

KIN 579 Management of Adult Fitness

**Department of Health and Kinesiology
Summer I 2008**

INSTRUCTOR: Dr. Gary Oden
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TEXT/READINGS: None

COURSE DESCRIPTION:

Central to this course is the development of an attitude which perceives wellness as a significant tool in preventative medicine. This course should prepare individuals to promote healthy lifestyles among diverse populations.

COURSE OBJECTIVES:

Individuals who are successful in the completion of the requirements of this course will be able to:

1. explain the health and fitness status of Americans and the impact it has on the industry;
2. understand the goals of corporate, hospital, and commercial fitness/wellness programs;
3. understand marketing techniques for corporate, hospital, and commercial programs;
4. understand the importance and requirements for certifications;
5. describe the components of health related fitness and understand how these components relate to lifestyle disease;
6. describe the essential elements of a wellness program;
7. appraise fitness levels and formulate exercise prescriptions;
8. counsel clients relative to the validity of wellness programs (exercise), nutrition, and equipment designed to improve fitness;
9. understand the strategies for motivating participants toward maintenance of consistent healthy lifestyles;
10. locate and use a variety of resources for the purpose of promoting wellness; and
11. organize and manage a wellness/fitness center

12. plan, build, and equip wellness/fitness/preventative medicine facilities.

COURSE CONTENT:

I. Career Opportunities/History and Background of Corporate Fitness

II. Health Status of Americans

III. Goals of Wellness Programs

- A. Corporate
- B. Hospital
- C. Commercial

IV. Marketing your Program

- A. Corporate
- B. Hospital
- C. Commercial

V. Wellness Center Management

- A. Programs
- B. Staffing

VI. Certification

- A. American College of Sports Medicine
- B. Other

VII. Health Related Fitness Components

- A. C.V.E.
- B. Flexibility
- C. Body Composition
- D. Muscular Endurance
- E. Muscular Strength

VIII. Lifestyle Diseases and Prevention

- A. Nutrition
- B. Weight Control
- C. Stress Management
- D. Smoking Cessation
- E. C.V.D. Risk Factors

- IX. Other Program Components
 - A. Birth Control
 - B. Child Care
 - C. Recreation

- X. Exercise Testing and Prescription
 - A. Client Screening
 - B. Test Protocols
 - C. Max/Submax Evaluations
 - D. Aerobic Prescriptions
 - E. Anaerobic Prescriptions

XI. Psychology of Exercise

- XII. Facilities
 - A. Planning
 - B. Building
 - C. Equipment

XIII. Wellness/Fitness Center Tours- Corporate, Hospital, Commercial

XIV. Other Topics of interest (Personal Training)

COURSE EVALUATION:		Grading Scale
Test (2 X 100)	200 points	A= 360 - 400
*Wellness Presentation	100 points	B= 320 - 359
**Management Paper	<u>100 points</u>	C= 280 - 319
Total Possible.....	400 points	D= Below 280

* Wellness Presentation- present a 30 minute wellness program (this may or may not involve active class participation). Submit a topical outline to the professor prior to the program.

** Management Paper- Select a topic and develop a paper regarding some aspect Of adult fitness management.

Possible Management Topics: Nutrition/Supplements; Personal Selection; Marketing; Equipment Selection; The Role of Exercise Testing; Wellness and Production; Facility and Equipment Maintenance.

SUDENT ABSENCES ON RELIGIOUS HOLY DAYS POLICY

Section 51.911 (b) of the Texas education code requires the an institute of higher education excuse a student from attending classes or other required activities, including examination, 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 and assignment from which the student was 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 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 made up.

DISABLED STUDENT POLICY

It is the policy of Sam Houston State University that no otherwise qualified disabled individual shall, solely by reason of his/her handicap, be excluded from any academic or Student Life program or activity. Disabled students may request help with academically related problems stemming from individual disabilities from their instructors, school/department Chair, or by contacting the Chair of the Committee for Continuing Assistance for Disabled Students and Director of the Counseling Center, Lee Drain Annex, or by calling (936) 294-1720.

KIN 579

You are a newly hired consultant for HIP (Health Improvement for all People), an organization that offers comprehensive health and lifestyle rehabilitation, development, and enhancement services. These are offered through a variety of arrangements depending upon needs: they have in-house organizations and hospitals, etc., contractual agreements with many organizations, and are open to almost any kind of creative arrangement possible to provide services to any kind of population.

For your first project you are interested in a worksite program. You have learned about a particular industry, Megacorp, with a central office located in a rural area, but with easy urban/metro access. This company has six branch plants in your state, and several more out-of-state divisions, including administrative, research, design/art, education/training, employee health, environmental impact, production, distribution, retail and wholesale outlets, and public relations, to name a few. One of the branch plants is located near the offices of HIP. This is a successful, growing company; they have few services of the type HIP offers. Since there is a lot of potential here, you decide to approach Megacorp.

1. Who will you contact first? How do you find out? How do you acquire an appointment with the appropriate decision makers ?
2. How much and what kind of previous planning, data gathering, etc. should be completed prior to this meeting? Where do you find this information?
3. What strategies and conceptual approaches will you take in this important first meeting (what will you say? What will you show up and give them, if anything)? What will be your basis for taking such an approach?
4. Who should attend such a meeting?
5. Are there any materials you will distribute to these people prior to the first meeting?
6. How will you set up follow-up and “keep things going?”
7. What else do you need to consider in “getting in” Megacorp to provide comprehensive health services?

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