SYLLABUS

Course Information
Course Number: KIN 152
Course Title: Theory of Sport and Fitness Management
Course Code: 49521
Units: 3
Semester: Fall 2014
Course Meeting Days: Monday & Wednesday
Course Meeting Time: 12:00pm – 1:15pm
Meeting Place: Engineering Building 303
Prerequisites: KIN 70
KIN Majors/Minors only or instructor consent

Instructor Information
Name: Arman P. Medina
Email: arman.medina@sjsu.edu
Telephone: (650) 302-6824
Office Hours: By appointment

San José State University Mission Statement
In collaboration with nearby industries and communities, SJSU faculty and staff are dedicated to achieving the university's mission as a responsive institution of the state of California: To enrich the lives of its students, to transmit knowledge to its students along with the necessary skills for applying it in the service of our society, and to expand the base of knowledge through research and scholarship.
http://www.sjsu.edu/about_sjsu/mission/

Department of Kinesiology Mission Statement
In an atmosphere of social justice, equity, and sensitivity to issues of diversity, the Department of Kinesiology seeks to:
- Assist in fulfilling the mission of San Jose State University
- Prepare exemplary professionals in the field of Kinesiology
- Promote and provide for physically active lifestyles for all
- Promote and provide for the academic study of human movement, physical activity, and sport
Additionally, the department will:
- Provide a high quality educational experience for our students
- Instill respect for lifelong learning and critical thinking
- Prepare students for life and society
- Offer a broad based and contemporary selection of activity, general education, undergraduate, and graduate courses
- Promote and provide for scholarship and professional activity
- Facilitate and promote community interaction
http://www.sjsu.edu/kinesiology/about/

Kinesiology Department Program Learning Outcomes (PLO)
KIN 152 supports the KIN Department PLO’s in assessing all five PLO’s.
At the end of a Bachelor of Science degree program in the Department of Kinesiology students should be able to:
1. To obtain a critical understanding and the ability to apply theoretical and scientific knowledge from the sub disciplines in kinesiology for personal fitness, healthy lifestyles, sport, and/or therapeutic rehabilitation.
2. To effectively communicate the essential theories, scientific applications, and ethical considerations related to kinesiology.
3. To apply scholarship and practice of different movement forms to enhance movement competence in kinesiology.
4. To recognize and apply sustainable approaches as they relate to kinesiology.
5. To identify social justice and equity issues related to kinesiology for various populations

http://www.sjsu.edu/kinesiologyprograms/undergradutes/

**Student Learning Objectives (SLO)**

After successfully completing the course, students will be able to
1. Define the field of sport and fitness management including the historical growth and current issues within various segments within the sports industry;
2. Critically evaluate major challenges confronting various segments of the industry;
3. Explain the relevance of ethical, legal, and sociological concepts to the management of sport; with a focus on sustainability across all segments of the sport industry;
4. Demonstrate an understanding of theories of management, leadership, and organizational behavior and how these theories are applied in sport enterprises;
5. Demonstrate an appreciation of professional etiquette, diversity through use of unbiased language and an inclusive approach to sport communication;
6. Identify research questions in sport management and demonstrate the ability to analyze and interpret published research;
7. Identify a variety of sources for professional career opportunities in all segments of the sport and fitness industry;
8. Design an Entrepreneurial Sport Management Business Plan and make an oral presentation of that plan.
9. Apply knowledge learned in this course to real world situations

**Expectation for Students/Course Requirements**

1. All students are expected to read the assigned chapters before the lecture
2. All students are expected to participate in the class discussions from the assigned readings and the Sports Business Daily
3. Students are expected to attend every class and to take the exams as scheduled.
   a. No makeup exams are given and late homework is not accepted.
   b. Written documentation of any illness, medical emergency or death of a close relative will be the exception. Contact instructor as soon as possible.
4. Students shall be excused from class or other scheduled academic activity to observe a religious holy day of their faith or a University Sponsored Activity with prior written notification via email to the instructor.
5. No noise-making electronic devices (lap tops, phones, calculators, etc.) are allowed.
6. Computers may only be used for class related activities.
7. Students must plan to spend a minimum of 6 hours per week outside of class time in order to complete all requirements, including readings, and submit assignments on schedule.
8. Subscription to the Sport Business Daily is required.
9. Check email on a regular basis and respond to emails in a timely manner.
**Course Description**
Basic theory of sport management. Topics include sport management and organizational skills; sport marketing and sales; sport communication; sport finance, economics, law and governance.

