



KINE 3370
RECREATION ADMINISTRATION
Fall 2022 - GPC 105 - MWF 10:00-10:50am

Dr. Shanna U. Moody, Ed.D.
Assistant Professor - Kinesiology

Office: GPC 102-B
Phone: 432.837.8861 office
Email: shanna.moody@sulross.edu
Office Hours: M-Th 2-4p and F 8-10a
Or by appointment (<https://calendly.com/shanna-moody>)
Required Text: Title: Leisure Services Management, 2nd Ed.
Author: Amy R. Hurd, et al.
Publisher: Human Kinetics, Inc.
Print ISBN: 9781492557111, 1492557110
eText ISBN: 9781492589921, 1492589926

Permanent link to syllabus: HB2504 website <https://srinfo.sulross.edu/fs/sum20gg>

Purpose of the Course

The purpose of this course is to prepare students to be a manager in the field of commercial recreation, recreation public agency, or the recreation nonprofit sector.

Course Description

This course provides students with an understanding of management functions in organizations that deliver recreation and leisure programs. Students will learn key elements in organizational development and planning, issues related to interagency collaboration and contracts, components of successful marketing, and sound financial practices and principles (e.g., accountability).

The textbook outlines the essential knowledge and skills that successful managers need to have and helps students build those competencies by encouraging them to think as managers.

This will be accomplished through activities, projects, and examples to help students connect the competencies to real-world situations. Students will learn what management is, what the manager's role is, and how their work affects their agency and their customers. They will also explore specific management areas such as:

- Marketing
- Financial Management
- Human Resources
- Employee Development
- Communication
- Evaluation

Course Student Learning Objectives

Upon successful completion of this course students will:

1. Provide education for and promote the benefits of recreation and leisure services.
2. Develop a marketing strategic plan that represents the vision and mission of an organization.
3. Prepare budgets, financial analysis, and reports for financial operation of an organization.
4. Be able to perform personnel actions (e.g., disciplinary actions, coaching, recognitions, terminating, grievances).
5. Ensure agency compliance with national, state, and local laws and regulations.
6. Develop a comprehensive program plan.

Marketable Skills

The following marketable skills are achieved in this course:

1. Students acquire communication skills.
2. Students acquire collaboration skills.
3. Students demonstrate creativity and problem solving skills.
4. Students demonstrate critical thinking skills.

Program Learning Outcomes

1. SLO 1 - Knowledge of Human Cultures and the Physical and Natural World

Through study in the areas of Exercise Science, Sport Management, K-12 Physical Education, Sport Psychology, and other sport, health, wellness, and fitness related academic foci. Students will demonstrate written comprehensive competency

2. SLO 2 - Integrative and Applied Learning, including:

Synthesis and advanced accomplishment across specialized studies. Integrative learning is an understanding and a disposition that a student builds across the curriculum and co-curriculum, from making simple connections among ideas and experiences to synthesizing and transferring learning to new, complex situations within and beyond the campus. This integration is demonstrated through the application of knowledge, skills, and responsibilities to new and familiar settings and through addressing complex problems in Kinesiology-related areas.

3. SLO 3 - Intellectual and Practical Skills. Practiced extensively, across the Kinesiology curricula, in the context of progressively more challenging problems, projects, and standards for performance.

A) Critical thinking. Critical thinking is a habit of mind characterized by the comprehensive exploration of issues, ideas, artifacts, and events before accepting or formulating an opinion or conclusion.

B) Written communication. Written communication is the development and expression of ideas in writing. Written communication involves learning to work in many genres and styles. It can involve working with many different writing technologies, and mixing texts, data, and images. Written communication abilities develop through iterative experiences across the curriculum.

C) Oral communication. Oral communication is a prepared, purposeful presentation designed to increase knowledge, to foster understanding, or to promote change in the listeners' attitudes, values, beliefs, or behavior.

D) Teamwork. Teamwork is behaviors under the control of individual team members (effort they put into team tasks, their manner of interacting with others on team, and the quantity and quality of contributions they make to team discussions.)

