general managers, marketing directors, etc.
- YOU CANNOT INTERVIEW ANYONE ON SHSU'S CAMPUS – YOU MUST FIND SOMEBODY FROM OFF-CAMPUS!**
- Following approval, students will set up and execute an interview with the administrator.
- Professional dress is expected when interviewing the administrator. For men, you are to wear a **minimum** of a sport or dress shirt, dress pants or khakis, and dress shoes. For females, you are to wear a dress, skirt and blouse, or slacks and blouse with dress shoes and conservative jewelry. Everything must be ironed. Also, do not wear hats. **As a part of your final report, I need a picture of you with the administrator the day of the interview – saving you 'forgot' is not acceptable.**
- I have provided an interview guide with this syllabus. Use this guide to help you with the interview. If there are additional questions you would like to ask, please ask them and include the responses in the final report.
- The final report is due by **NOVEMBER 16, 2007 @ 10:50 am – NO EXCEPTIONS! You will have one letter grade deducted from the final grade for every day it is late.**
- Please submit the report typed with 1" margins – please make sure that all administrator responses are thoroughly detailed.
- If there are any other questions, please ask!

- 2 -

Sport Event Analysis: 25% of grade

- Students are to attend a collegiate or professional sporting event – **HIGH SCHOOL LEVEL EVENTS OR BELOW ARE NOT ACCEPTABLE.** If you have a question as to whether or not an event will be suitable for the analysis, please see me.
- Take notes during the sporting event – pay attention to the management of the event, marketing of the event, promotional activities, any media relations activities, etc. – GO AS AN ANALYST, NOT AS A FAN!!
- Prepare a 6-10 page evaluation of the game from a management perspective – Were there apparent problems? Did the game flow smoothly? What areas do you see for improvement? What concepts from class could be implemented to increase event efficiency and effectiveness? Could promotions be improved?
- Utilize a minimum of 5 primary sources (i.e., journals, sport management texts, etc. – no newspapers, magazines, internet sources, etc.) to support your arguments. Also, utilize concepts discussed in class when preparing your report – when utilizing sources, make sure you properly document them (APA Format).
- DUE BY NOVEMBER 30, 2007 @ 10:50 am – NO EXCEPTIONS!**
- You must follow APA format when writing the paper. Consult the *Publication Manual of the American Psychological Association* (5th ed.) when writing your paper for proper formatting. Make sure you properly cite **all** references utilized in the paper.

Final Grade: (grades will not be curved)

100% to 89.5%	=	A
89.49% to 79.5%	=	B
79.49% to 69.5%	=	C
69.49% to 59.5%	=	D
59.49% and below	=	F

VIII. Class Procedure:

Attendance Policy: Roll will be taken every day. Make sure you sign the attendance sheet every class. This is your responsibility. If you do not sign the sheet, you will be charged with an unexcused absence. Information about your attendance will be shared with deans, advisors, coaches, etc. upon request. Students who miss class will receive a 0% on in-class coursework, quizzes, and other assignments with no chance of making up the work. It is your responsibility to obtain notes, readings, and information about upcoming assignments/quizzes/tests that you may have missed due to any absences. If you miss class because of illness or an injury, you are required to bring a signed doctor's note in order to not be penalized for your absence. Whether an absence is excused or unexcused is solely the judgment of the professor.

Events such as practice, hospital visits, banquets, doctor's appointments, visits to the athletic trainer, team meetings, meetings with your presentation group, media interviews, meetings with a coach, your birthday, your friend's birthday, meetings with other professors, meetings with academic advisors,

- 3 -

meetings with your agent, and meals **are not** excused absences. If you have more than 6 unexcused absences, **you will automatically fail the course.**

Exams: You'll have until 10:50 am to finish your exam. If you show up at 10:45 am, you have 5 minutes left for your exam. So, be sure to arrive at 10:00 am in order to have the maximum amount of time for the exam. If you cannot make an exam, or if you have multiple exams on one day, you must tell me at least one class day prior to the exam date and provide documentation to explain why you could not take the exam that day. Not being prepared or not "feeling" like it won't get it. If the absence is due to a viable medical reason, the student must provide medical documentation. You may not use any notes or other types of aids during the tests. In addition, no electronic devices of any kind (i.e., cellular phones, palm pilots, etc.) are allowed to be in the student's possession during an exam. They must be placed at the front of the room with your books and other materials and must be powered off.

