

**San José State University - Department of Kinesiology**  
**KIN 152: Theory of Sport and Fitness Management**  
**Class Code: 47648; Section 01; 3 credits; Fall 2013**

<b>Instructor:</b>	Dr. Sonja Lilienthal
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<b>Office Hours:</b>	Via Google: Tuesday 9am-10:00am Monday and Wed 1:30-2:30pm Other times by pre-confirmed and scheduled appointments ONLY.
<b>Class Days/Time:</b>	Monday AND Wednesday 12noon-1:15pm
<b>Classroom:</b>	SPX 77

**Course Description**

This course is designed to introduce students to the basic theory underlying the multiple components of the sport and fitness industry. Fundamental concepts and theories of sport management will be applied to various segments of the sport industry: professional sports, collegiate sports, community sports and recreation, intramural sports and corporate fitness.

**Prerequisites**

KIN 70. Class is for KIN Majors/minors only or instructor consent.

**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).

**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.

## **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.

## **Course Assessment Methods:**

Sport and Fitness Management Research Assignments – 2@ 5% each	10%
Personal Career Research Portfolio	25%
Entrepreneurial Business Plan	25%
EXAMS 2@20% each	40%
<b>TOTAL</b>	<b>100%</b>

### **Assignment of Final Course Grade**

100-97 = A+      96-93 = A      92-90 = A-      89-87 = B+      86-83 = B      82-80 = B-  
79-77 = C+      76-73 = C      72-70 = C-      69-67 = D+      66-63 = D      62-60 = D-below 60 = F

## **Instructional Methods**

This course will engage students in various instructional opportunities and class activities including lectures, written assignments, online homework, class discussions, field experience, guest speakers, and small group participation. Guest speakers will be invited to address the class throughout the semester. Sport Industry professionals will be asked to offer insights into their individual roles, to share important information regarding their work, such as career paths, responsibilities, job functions, career aspirations, and prospects in the industry.

## **Required Textbook is available either Hard Cover OR eBook**

Pedersen, P., Parks, J.B, Quarterman, J. & Thibault, L. (2010). Contemporary Sport Management with Web Study Guide.(4th EDITION). Champaign, IL: Human Kinetics.

<http://www.humankinetics.com/ContemporarySportManagement>

**NOTE: We are using the 4<sup>th</sup> Edition.**

## **Assessment and Assignments**

### **Sport and Fitness Management Research Assignments** **10% (2 @ 5%)**

Details in class.

### **Personal Career Research Portfolio** **Due Wednesday Nov 6** **25%**

Each student will be required to assemble an ELECTRONIC personal career research portfolio, which will include several components. The portfolio must contain AT LEAST the following folders:

Personal Documents and Resume, Annotated Bibliography, Company and/or Organization Research, Academic/Scholarly Research, Trade/Professional Research, Professional Organizations, Trade Organizations, Conferences, and Job Search Log.

Preparation of the portfolio and progressive checks of the portfolio will be undertaken throughout the semester and discussed in class. Further details in class.

### **Business Plan** **Due Monday Nov 26** **25%**

The class will be assigned into teams that will work together to create a comprehensive and entrepreneurial business plan for a NEW business targeted at a specific population within the sport and fitness management industries. The plan will be based on your ability to find and apply research knowledge of consumer behavior and target marketing for specific populations. Further details delivered in class.

### **Mid Term Exam** **Wednesday Oct 9** **20%**

### **Final Exam** **Thursday Dec 12** **20%**

Exams will consist of ALL material that is covered during the class sessions and also material from the text. Students are expected to have an understanding of both the text and class discussion material.

## **CLASSROOM PROTOCOL**

- Students are expected to be courteous during class. Any student engaging in disruptive behavior will be asked to leave. This includes arriving more than 10 minutes late to class.
- Students are to use computers only for class-related activities such as taking notes, following the lecture on Web-based PowerPoint slides that the instructor has posted, or finding Web sites to which the instructor directs students at the time of the lecture. Students should abstain from “surfing the web” and/or engaging in IM’s during class, the teacher reserves the right to close the computer, or ask the student to leave the class. This will affect your participation in the class.
- Please turn off all cell phones, pagers, PDA’s or other electronic device. The use of anything that beeps or vibrates during class is disruptive and will not be tolerated. If you are caught using a telephone (even silently, e.g., texting), you will be asked to leave the classroom.

## **WRITTEN ASSIGNMENT POLICIES**

- All Assignments **MUST** be attempted to achieve a Passing Grade for this class. All materials must be original works of the student and typed with text and references in APA format.
- **ALWAYS** use a standard **cover page** with: your own name and student ID, course number and course name.

### **ALL Assignments (even those submitted through D2L) MUST:**

- have a cover page, be paginated, one inch margins, double spaced and a 12 point font.
- have all references cited **IN TEXT** (APA Style) **AND** appear in a **REFERENCE LIST** at the end of the paper.
- be securely stapled in the top left corner and submitted with only the standard cover page described above. **DO NOT** submit assignments inside any additional folders.

## **COURSE POLICIES**

### **Attendance**

Students are strongly encouraged to attend all class sessions. Regular attendance reflects a commitment to your academic career. 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.

### **Due Dates**

**Without documented serious and compelling reasons, no paper will be accepted late (late = after the beginning of class on the due date). An email or phone message to the instructor AND WRITTEN documentation of any illness, medical emergency or death of a close relative will be expected should you miss any exam or assignment deadline.**

All quizzes, exams are to be taken at the assigned time. A student late to class on the day of a quiz or announced in-class work will **NOT** be able to make it up.

No make-up exams will be administered and no Incomplete Grades will be assigned. No extra credit will be awarded. A missed exam or assignment will receive a zero grade.

### **Communication**

E-mail correspondence will occur throughout the semester. It is the student’s responsibility to check their MYSJSU email address for announcements, assignments, and other important class information.

If at any time you feel the need for help, information concerning the course, and/or your standing (grade, attendance, etc.) in the course, **SEE YOUR INSTRUCTOR** in **OFFICE HOURS** as soon as possible!

Final grade notification will be provided by the University Registrar's Office. Grades will not be posted or provided via telephone.

## **SAN JOSE STATE UNIVERSITY POLICIES**

All SJSU Policies in the Catalog, Schedule of Classes and Academic Senate apply to this course (see <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>

Add/drop deadlines can be found

<http://www.sjsu.edu/includes/calendars/academic/1112aycalendar.pdf>

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/>

### **Academic integrity**

Students should know that the University's [Academic Integrity Policy](http://sa.sjsu.edu/judicial_affairs/faculty_and_staff/academic_integrity/index.html) is available at

[http://sa.sjsu.edu/judicial\\_affairs/faculty\\_and\\_staff/academic\\_integrity/index.html](http://sa.sjsu.edu/judicial_affairs/faculty_and_staff/academic_integrity/index.html)

Your own commitment to learning, as evidenced by your enrollment at San Jose 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. The [Student Conduct and Ethical Development website](http://www.sa.sjsu.edu/judicial_affairs/index.html) is available at

[http://www.sa.sjsu.edu/judicial\\_affairs/index.html](http://www.sa.sjsu.edu/judicial_affairs/index.html)

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 during office hours. Presidential Directive 97-03 requires that students with disabilities requesting accommodations must register with the [Disability Resource Center](http://www.drc.sjsu.edu/) (DRC) at <http://www.drc.sjsu.edu/> to establish a record of their disability.