[http://info.sjsu.edu/web-dbgen/catalog/courses/KIN152.html](http://info.sjsu.edu/web-dbgen/catalog/courses/KIN152.html)

**Required Text**

[http://www.humankinetics.com/ContemporarySportManagement](http://www.humankinetics.com/ContemporarySportManagement)


16 week subscription of the *Street & Smith’s Sport Business Daily*
- Special student subscription rate $65.
- Regular subscription for *Sport Business Daily* costs $440 for 12 weeks
- *Street & Smith’s Sport Business Journal* is highly recommended
- Instructor receives a list of students that have the subscription
- Please have subscription by Saturday, September 6, 2014

Use link below to purchase subscription:
[www.sbjcollege.com/subscribe](http://www.sbjcollege.com/subscribe)

**CANVAS and MYSJSU Messaging**
Course materials such as the course syllabus and major assignment handouts will be located on CANVAS (the content management system we use at SJSU). You are responsible for regularly checking with the messaging system through MySJSU (or other communication system as indicated by your instructors).

**Grading Schedule**

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
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</thead>
<tbody>
<tr>
<td>Top 3 Areas of Interest in Sports &amp; Why</td>
<td>10</td>
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<tr>
<td>Abstract of Scholarly Sport Article 1</td>
<td>20</td>
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<tr>
<td>Abstract of Scholarly Sport Article 2</td>
<td>20</td>
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<tr>
<td>Abstract of Scholarly Sport Article 3</td>
<td>20</td>
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<tr>
<td>Informational Interview 1</td>
<td>20</td>
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<tr>
<td>Informational Interview 2</td>
<td>20</td>
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<tr>
<td>Informational Interview 3</td>
<td>20</td>
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<tr>
<td>Informational Interview Paper</td>
<td>140</td>
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<td>Informational Interview Presentation</td>
<td>30</td>
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<tr>
<td>Business Plan</td>
<td>200</td>
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<td>Business Plan Presentation</td>
<td>50</td>
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<tr>
<td>Midterm Exam</td>
<td>200</td>
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<tr>
<td>Final Exam</td>
<td>250</td>
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<td><strong>Total</strong></td>
<td><strong>1000</strong></td>
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*Detailed instructions for each assignment will be given during class including grading criteria*
Grading Scale
97-100   A+
94-96    A
90-93    A-
87-89    B+
84-86    B
80-83    B-
77-79    C+
74-76    C
70-73    C-
67-69    D+
64-66    D
60-63    D-
0-59     F

Scale may be curved if it is to the advantage of the students.

San José State University Policies
All SJSU Policies in the Catalog, Schedule of Classes and Academic Senate apply to this course.  [http://info.sjsu.edu/static/catalog/policies.html](http://info.sjsu.edu/static/catalog/policies.html)

Dropping and Adding
Students are responsible for understanding the policies and procedures about add/drop, grade forgiveness, etc. Refer to the current semester’s catalog policies.  [http://info.sjsu.edu/static/catalog/policies.html](http://info.sjsu.edu/static/catalog/policies.html)

Add/drop deadlines can be found  [http://www.sjsu.edu/registrar/calendar/2144/index.html](http://www.sjsu.edu/registrar/calendar/2144/index.html)

Students should be aware of the current deadlines and penalties for dropping classes. Information about the latest changes and news is available at the Advising Hub  [http://www.sjsu.edu/advising/](http://www.sjsu.edu/advising/)

Academic Integrity
Students should know that the University’s Academic Integrity Policy is available at  [http://info.sjsu.edu/static/catalog/integrity.html](http://info.sjsu.edu/static/catalog/integrity.html)

Your own commitment to learning, as evidenced by your enrollment at San José State University and the University’s integrity policy, require you to be honest in all your academic course work. Faculty members are required to report all infractions to the office of Student Conduct and Ethical Development.  [http://www.sjsu.edu/studentconduct/](http://www.sjsu.edu/studentconduct/)

Instances of academic dishonesty will not be tolerated. Cheating on exams or plagiarism (presenting the work of another as your own, or the use of another person’s ideas without giving proper credit) will result in a failing grade and sanctions by the University. For this class, all assignments are to be completed by the individual student unless otherwise specified. If you would like to include in your assignment any material you have submitted, or plan to submit for another class, please note that SJSU’s Academic Policy F06-1 requires approval of instructors.

Campus Policy in Compliance with the American Disabilities Act
If you need course adaptations or accommodations because of a disability, or if you need to make special arrangements in case the building must be evacuated, please make an appointment with me as soon as possible, or see me. Presidential Directive 97-03 requires
that students with disabilities requesting accommodations must register with the Accessible Education Center [http://www.sjsu.edu/aec/](http://www.sjsu.edu/aec/).