Style Of Teaching:

The objectives of this course will be met through an integrated teaching style that will include presentations and lab activities. Students will be encouraged to remain actively involved in class discussions and will be responsible for reading all assigned material for this class. This is a face-to-face course with a blackboard component. No assignments shall be accepted via email and all assignments shall be turned in on blackboard or during class.

Attendance

Attendance for class is mandatory. Every class day is a grade. You will receive 100% credit for being on time and actively participating in class discussions and activities.

GRADING POLICIES/TESTING/ASSIGNMENTS/ATTENDANCE/EXPECTATIONS

Outcome Measure	Points Per Item	Items	Points
Class Participation	2.5	40	100
Chapter Quizzes	15	13	200
Business Plan	25	16	400
Book Club	25	4	100
Final Project	200	1	200
Total/Final Grade*	-	-	1000

*Letter Grading as per SRSU policy will be used in this course.

Be sure to complete all assignments by the due date.

Late Work Policy

All coursework must be submitted by the provided due dates in Blackboard. Late work will be accepted. However, each late assignment will be subject to a 5% grade reduction.

COURSE REQUIREMENTS

I. Class Participation Attendance and active participation is required to earn daily credit.

II. Chapter Quizzes 13 chapters - Due by start of class every Wednesday (on blackboard)

III. Business Plan A business plan is an essential written document that provides a description and overview of your company's future. All businesses should have a business plan. The plan should explain your business strategy and your key goals to get from where you are now to where you want to be in the future. This will consist of 16 different items, outlined in the course calendar.

V. Book Club A book club is a reading group consisting of people who choose a specific book to read and discuss at the same time. Formal book club meetings occur on four consecutive Wednesday's at either: 1:00, 4:00, or 7:00pm

1. Oct. 19
2. Oct. 24
3. Nov. 2
4. Nov. 9

VI. Final Project Details will be provided within course

All Course Requirements Deadline

Due to the time requirement for grading purposes, all course requirements must be submitted/completed by the 'Course Requirements Deadline' of Wednesday in Week 15 at 11:59pm to be counted for credit towards the final letter grade in this course. There will be no exceptions to this policy. Late deductions will apply as per above policy.

TENTATIVE COURSE CALENDAR

Wk	Dates	Content	CH.	Business Plan Component	Quiz
1	8/22-8/24	Defining mgmt & competencies	1		Competency scorecard
2	8/29-8/31	Foundations of Management	1	Business Idea No class on Fri.	Quiz #1
3	9/5-9/7 Labor Day	Leisure services managers	2	Mission, Vision & Goals No Class on Mon.	Quiz #2 Management philosophy
4	9/12-9/14	Legal foundations	3	Waiver, Release, Contract	Quiz #3
5	9/19-9/21	Organizational Structure	4	Biz sector, Org Chart	Quiz #4
6	9/26-9/28	Resources, programs and services	5	Biz partner, Scheduling	Quiz #5
7	10/3-10/5	Planning and decision making	6	Policies, Master Plan	Quiz #6 Piers mgmt CS (sect 1, Q1&2)
8	10/10-10/12	Marketing & Public Relations	7	Logo & Slogan, Social Media, Pricing	Quiz #7
9	10/17-10/19	Communication	8	Blog, Press Release, Email	Quiz #8 Book Club #1
10	10/24-10/26 Home-Coming	Personnel Procedures	9	Job Description & Application	Quiz #9 Book Club #2
11	10/31-11/2 Dia de Lobo	PPP cont'd	9	Appraisals & Incentives	Marketing Plan Book Club #3
12	11/7-11/9	Motivation, Rewards, & Discipline	10	Create a Fundraiser	Quiz #10 Book Club #4
13	11/14-11/16	Sources of Financing	11	Create a Budget	Quiz #11 Piers Mgmt CS (job des)
14	11/21-11/23 Ireland	Virtual Fiscal Management	12	Questionnaire	Quiz #12
15	11/28-11/30 Ireland	Virtual Final Project Work	13		Quiz #13
16	12/3-12/8	Final Exams			Final Project

UNIVERSITY POLICIES

Accidents & Injuries

In the case of bodily or personal property damage, the Kinesiology Department will not be held responsible. The student must report any field experience related injury or illness to the Instructor immediately. Any expense incurred due to injury or illness will be the student's responsibility.

