



**San José State University
Department of Kinesiology**

KIN 152, Theory of Sport and Fitness Management, Section 01, Spring 2021

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Office Hours:	Tuesday & Thursday 8:00am-9:00am (By Appointment via Zoom)
Class Days/Time:	Tuesday & Thursday 10:30am-11:45am
Classroom:	Zoom Meeting
Prerequisites:	KIN 70 KIN Majors/Minors only or instructor consent

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/>



Course Format

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>

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/kinesiology/programs/undergradutes/>

Course Learning Outcomes (CLO)

Upon successful completion of this 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. Apply knowledge learned in this course to real world situations

Required Texts/Readings

Textbook

Pedersen, P., & Thibault, L. (Eds.). (2019). *Contemporary Sport Management*. (6th ed.). Champaign, IL: Human Kinetics.



- Group 1: CSSM Volume 3, Case 5: Learning Sport Management
- Group 2: CSSM Volume 5, Case 7: A Woman? Really? Issues of Diversity in Hiring Decisions
- Group 3: CSSM Volume 4, Case 5: Getting Clipped: An Evaluation of Crisis Management
- Group 4: CSSM Volume 2, Case 10: Protecting the Innocent: A Case Study of Child Protective Services
- Group 5: CSSM Volume 5, Case 8: Prioritizing Local Sport Activities: Determining Organizational . . .

Here is the link to find the case study:

<http://libaccess.sjlibrary.org/login?url=http://journals.humankinetics.com/cssm> (Links to an external site.)

How to locate the first case study:

1. Click on the link
2. Sign in
3. Click on "All Content" to the right of "Latest Issue"
4. Click on "Volume: 3 (2014)" then "Issue 1"
5. Click on "Learning Sport Management."

Kinesiology Department Library Liaison

Adriana Poo adriana.poo@sjsu.edu 408-808-2019

SJSU Writing Center

<http://www.sjsu.edu/writingcenter/>

Course Requirements and Assignments

“Success in this course is based on the expectation that students will spend, for each unit of credit, a minimum of 45 hours over the length of the course (normally three hours per unit per week) for instruction, preparation/studying, or course related activities, including but not limited to internships, labs, and clinical practica. Other course structures will have equivalent workload expectations as described in the syllabus.”

[University Policy S16-9](http://www.sjsu.edu/senate/docs/S16-9.pdf), *Course Syllabi* (<http://www.sjsu.edu/senate/docs/S16-9.pdf>)

Grading Schedule

Participation Quizzes	100
Sport Current Events (6)	100
Textbook Quizzes (20)	100
Group Presentation of Chapters (4)	100
Group Presentation of Case Studies	25
Individual Presentation of Case Study	25
Top 3 Areas of Interest in Sports & Why	20
Abstract of Scholarly Sport Article 1	20
Abstract of Scholarly Sport Article 2	20
Abstract of Scholarly Sport Article 3	20
Informational Interview 1	10
Informational Interview 2	10
Informational Interview 3	10
Informational Interview 4	10



Informational Interview 5	10
Informational Interview Paper Rough Draft	50
Informational Interview Paper	100
Informational Interview Presentation	20
Midterm Exam	100
<u>Final Exam</u>	<u>150</u>
Total	1000

Participation Quizzes

- 100 points
- This class relies on participation
- If you are not in class, you cannot participate
- Quizzes will cover anything discussed in class

Sport Current Events

CLO 2,3,6,8

- 100 points
- Your group will lead the discussion six times
- You will receive 16 points per discussion for the first two and 17 points thereafter.
- This is an open discussion using current sport topics of your choice
- How does it tie into the class?
- Groups will be responsible to lead four class discussions on Sport Current Events
 - Each member must have a couple articles to discuss
 - See Course Schedule for dates
 - 0 points if you miss class when your group is leading the discussion
 - Student may submit a YouTube video in advance of missing class

Textbook Quizzes

- 100 points
- 20 - five point quizzes based on the readings from the textbook
- It will be on CANVAS
- Given at the beginning of class
- You must be in class to take the quiz
- No makeup exams are given for absences or tardies

Group Presentation of Chapter

CLO 1,2,4,5,6

- 100 points
- Your group will lead the class four times at 25 points per presentation
- Everyone should read the chapter
- Your group will lead the discussion on your assigned chapters
 - Recap chapter
 - Explain key concepts
 - Review new vocabulary
 - How do you apply this to real world situations?
 - Presentation slides are required
 - See Course Schedule for dates



- 0 points if you miss class when your group is presenting the chapter
 - You may submit a video (via YouTube) for credit
- The presenters will have a challenging question for each group
 - The questions will be posted in the chat
 - The groups will collaborate in the breakout rooms and answer the question

