



**San José State University
Department of Kinesiology**

KIN 152, Theory of Sport and Fitness Management, Section 01, Fall 2017

Course and Contact Information

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Office Hours:	Tuesday & Thursday 7:50am-8:50am Sweeney Hall 242 By appointment
Class Days/Time:	Tuesday & Thursday 10:30am-11:45am
Classroom:	SPX 163
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

CANVAS Learning Management System

Course materials such as syllabus, handouts, notes, assignment instructions, etc. can be found on [Canvas Learning Management System course login website](http://sjsu.instructure.com) at <http://sjsu.instructure.com>. You are responsible for regularly checking CANVAS.

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.). (2014). *Contemporary Sport Management*. (5th ed.). Champaign, IL: Human Kinetics.

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

Other Readings

Link to Case Studies:

<http://libaccess.sjlibrary.org/login?url=http://journals.humankinetics.com/cssm>

Course Requirements, Assignments and Grading Information (Rubrics)

Participation

- 100 points
- THIS IS NOT AN ATTENDANCE GRADE
- This class relies on participation
- If you are not here you cannot participate
- You must have a question prepared for the current chapter or case study
 - You will be called on randomly
- You are expected to participate in Sport Current Events
- Point Breakdown
 - 0 missing participation 100 points
 - 1 missing participation 95 points
 - 2 missing participation 85 points
 - 3 missing participation 75 points
 - 4 missing participation 65 points
 - 5 missing participation 0 points

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
- 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

Quizzes

- 100 points
- 20 - five point quizzes based on the readings from CSM
- Given at the beginning of class
- Timed 5 minute exam



- No makeup exams are given for absences or tardies
- Scantrons 815-E will be required

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 and have one question for the discussion
- 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 not necessary
 - Handouts are not necessary
 - See Course Schedule for dates
 - 0 points if you miss class when your group is presenting the chapter

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
- Choose a case study from *Case Studies in Sport Management*:
 - <http://libaccess.sjlibrary.org/login?url=http://journals.humankinetics.com/cssm>
- 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 not necessary
 - Handouts are not necessary
 - See Course Schedule for dates
 - 0 points if you miss class when your group is presenting the case study

Individual Presentations of Case Study

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

- 75 points
- You will pick a case study
 - Case Study cannot be from *Case Studies in Sport Management*
- You will lead the discussion on your choice
 - Recap the case study
 - Explain key concepts
 - How do you apply this to real world situations?
 - Presentation slides are not necessary
 - Handouts are not necessary
 - 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

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 two paragraph 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
- Email interviews are acceptable but not recommended
- Try to get connected with them via LinkedIn
- Write a one paragraph summary

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 in to the paper
 - The paper cannot have random quotes



- Must use two scholarly references
 - References must be tied in to 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 3-4 minutes
 - Point deductions for going under or over time limit
- This should be a Professional Presentation that has been rehearsed several times

Midterm Exam

- 100 Points
- See Course Schedule for Exam Date
- Closed book and closed notes
- 50 question, multiple choice and true/false
- Anything discussed in class or anything in the readings may be on the Midterm Exam
- Scantron 882E will be required

Final Exam

- 150 Points
- See Course Schedule for Exam Date
- Closed book and closed notes
- 100 question, multiple choice and true/false
- Essay questions
- Cumulative Exam
- Anything discussed in class or anything in the readings may be on the Final Exam
- Scantron 882E and Blue Book will be required

Determination of Grades

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

Grading Scale

94-100	A	67-69	D+
90-93	A-	64-66	D



87-89	B+	60-63	D-
84-86	B	0-59	F
80-83	B-		
77-79	C+		
74-76	C		
70-73	C-		

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

Grading Schedule

Participation	100
Sport Current Events (6)	100
Quizzes (20)	100
Group Presentation of Chapters (4)	100
Group Presentation of Case Studies	25
Individual Presentation of Case Study	75
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	100
Informational Interview Presentation	20
Midterm Exam	100
<u>Final Exam</u>	<u>150</u>
Total	1000

Classroom Protocol

- All students are expected to read the assigned chapters/reading assignments before the lecture
- All students are expected to participate in the class discussions from the assigned readings
- Students are expected to attend every class and to take the exams as scheduled.
 - No makeup exams or quizzes are given and late homework is not accepted.
 - Written documentation of any illness, medical emergency or death of a close relative will be the exception. Contact instructor as soon as possible.
- 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.
- No noise-making electronic devices (lap tops, phones, calculators, etc.) are allowed.
- Computers may only be used for class related activities.
- 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.
- Check email on a regular basis and respond to emails in a timely manner.



