



Department of Health & Kinesiology
Spring 2008

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I. Course Title: KIN 378 – Administration of Kinesiology and Recreation (CID: 3784)

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.
- Describe effective employment practices to include interviewing techniques, appropriate questioning, and resume building skills.

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: 11:00 am - 12:20 pm TTh **HKC 237**

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VI. Course Requirements:

- Two examinations will be given during the semester. The examinations will come from readings in the text, notes, handouts, and material presented by invited speakers. Specific format will be discussed prior to each exam.
- Resume
- Group Interview Project.
- Analysis of a sporting event.

VII. Determination of Grade:

Exams: 50% of grade (25% each exam)

Résumé: 10% of grade

- Students will be asked to construct a current resume targeted at a position of their choosing.
- The resume should be clear, concise, and not more than 1 ½ pages.
- Highlight your specific background as best as you possibly can.
- Feedback will be provided to help refine the resume. In addition, I would **HIGHLY** recommend that you visit Career Services for additional advice and/or review of your résumé.

Group Interview Project: 20% of grade

- Students will be organized into groups of four to five.
- One student is designated as the interviewee, while the other members serve as the interview panel.
- This exercise is designed to be carried out just as a normal interview would – the interviewee should be attempting to secure the job and the interviewers should be asking the right questions. The interviewers should develop **appropriate** questions to be asked during the interview – in addition, each interviewer should have a separate role. You should thoroughly research your questions to make sure that they are appropriate to a professional interview.
- It is the responsibility of the group to construct a **position announcement** and develop the characteristics of the position. What is the job the person is applying for? What are the responsibilities? Who was there before? Why is that person no longer there? These are some examples of questions you might ask when developing the position characteristics. This position announcement will be turned in the day your group executes the project. I would encourage you to research the position characteristics **thoroughly** and utilize the Career Services Center as a resource. Also, build this position on your own – don't just copy another position description. Make it your own.
- The group should be **professionally dressed** when conducting the interview. As the interviewee, you are **not** allowed to use any notes during the interview – remember, you are interviewing for a job!

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- GROUP PRESENTATIONS WILL BE ON APRIL 8, 2008 – PRESENTATIONS SHOULD BE APPROXIMATELY 15-20 MINUTES WITH 5 MINUTES FOR DISCUSSION.**

Sport Event Analysis: 20% 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 MAY 1, 2008 @ 11:00 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.

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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, meetings with your agent, and meals **are not** excused absences. If you have more than 5 unexcused absences, **you will automatically fail the course.**

Exams: You'll have until 12:20 pm to finish your exam. If you show up at 12:15 pm, you have 5 minutes left for your exam. So, be sure to arrive at 11:00 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.

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"Cheating" includes the following and similar actions:

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

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 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.**

XII. Tentative Course Outline (DATES ARE TENTATIVE)

<u>Date:</u>	<u>Material:</u>
1/17/08	Course Overview/Resources
1/22/08	Chapter 1-Managing Sport in the 21 st Century
1/24/08	Chapter 1-Managing Sport in the 21 st Century
1/29/08	Chapter 2-Developing a Professional Perspective
1/31/08	Chapter 2-Developing a Professional Perspective
2/5/08	Chapter 3-Thinking Critically About Sport Management
2/7/08	Chapter 4-Intercollegiate Athletics (RÉSUMÉ DUE)
2/12/08	Chapter 4-Intercollegiate Athletics
2/14/08	Chapter 5-Professional Sport
2/19/08	Chapter 5-Professional Sport
2/21/08	Chapter 6-Sport Management and Marketing Agencies
2/26/08	Chapter 6-Sport Management and Marketing Agencies
2/28/08	Chapter 7-Sport Tourism
3/4/08	Chapter 7-Sport Tourism
3/6/08	MIDTERM EXAM
3/11/08	SPRING BREAK HOLIDAY (NO CLASS)
3/13/08	SPRING BREAK HOLIDAY (NO CLASS)
3/18/08	Chapter 8-International Sport
3/20/08	Chapter 8-International Sport
3/25/08	Chapter 9-Sport Marketing
3/27/08	Chapter 9-Sport Marketing
4/1/08	Chapter 10-Sport Consumer Behavior
4/3/08	Chapter 10-Sport Consumer Behavior
4/8/08	GROUP INTERVIEW PRESENTATIONS
4/10/08	Chapter 11-Public Relations in the Sport Industry
4/15/08	Chapter 11-Public Relations in the Sport Industry
4/17/08	Chapter 12-Finance & Economics
4/22/08	Chapter 12-Finance & Economics
4/24/08	Chapter 13 – Sport Facility and Event Management

4/29/08 Chapter 13 – Sport Facility and Event Management
5/1/08 Chapter 16 – Legal Considerations in Sport Management
(SPORT EVENT ANALYSIS DUE)

5/6/08 Chapter 16 – Legal Considerations in Sport Management
5/8/08 Chapter 17 – Ethical Challenges in Sport Management
LAST DAY OF CLASS / CATCH UP DAY

FINAL EXAM WILL TAKE PLACE DURING THE SCHEDULED FINAL EXAM PERIOD