Group Presentation of Case Studies

CLO 1,2,4,5,6,8

- 25 points
- Your group will lead the class once at 25 points per presentation
 - Each Group will be assigned a case study
- Your group will lead the discussion on your assigned case studies
 - Recap the case study
 - Explain key concepts
 - How do you apply this to real world situations?
 - Presentation slides are required
 - Handouts are not necessary
 - See Course Schedule for dates
 - 0 points if you miss class when your group is presenting the case study
 - You may submit a video (via YouTube) for credit
- The presenters will have a challenging question for each group
 - The questions will be posted in the chat
 - The groups will collaborate in the breakout rooms and answer the question

Individual Presentations of Case Study

CLO 1,2,4,5,6,8

- 25 points
- You will pick a case study
 - Case Study cannot be from *Case Studies in Sport Management*
- Timed 2-3 minutes
 - Highest grade is 70% for going under or over time limit
 - You are responsible for keeping time
- This should be a Professional Presentation that has been rehearsed several times
- Presentation slides are required
- You will lead the discussion on your choice
 - Recap the case study
 - Explain key concepts
 - How do you apply this to real world situations?
 - See Course Schedule for dates
 - 0 points if you miss class when your group is presenting the case study

Top 3 Areas of Interest in Sports & Why

CLO 1,7,8

- 20 points
- Due on CANVAS in a pdf
- See Course Schedule for Due Date
- 1-2 sentences per area of interest from a professional standpoint



Abstract of Scholarly Sport Article 1-3

CLO 1,7,8

- 20 points each for a total of 60 points
- Due on CANVAS in a pdf
- See Course Schedule for Due Dates
- The goal is to give you more insight to your selected career path
- Using APA cite the article
- Write a summary of a scholarly article
 - Sports Illustrated and New York Times are not considered scholarly
- Article should be in your area of interest in the sport industry
 - Personal Trainer, AD, Front Office, etc

Informational Interview 1-5

CLO 4,7,8

- 10 points each for a total of 50 points
- Due on CANVAS in a pdf
- See Course Schedule for Due Date
- Interview professional people in your area of interest
 - Try to interview the highest person in that field
 - Try not to interview entry level positions
- You may not interview anyone:
 - Who works at SJSU or who attended SJSU
 - You work with
 - You are related to
 - Already know
- Email interviews and phone interviews are not accepted
- Video calls are expected
- Try to get connected with them via LinkedIn
- For the interview provide the following:
 - First and last name
 - Company and Title
 - Phone number and email address
 - Date of interview and location
 - How you found this person to interview
 - One paragraph summary of interview

Informational Interview Paper Rough Draft

CLO 1,2,3,4,7,8

- 50 points
- Due on CANVAS in a pdf
- See Informational Interview Paper for details
- Credit/No Credit
- Completed paper a minimum of five pages due

Informational Interview Paper

CLO 1,2,3,4,7,8



- 100 points
- Due on CANVAS in a pdf
- See Course Schedule for Due Date
- What did you learn from the interviews?
- What are your takeaways from the interview?
- Must include details from all five informational interviews
- If you did not turn in all five you still must include five informational interviews in your paper
 - Highest grade for anything less than five interviews is 65%
- APA Format
- At least five pages not including cover or references
 - Highest grade for anything less than five pages is 65%
- Must use three citations from the textbook
 - Citations must be tied into the paper
 - The paper cannot have random quotes
- Must use two scholarly references
 - References must be tied into the paper
 - The paper cannot have random quotes
 - Sports Illustrated and the New York Times is not scholarly
- Avoid Common Point Deductions
 - Follow assignment directions
 - 5 pages not 4.5 or 4.75 pages
 - Proper APA
 - 1 inch margins
 - Spelling or Grammatical errors

Informational Interview Presentation

- 20 Points
- See Course Schedule for Due Date
- Recap of paper
- Timed 2-3 minutes
 - Point deductions for going under or over time limit
- This should be a Professional Presentation that has been rehearsed several times
- Presentation Slides are required

Midterm Exam

- 100 Points
- See Course Schedule for Exam Date
- 50 question, multiple choice and true/false
- The exam will cover Chapter 1-10
- Additionally, anything discussed in class or anything in the readings may be on the exam

Final Exam

- 150 Points
- See Course Schedule for Exam Date



- 100 question, multiple choice and true/false
- Cumulative Exam
- Anything discussed in class or anything in the readings may be on the Final Exam

Grading Information

Determination of Grades

- **Late work is not accepted**
- **No makeup exams or quizzes are given**

<i>Grade</i>	<i>Points</i>	<i>Percentage</i>
A	930 to 1000	93 to 100%
A minus	900 to 929	90 to 92.9%
B plus	870 to 899	87 to 89.9 %
B	830 to 869	83 to 86.9%
B minus	800 to 829	80 to 82.9%
C plus	770 to 799	77 to 79.9%
C	730 to 769	73 to 76.9%
C minus	700 to 729	70 to 72.9%
D plus	670 to 699	67 to 69.9%
D	630 to 659	63 to 66.9%
D minus	600 to 629	60 to 62.9%