### Course Schedule
The dates below correspond to when each assignment is due.

<table>
<thead>
<tr>
<th>Week 1</th>
<th>Monday</th>
<th>8/25/14</th>
<th>First Day of Class</th>
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<tbody>
<tr>
<td></td>
<td>Wednesday</td>
<td>8/27/14</td>
<td>Introductions</td>
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<tr>
<td>Week 2</td>
<td>Monday</td>
<td>9/1/14</td>
<td>Labor Day</td>
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<tr>
<td></td>
<td>Wednesday</td>
<td>9/3/14</td>
<td>Chapter 1 Managing Sport</td>
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<td>Chapter 2 Developing a Professional Perspective</td>
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<td>Week 3</td>
<td>Monday</td>
<td>9/8/14</td>
<td>Business Plan Lecture-Part 1</td>
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<td>Top 3 Areas of Interest in Sports &amp; Why</td>
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<td>Business Plan Update</td>
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<td>Wednesday</td>
<td>9/10/14</td>
<td>Business Plan Lecture-Part 2</td>
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<td>Week 4</td>
<td>Monday</td>
<td>9/15/14</td>
<td>Chapter 3 Historical Aspects of the Sport Business Industry</td>
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<td>Abstract of Scholarly Sport Article 1</td>
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<td>Wednesday</td>
<td>9/17/14</td>
<td>Chapter 4 Mgmnt Concepts &amp; Practice in Sport Organizations</td>
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<td>Business Plan Update</td>
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<td>Week 5</td>
<td>Monday</td>
<td>9/22/14</td>
<td>Chapter 5 Managing &amp; Leading in Sport Organization</td>
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<td>Abstract of Scholarly Sport Article 2</td>
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<td></td>
<td>Wednesday</td>
<td>9/24/14</td>
<td>Chapter 6 Community and Youth Sport</td>
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<td>Business Plan Update</td>
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<td>Week 6</td>
<td>Monday</td>
<td>9/29/14</td>
<td>Chapter 7 Interscholastic Athletics</td>
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<td>Abstract of Scholarly Sport Article 3</td>
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<td>Wednesday</td>
<td>10/1/14</td>
<td>Chapter 8 Intercollegiate Athletics</td>
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<td>Business Plan Update</td>
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<td>Week 7</td>
<td>Monday</td>
<td>10/6/14</td>
<td>Chapter 9 Professional Sport</td>
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<td>Informational Interview 1</td>
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<td>Wednesday</td>
<td>10/8/14</td>
<td>Chapter 10 Sport Management &amp; Marketing Agencies</td>
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<td>Business Plan Update</td>
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<tr>
<td>Week 8</td>
<td>Monday</td>
<td>10/13/14</td>
<td>Review for Exam</td>
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<td>Wednesday</td>
<td>10/15/14</td>
<td>Midterm Exam</td>
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<td>Business Plan Update</td>
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</tbody>
</table>
Week 9
Monday 10/20/14 Chapter 11 Sport Tourism
       Informational Interview 2
Wednesday 10/22/14 Chapter 12 Sport Marketing
            Business Plan Update

Week 10
Monday 10/27/14 Chapter 13 Sport Consumer Behavior
       Informational Interview 3
Wednesday 10/29/14 Chapter 14 Communication in the Sport Industry
            Business Plan Update

Week 11
Monday 11/3/14 Chapter 15 Finance and Economics in the Sport Industry
Wednesday 11/5/14 Chapter 16 Sport Facility and Event Management
            Business Plan Update

Week 12
Monday 11/10/14 Chapter 17 Legal Considerations in Sport Management
Wednesday 11/12/14 Chapter 18 Sociological Aspects of Sport
            Informational Interview Paper
            Business Plan Update

Week 13
Monday 11/17/14 Chapter 19 A North American Perspective on Int’l Sport
Wednesday 11/19/14 Informational Interview Presentation
            Business Plan Update

Week 14
Monday 11/24/14 Chapter 20 Sport Management Research
Wednesday 11/26/14 Review for Business Plan and Presentations
            Business Plan Update
Thursday 11/27/14 Thanksgiving

Week 15
Monday 12/1/14 Review for Final Exam
Wednesday 12/3/14 Business Plan

Week 16
Monday 12/8/14 Business Plan Presentations-Teams 1-4
Wednesday 12/10/14 Business Plan Presentations-Teams 5-8

Final Exam
Wednesday 12/17/14 9:45am-12:00pm

Disclaimer
This syllabus is subject to modification. The instructor will communicate with students on any changes.