Class Behavior: Disruptive behavior will result in the student being asked to leave the classroom. A second violation and the student will be dropped. Having said that, I very much encourage class interaction and discussion as I certainly don't want to lecture non-stop for the entire class. Don't sleep in my class. If you do, I reserve the right to call attention to it. Also turn off the cell phones!

Class Materials: You are responsible for reading the materials assigned in class. This can include readings from the book and handouts distributed in class. In addition, material covered by any invited guest speakers is fair game on an exam as well. **Make sure you keep up with the readings...it is easy to fall behind.**

IX. Academic Honesty:

The subject of academic honesty is addressed in paragraph 5.3, Chapter VI, of the *Rules and Regulations*, Board of Regents, The Texas State University System, and Sam Houston State University *Student Guidelines* published by the Office of Student Life to wit:

5.3 Academic Honesty. The University expects all students to engage in all academic pursuits in a manner that is above reproach. Students are expected to maintain complete honesty and integrity in the academic experiences both in and out of the classroom. Any student found guilty of dishonesty in any phase of academic work will be subject to disciplinary action.

5.31 The University and its official representatives, acting in accordance with Subsection 5.32, may initiate disciplinary proceedings against a student accused of any form of academic dishonesty including, but not limited to, cheating, plagiarism, collusion, and the abuse of resource materials.

"Cheating" includes the following and similar actions:

- Copying from another student's test paper, laboratory report, other report, or computer files, data listings, and/or programs.
- Using, during a test, materials not authorized by the person giving the test.

- 4 -

- (3) Collaborating, without authorization, with another student during an examination or in preparing academic work.
- (4) Knowingly, and without authorization, using, buying, selling, stealing, transporting, soliciting, copying, or possessing, in whole or in part, the contents of an unadministered test.
- (5) Substituting for another student, permitting any other person, or otherwise assisting any other person to substitute for oneself or for another student in the taking of an examination or test or the preparation of academic work to be submitted for academic credit.
- (6) Bribing another person to obtain an unadministered test or information about an unadministered test.
- (7) Purchasing, or otherwise acquiring and submitting as one's own work any research paper or other writing assignment prepared by an individual or firm. This section does not apply to the typing of the rough and/or final versions of an assignment by a professional typist.

fifteen days of the semester or the first seven days of a summer session in which the absence(s) will occur. The instructor will complete a form notifying the student of a reasonable timeframe in which the missed assignments and/or examinations are to be completed.

XI. “Students with a disability which affects their academic performance are expected to arrange for a conference with the instructor in order that appropriate strategies can be considered to ensure that participation and achievement opportunities are not impaired.” The physically impaired may contact the Director of the Counseling Center, (936) 294-1720.

5.32 "Plagiarism" means the appropriation and the unacknowledged incorporation of another's work or idea into one's own work offered for credit.

5.33 "Collusion" means the unauthorized collaboration with another person in preparing work offered for credit.

5.34 "Abuse of resource materials" means the mutilation, destruction, concealment, theft or alteration of materials provided to assist students in the mastery of course materials.

5.35 "Academic work" means the preparation of an essay, dissertation, thesis, report, problem, assignment, or other project that the student submits as a course requirement or for a grade.

If you are found in violation of the academic honesty policy for this course, you will be referred to the Health & Kinesiology Department Chair, the Dean of the College of Education, and the Dean of Student Services for disciplinary action which could include failure of the course and expulsion from the university. Bottom line – make sure all work is yours and don't cheat!

X. STUDENT ABSENCES ON RELIGIOUS HOLY DAYS POLICY

Section 51.911(b) of the Texas Education Code requires that an institution of higher education excuse a student from attending classes or other required activities, including examinations, for the observance of a religious holy day, including travel for that purpose. A student whose absence is excused under this subsection may not be penalized for that absence and shall be allowed to take an examination or complete an assignment from which the student is excused within a reasonable time after the absence.