ZOOM Protocol

- Please turn webcam on
 - If you have technical issues, please let know at the beginning of class
- Please do not drive while on Zoom
- Please do not attend Zoom in a moving car
- Please be in a seated position
- Please dress as you would in the classroom

Classroom Protocol

1. All students are expected to read the assigned chapters/reading assignments before the lecture
2. All students are expected to participate in the class discussions from the assigned readings
3. Students are expected to attend every class and to take the exams as scheduled.
 - a. No makeup exams or quizzes 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. Check email on a regular basis and respond to emails in a timely manner.



University Policies

Per [University Policy S16-9](http://www.sjsu.edu/senate/docs/S16-9.pdf) (<http://www.sjsu.edu/senate/docs/S16-9.pdf>), relevant university policy concerning all courses, such as student responsibilities, academic integrity, accommodations, dropping and adding, consent for recording of class, etc. and available student services (e.g. learning assistance, counseling, and other resources) are listed on [Syllabus Information web page](http://www.sjsu.edu/gup/syllabusinfo) (<http://www.sjsu.edu/gup/syllabusinfo>), which is hosted by the Office of Undergraduate Education. Make sure to visit this page to review and be aware of these university policies and resources.

Course Schedule

The schedule is subject to change with fair notice via class announcement and CANVAS.

Week	Date	Group	Assignment
1	01/26/21		No Class
	01/28/21		First Day of Class
			Review Syllabus
2	02/02/21	1	Sport Current Events
		1&2	Group Case Study
	02/04/21	2	Sport Current Events
		3,4&5	Group Case Study
3	02/09/21	3	Sport Current Events
		1	CSM CH 1
			Top 3 Areas of Interest in Sports & Why Due on CANVAS
	02/11/21	4	Sport Current Events
		2	CSM CH 2
			Abstract of Scholarly Sport Article 1 Due on CANVAS
4	02/16/21	5	Sport Current Events
		3	CSM CH 3
		1	Individual Presentation of Case Study
	02/18/21	1	Sport Current Events
		4	CSM CH 4
			Abstract of Scholarly Sport Article 2 Due on CANVAS
5	02/23/21	2	Sport Current Events
		5	CSM CH 5
	02/25/21	3	Sport Current Events



		1	CSM CH 6
			Abstract of Scholarly Sport Article 3 Due on CANVAS
6	03/02/21	4	Sport Current Events
		2	CSM CH 7
		2	Individual Presentation of Case Study
	03/04/21	5	Sport Current Events
		3	CSM CH 8
			Informational Interview 1 Due on CANVAS
7	03/09/21	1	Sport Current Events
		4	CSM CH 9
		3	Individual Presentation of Case Study
	03/11/21	2	Sport Current Events
		5	CSM CH 10
			Informational Interview 2 Due on CANVAS
8	03/16/21	3	Sport Current Events
		1	CSM CH 11
	03/18/21		Midterm
			Informational Interview 3 Due on CANVAS
9	03/23/21	4	Sport Current Events
		2	CSM CH 12
		4	Individual Presentation of Case Study
	03/25/21	5 & 1	Sport Current Events
		3	CSM CH 13
			Informational Interview 4 Due on CANVAS
10	03/30/21		Spring Recess
	04/01/21		Spring Recess
11	04/06/21	2	Sport Current Events
		4	CSM CH 14
			Informational Interview 5 Due on CANVAS
	04/08/21	3	Sport Current Events
		5	CSM CH 15
		5	Individual Presentation of Case Study



12	04/13/21	4	Sport Current Events
		1	CSM CH 16
	04/15/21	5	Sport Current Events
		2	CSM CH 17
13	04/20/21	1	Sport Current Events
		3	CSM CH 18
			Informational Interview Paper Rough Draft Due on CANVAS
	04/22/21	2	Sport Current Events
		4	CSM CH 19
14	04/27/21	3	Sport Current Events
		5	CSM CH 20
			Peer Review Informational Interview Paper
	04/29/21	4	Sport Current Events
			Peer Review Informational Interview Paper
15	05/04/21	1 & 2	Sport Current Events
			Informational Interview Presentation
			Informational Interview Paper Due on CANVAS
	05/06/21	3	Sport Current Events
			Informational Interview Presentation
16	05/11/21		Informational Interview Presentation
		4	Sport Current Events
	05/13/21		Informational Interview Presentation
		5	Sport Current Events
Tuesday	05/19/21		Final Exam
			9:45am - 12:00pm