University Policies

Per University Policy S16-9, university-wide policy information relevant to all courses, such as academic integrity, accommodations, etc. will be available on Office of Graduate and Undergraduate Programs' [Syllabus Information web page](http://www.sjsu.edu/gup/syllabusinfo/) at <http://www.sjsu.edu/gup/syllabusinfo/>"

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/registrar/calendar/2164/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/>

Academic Integrity

Students should know that the University's Academic Integrity Policy is available at

<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/>

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/>.

Course Schedule

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

Course Schedule

Week	Date	Group	Assignment
1	08/22/17		No Class



	08/24/17		First Day of Class
			Review Syllabus
2	08/29/17	1	Sport Current Events
		1&2	Group Case Study
	08/31/17	2	Sport Current Events
		3,4&5	Group Case Study
			Top 3 Areas of Interest in Sports & Why Due on CANVAS
3	09/05/17	3	Sport Current Events
		1	CSM CH 1
	09/07/17	4	Sport Current Events
		2	CSM CH 2
			Abstract of Scholarly Sport Article 1 Due on CANVAS
4	09/12/17	5	Sport Current Events
		3	CSM CH 3
		1	Individual Presentation of Case Study
	09/14/17	1	Sport Current Events
		4	CSM CH 4
			Abstract of Scholarly Sport Article 2 Due on CANVAS
5	09/19/17	2	Sport Current Events
		5	CSM CH 5
	09/21/17	3	Sport Current Events
		1	CSM CH 6
			Abstract of Scholarly Sport Article 3 Due on CANVAS
6	09/26/17	4	Sport Current Events
		2	CSM CH 7
		2	Individual Presentation of Case Study
	09/28/17	5	Sport Current Events
		3	CSM CH 8
			Informational Interview 1 Due on CANVAS
7	10/03/17	1	Sport Current Events
		4	CSM CH 9
	10/05/17	2	Sport Current Events
		5	CSM CH 10



			Informational Interview 2 Due on CANVAS
8	10/10/17		Midterm
		3	Individual Presentation of Case Study
	10/12/17	3	Sport Current Events
		1	CSM CH 11
			Informational Interview 3 Due on CANVAS
9	10/17/17	4	Sport Current Events
		2	CSM CH 12
	10/19/17	5	Sport Current Events
		3	CSM CH 13
			Informational Interview 4 Due on CANVAS
10	10/24/17	1	Sport Current Events
		4	CSM CH 14
		4	Individual Presentation of Case Study
	10/26/17	2	Sport Current Events
		5	CSM CH 15
			Informational Interview 5 Due on CANVAS
11	10/31/17	3	Sport Current Events
		1	CSM CH 16
	11/02/17	4	Sport Current Events
		2	CSM CH 17
12	11/07/17	5	Sport Current Events
		3	CSM CH 18
		5	Individual Presentation of Case Study
	11/09/17		Sport Current Events
13	11/14/17	1 & 2	Sport Current Events
		4	CSM CH 19
	11/16/17	3	Sport Current Events
		5	CSM CH 20
14	11/21/17	4	Sport Current Events
			Peer Review Informational Interview Paper



	11/23/17		Thanksgiving
15	11/28/17	1	Sport Current Events
			Informational Interview Paper Due on CANVAS
	11/30/17	2	Sport Current Events
			Informational Interview Presentation
16	12/05/17	3	Sport Current Events
			Informational Interview Presentation
	12/07/17	4 & 5	Sport Current Events
			Informational Interview Presentation
Monday	12/18/17		Final Exam
			9:45am - 12:00pm