University policy 861001 provides the procedures to be followed by the student and instructor. A student desiring to absent himself/herself from a scheduled class in order to observe (a) religious holy day(s) shall present to each instructor involved a written statement concerning the religious holy day(s). This request must be made in the first

XII. Tentative Course Outline (DATES ARE TENTATIVE)

<u>Date:</u>	<u>Material:</u>
8/20/07	Course Overview
8/22/07	Chapter 1-Managing Sport in the 21 st Century
8/24/07	Chapter 1-Managing Sport in the 21 st Century
8/27/07	Chapter 2-Developing a Professional Perspective
8/29/07	Chapter 2-Developing a Professional Perspective
8/31/07	Chapter 2-Developing a Professional Perspective
9/3/07	LABOR DAY HOLIDAY – NO CLASS
9/5/07	Chapter 3-Thinking Critically About Sport Management
9/7/07	Chapter 3-Thinking Critically About Sport Management
9/10/07	Chapter 4-Intercollegiate Athletics
9/12/07	Chapter 4-Intercollegiate Athletics
9/14/07	Chapter 5-Professional Sport
9/17/07	Chapter 5-Professional Sport
9/19/07	Chapter 5-Professional Sport (ADMINISTRATOR INTERVIEW OUTLINE DUE)
9/21/07	Chapter 6-Sport Management and Marketing Agencies
9/24/07	Chapter 6-Sport Management and Marketing Agencies
9/26/07	EXAM ONE
9/28/07	Chapter 7-Sport Tourism
10/1/07	Chapter 7-Sport Tourism
10/3/07	Chapter 8-International Sport
10/5/07	Chapter 8-International Sport
10/8/07	Chapter 9-Sport Marketing
10/10/07	Chapter 9-Sport Marketing
10/12/07	Chapter 9-Sport Marketing
10/15/07	Chapter 10-Sport Consumer Behavior
10/17/07	Chapter 10-Sport Consumer Behavior
10/19/07	Chapter 10-Sport Consumer Behavior
10/22/07	Chapter 11-Public Relations in the Sport Industry
10/24/07	Chapter 11-Public Relations in the Sport Industry
10/26/07	LIBRARY DAY – DR. ZAPALAC AT CONFERENCE
10/29/07	Chapter 12-Finance & Economics
10/31/07	Chapter 12-Finance & Economics
11/2/07	EXAM TWO

11/5/07	Chapter 13 – Sport Facility and Event Management
11/7/07	Chapter 13 – Sport Facility and Event Management
11/9/07	Chapter 16 – Legal Considerations in Sport Management
11/12/07	Chapter 16 – Legal Considerations in Sport Management
11/14/07	Chapter 16 – Legal Considerations in Sport Management
11/16/07	Chapter 17 – Ethical Challenges in Sport Management (ADMINISTRATOR INTERVIEW DUE)
11/19/07	Chapter 17 – Ethical Challenges in Sport Management
11/21/07	THANKSGIVING HOLIDAY (NO CLASS)
11/23/07	THANKSGIVING HOLIDAY (NO CLASS)
11/26/07	Chapter 14 – Management Theory and Practice in Sport Organizations
11/28/07	Chapter 14 – Management Theory and Practice in Sport Organizations
11/30/07	Chapter 15 – Managerial Leadership in Sport Organizations (SPORT EVENT ANALYSIS DUE)
12/3/07	Chapter 15 – Managerial Leadership in Sport Organizations
12/5/07	LAST DAY OF CLASS / CATCH UP DAY
	EXAM THREE WILL TAKE PLACE DURING THE SCHEDULED FINAL EXAM PERIOD

Administrator Interview Guide

Name: _____

Date: _____

- 1) Administrator Interviewed/Official Title:
- 2) Sport Program/Business Name/School District:
- 3) Type of Sport Program/Business/School District:
- 4) Location:
- 5) Sport Program/Business/School District Philosophy:
- 6) Administrator's Main Duties and Responsibilities:
- 7) Facilities Controlled by Sport Program/Business/School District (describe them in terms of capacities, capabilities, etc.):
- 8) Clientele:
- 9) Staff Size:
- 10) Are the facilities that are controlled by this entity private, municipal, college/university or other?
- 11) Are there special accommodations for the "physically challenged" or disabled at the facilities? If yes, please explain:
- 12) Are there any special hiring practices (e.g., credentials)? If yes, please explain:
- 13) Estimated annual budget:
- 14) Membership requirements:
- 15) Membership privileges:
- 16) Mode(s) of advertising (promotion):
- 17) Perceived strength(s) of Sport Program/Business/School District:
- 18) Perceived weakness(es) of Sport Program/Business/School District:
- 19) Future plans or goals (i.e.-facility expansion, new programs, promotional strategies, etc.):
- 20) Legal representation?: Yes No
Explain:

Additional Comments: