



KES 5316 – Sport Finance and Sales – FALL 2026

Dr. Chris Herrera, PhD, MBA

Professor of Practice, Department of Kinesiology & Human Performance

Office: VIRTUAL

Email: Christopher.herrera@sulross.edu

*****Please include you're A# and KINE 5316 in subject of ALL emails)**

Office Hours: By Virtual APPT – email to schedule

Class Meeting: None / Asynchronous Web Course

Required Textbook:

Title: Motor Learning and Control: *Concepts and Applications* **12th ed.**

Author: Magill

Publisher: McGraw-Hill Education

For this course you will be required to access McGraw-Hill Education Connect® for *Motor Learning and Control: Concepts and Applications*, 12th edition, by Richard Magill and David Anderson. You are not required to have a print text in addition to Connect access, so please be aware that if you purchase a used textbook you will still need to gain Connect access. You can access Connect directly from the SmartBook link in Week 1.

REMINDER: A print-upgrade option is available if you find yourself wanting a print companion at some point during the semester. This will be a full color binder-ready version of the text and can be mailed directly to you for an additional \$25.00 (including shipping and handling). Please note that Connect works best on Google Chrome or Firefox. You will also need to use the SRSU Library to locate and download peer-review, scholarly articles. For assistance, [Ask the Library](#) or contact the [Graduate Student Center](#) for help.

COURSE DESCRIPTION

This course is designed to provide an understanding of principles involved in motor learning, control, and performance of skill acquisition for school age children and adult populations. This course will focus on how people learn and perform skills, how they develop skills, and how skills are used in various situations.

EXPECTATION OF STUDENTS

Students are responsible for keeping up with the reading and are expected to read the assigned chapters and/or other posted readings prior to class in order to contribute to online discussion. Handouts distributed through Blackboard should be kept in a notebook in order to be referred to as necessary

STUDENT LEARNING OUTCOMES

- A. Develop a functional understanding of the neurological basis of movement behavior.
- B. Understand the factors that influences the learning and performance of motor skills
- C. Apply learning theory to the learning and performance of motor skills.
- D. Understand the developmental influences on motor behavior.
- E. Apply instructional and training procedures to school age and athletic populations.

PROGRAM LEARNING OUTCOMES & MARKETABLE SKILLS

This course is aligned with the following program learning outcomes & marketable skills:

HHP Content Knowledge: Students in the HHP program will demonstrate content knowledge in exercise physiology, nutrition, sports law, tests and measurements, research methods, motor learning, group dynamics and health and human behavior necessary for successful performance in their field.

Critical Thinking/Problem Solving: Exercise sound reasoning to analyze issues, make decisions, and overcome problems. The individual is able to obtain, interpret, and use knowledge, facts, and data in this process, and may demonstrate originality and inventiveness.

Communications: Articulate thoughts and ideas clearly and effectively in written and oral forms to persons inside and outside of the organization. The individual has public speaking skills; is able to express ideas to others; and can write/edit memos, letters, and complex technical reports clearly and effectively.

Methods of Evaluation (See below 'Course Requirements' for more details)

Outcome Measure	Points per chapter	Available Points	Percentage of Grade
Journals	15	60	6%
Connect LearnSmart Chapter Readings	5-8	200	20%
Discussions	60	240	24%
Assignments	100	400	40%
Final Project	100	100	10%
Total/Final Grade*	--	1000	100%

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

Note: Satisfactory progress in the HHP program means a cumulative GPA of 3.0 in all core classes (e.g. everything leading up to the final practicum course). In most cases, this means a 'B' or better in each class is considered satisfactory progress.

TENTATIVE COURSE CALENDAR (Blackboard due dates are official)

Week Unit	Dates	LearnSmart Chapters	Assessments
1	Oct 19-Nov 1	SmartBook Chapters 1-3	Assignment 1 / Discussion 1/ Journal 1
2	Nov 2-15	SmartBook Chapters 4-8	Assignment 2 / Discussion 2/ Journal 2
3	Nov 16-29	SmartBook Chapters 9-11	Assignment 3 / Discussion 3/ Journal 3
4	Nov 30-Dec 6	SmartBook Chapters 12-15	Assignment 4 / Discussion 4/ Journal 4
Final	Dec 9	SmartBook Chapters 16-19	Final Project

*Review all due dates in Blackboard and Connect for up to date information. If you see a discrepancy or have a question just send me an email.

LATE WORK POLICY

All coursework must be submitted by the provided due dates in Blackboard or Connect. LearnSmart readings must be completed by the due date for credit. All other late work will be subject to the following deductions: Discussions/Responses/Assignments/ Quizzes/Final Projects carry a 5% deduction per day late; up to 30% maximum deduction.

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 *Friday in Final Week at 11:59pm CST* 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.

ACADEMIC DISHONESTY OR MISCONDUCT

Sul Ross State University is committed to the highest standards of integrity and ethical conduct. Participating in behavior that violates academic integrity (plagiarism, etc.) will result in disciplinary action and may include: receiving a failing grade for the assignment, failing the course, and suspension and/or dismissal from the University.

DROP POLICY

Students are responsible to register and withdrawal from courses themselves, either through Banner (LoboOnline) or by contacting the University Registrar by published deadlines. For information regarding enrollment/registration changes please review the website at:
<http://www.sulross.edu/page/967/schedule-changes-withdrawals>

COURSE REQUIREMENTS

Journals

60pts total; 15pts each, 4 in total

These are unique student-centric activities that allow for private reflection and communication with the professor. Students answer prompts and follow the instructions that are given.

Connect LearnSmart

-200 points total; 10-15 points per chapter

LearnSmart is an interactive reading program provided through McGraw-Hill Connect. These modules will guide you through each individual chapter asking questions to assess your knowledge along the way. These assignments will cover information that will be on each of the chapter quizzes, as well as, information contained within your labs.

Discussions – 240pts total

60 points each; 50 points for post / 5 points for each 'response' (10pts total)

There will be a set of discussion prompts associated with assignments in this course.

To create a thread, you click on the hyperlink to the discussion and then click on create new thread. Put a short title and the week number in the subject line (e.g. Maximum voluntary contraction in basketball players-Week 3). Please type your discussion answers directly in the message area, only attach assignments or research articles (if applicable).

'Response' → "Application"

Under each discussion post you must read and respond to **TWO** of your classmate's original discussion post. Each response is worth up to 10 points. Responses are due 48hrs after the original discussion due date.

The response must be at least 100 words and more than "good job", "I like what you said", etc., it must be a substantial response that would be as if you were having a discussion on the topic in class.

Specifically, a substantial response would apply the content discussed in a new way – including but not limited to: adding to the discussion with further information you find (cite your source), describing application to sports, health or performance, as well as providing constructive criticism / a different viewpoint. Responses should be professional/academic responses and not chat room or informal language. To respond to another's post, click on their post and then choose reply. Title the subject of your response with your "Last name" and "response to Authors Last Name Week 3 post" (eg. Herrera's response to Henderson's Week 3 post).

Assignments- 400 points total; 100 points per assignment

The assignments provide a real-world / practical application of the course content. There will be three assignments throughout the semester that will focus on specific topics covered in the text. Each

assignment also has a corresponding discussion board. The basic format of the discussion is responding to a listed prompt in paragraph structure, citing sources when appropriate, using the APA format.

Final Project

-100 points total

This Final Project will require in depth application of knowledge gained throughout the course in relation to the Student Learn Outcomes stated previously in the syllabus. For detailed instructions on this assignment refer to Week 5.5 in Blackboard.

LEARNER SUPPORT

SRSU GRADUATE CENTER

The Graduate Student Center, located in BAB 104, provides resources and services for all SRSU graduate students. There is a computer lab with desktop computers and a networked printer/copier/scanner; laptop computers which can be checked out; a projector and screen for rehearsing student presentations; and a conference room for group study. Both Alpine and distance education students can receive writing and other assistance by calling 432-837-8524.

BLACKBOARD

Our new 24/7 Blackboard online support desk and toll free hotline are set to debut next Monday, May 18th, the Blackboard online support desk toll free number will go live and will be made available to SRSU faculty and students to begin using immediately for any Blackboard technical support issues. SRSU 24/7 Blackboard Technical Support Online Support Desk Contact Info: Toll Free: 888.837.6055 Email: blackboardsupport@sulross.edu

MCGRAW HILL CONNECT If you have any technical issues or questions, please contact McGraw-Hill's Customer Experience Group at 1-800-331-5094.

SRSU DISABILITY SERVICES The University is committed to equal access in compliance with the Americans with Disabilities Act of 1990 and Section 504 of the Rehabilitation Act of 1973. The Disability Services Coordinator in Counseling and Student Support Services has the responsibility to ensure students with disabilities the opportunity for full participation in programs, services and activities. Students seeking disability services need to contact the Disability Services Coordinator located in the University Center Room 211. The mailing address is PO Box C-171, Sul Ross State University, Alpine, Texas 79832. The telephone is 432- 837-8178; fax is 432-837- 8724.

UNIVERSITY POLICIES

Required Statement Regarding Generative Artificial Intelligence (AI)

The University does not recommend or endorse any specific AI tools or resources. Students should be aware that many generative AI tools (e.g., ChatGPT, Google Gemini, Microsoft Copilot) store user input and may use this data to train future models. For this reason, students should never upload or share personal, confidential, or identifiable information—such as names, ID numbers, health data, or assignment submissions containing such details—into any generative AI platform. When using AI tools, students should verify whether the tool complies with student privacy standards as indicated by the University. Faculty may recommend specific tools that better align with institutional data privacy policies, but ultimate responsibility for data protection rests with users. Students are encouraged to use faculty-recommended platforms when engaging in coursework involving generative AI. The University is not liable for any adverse experience or impact when students interact with these tools.

Academic Integrity

Students in this class are expected to demonstrate scholarly behavior and academic honesty in the use of intellectual property. Students should submit work that is their own and avoid the temptation to engage in behaviors that violate academic integrity, such as 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. Students should also avoid using open AI sources **unless permission is expressly given** for an assignment or course. Violations of academic integrity can result in failing assignments, failing a class, and/or more serious university consequences. These behaviors also erode the value of college degrees and higher education overall.

SRSU Distance Education Statement

Students enrolled in distance education courses have equal access to the university's academic support services, such as library resources, online databases, and instructional technology support. For more information about accessing these resources, visit the SRSU website.

Students should correspond using Sul Ross email accounts and submit online assignments through Blackboard, which requires a secure login. Students enrolled in distance education courses at Sul Ross are expected to adhere to all policies pertaining to academic honesty and appropriate student conduct, as described in the student handbook. Students in web-based courses must maintain appropriate equipment and software, according to the needs and requirements of the course, as outlined on the SRSU website. Directions for filing a student complaint are located in the student handbook.

[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).

ADA Statement

SRSU Accessibility Services. Sul Ross State University (SRSU) is committed to equal access in compliance with the Americans with Disabilities Act 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. To help protect confidentiality, students seeking accessibility/accommodation(s) services must submit the **Accommodation Request Form** located on our **website**. Students are welcome to call the Office of Accessibility Services at 432-837-8203 or stop by Ferguson Hall Room 112 if they have any additional questions regarding the process. Our mailing address is PO Box C-122; Alpine, TX; 79832.

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.

Counseling

Sul Ross has partnered with TimelyCare where all SR students will have access to nine free counseling sessions. You can learn more about this 24/7/365 support by visiting [Timelycare/SRSU](https://www.timelycare.com/SRSU). The SR Counseling and Accessibility Services office will continue to offer in-person counseling in Ferguson Hall room 112 (Alpine campus), and telehealth Zoom sessions for remote students and RGC students.

Libraries

The Bryan Wildenthal Memorial Library and Archives of the Big Bend in Alpine offer 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 by phone (432-837-8123).

No matter where you are based, public libraries and many academic and special libraries welcome the general public into their spaces for study. SRSU TexShare Cardholders can access additional services and resources at various libraries across Texas. Learn more about the TexShare program by visiting library.sulross.edu/find-and-borrow/texshare/ or ask a librarian by emailing srsulibrary@sulross.edu.

Mike Fernandez, SRSU Librarian, is based in Eagle Pass (Building D-129) to offer specialized library services to students, faculty, and staff. Utilize free services such as InterLibrary Loan (ILL), ScanIt, and Direct Mail to get materials delivered to you at home or via email.

Supportive Statement

I aim to create a learning environment for my students that supports various perspectives and experiences. I understand that the recent pandemic, economic disparity, and health concerns, or even unexpected life events may 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 a supportive 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.

Tutoring Center

The Lobo Den Tutoring Center offers FREE tutoring support to help you excel in your courses. Whether you need assistance in Writing, Math, Science, or other subjects, we're here to help!

Important Information:

Drop-in and Scheduled Appointments: Flexible options to fit your needs.

Hours of Operation: Monday–Friday, 8:00 AM – 5:00 PM.

Workshops: Attend our regularly hosted academic workshops on STEM topics and professional development, often in collaboration with specialized faculty.

Location: BWML Room 128.

Contact Us: For more information or to book an appointment, email tutoring@sulross.edu or call (432) 837-8726.

Looking for additional support?

Tutor.com offers FREE 24/7 online tutoring in over 200 subjects, including specialized support for ESL and ELL learners with native Spanish-speaking tutors.

Access Tutor.com via Blackboard: Log in to your Blackboard account to get started anytime, anywhere.

Take advantage of these valuable resources to boost your confidence and performance in your classes. We look forward to helping you succeed!