Professional Development

All undergraduate Kinesiology majors are required to participate in continuing education activities outside of the classroom. Students must complete a total of 20 Professional Development points (PD points) prior to enrolling in Internship or Student Teaching. See the Kinesiology webpage for detailed information.

ADA Statement

SRSU Disability Services. Sul Ross State University (SRSU) is committed to equal access in compliance with the Americans with Disabilities Act (ADA) of 1973. It is SRSU policy to provide reasonable accommodations to students with documented disabilities. It is the student's responsibility to initiate a request each semester for each class. Alpine students seeking accessibility/accommodations must contact Mary Schwartz Grisham M.Ed., LPC, Accessibility Services Coordinator at 432.837.8203 (please leave a message and your call will be returned as soon as possible during business hours), or email mschwartz@sulross.edu. The office is located on the first floor of Ferguson Hall (Suit 112). Mailing address - PO Box C122 Sul Ross State University, Alpine, Texas, 79832.

SRSU Library Info

The Bryan Wildenthal Memorial Library in Alpine. Offers FREE resources and services to the entire SRSU community. Access and borrow books, articles, and more by visiting the library's website, library.sulross.edu. Off-campus access requires logging in with your LoboID and password. Librarians are a tremendous resource for your coursework and can be reached in person, by email (srsulibrary@sulross.edu), or phone (432-837-8123).

Academic Integrity Statement

Students in this class are expected to demonstrate scholarly behavior and academic honesty in the use of intellectual property. A scholar is expected to be punctual, prepared, and focused; meaningful and pertinent participation is appreciated. Examples of academic dishonesty include but are not limited to: Turning in work as original that was used in whole or part for another course and/or professor; turning in another person's work as one's own; copying from professional works or internet sites without citation; collaborating on a course assignment, examination, or quiz when collaboration is forbidden.

Classroom Climate of Respect

Importantly, this class will foster free expression, critical investigation, and the open discussion of ideas. This means that all of us must help create and sustain an atmosphere of tolerance, civility, and respect for the viewpoints of others. Similarly, we must all learn how to probe, oppose and disagree without resorting to tactics of intimidation, harassment, or personal attack. No one is entitled to harass, belittle, or discriminate against another on the basis of race, religion, ethnicity, age, gender, national origin, or sexual preference. Still we will not be silenced by the difficulty of fruitfully discussing politically sensitive issues.

Diversity Statement

I aim to create a learning environment for my students that supports a diversity of thoughts, perspectives and experiences, and honors your identities (including race, gender, class, sexuality, religion, ability, socioeconomic class, age, nationality, etc.). I also understand that the crisis of COVID, economic disparity, and health concerns, or even unexpected life events could impact the conditions necessary for you to succeed. My commitment is to be there for you and help you meet the learning objectives of this course. I do this to demonstrate my commitment to you and to the mission of Sul Ross State University to create an inclusive environment and care for the whole student as part of the Sul Ross Familia. If you feel like your performance in the class is being impacted by your experiences outside of class, please don't hesitate to come and talk with me. I want to be a resource for you.

Academic Affairs Service Statement

Sul Ross faculty, staff, and students are expected to model responsible citizenship through service activities that promote personal and academic growth while enhancing the university, local, regional, national, and global communities. These activities will foster a culture of academic/public engagement that contributes to the achievement of the university's mission and core values.

Academic Excellence Statement

Sul Ross holds high expectations for students to assume responsibility for their own individual learning. Students are also expected to achieve academic excellence by:

- Honoring the core values of Sul Ross.
- Upholding high standards of habit and behavior.
- Maintaining excellence through class attendance and punctuality.
- Preparing for active participation in all learning experiences.
- Putting forth their best individual effort.
- Continually improving as independent learners.
- Engaging in extracurricular opportunities that encourage personal and academic growth.
- Reflecting critically upon feedback and applying these lessons to meet future challenges.