



Course Outline

UNIVERSITY STUDIES

PERLS 105

Introduction to Sport Administration

Fall, 2012

**3 CREDITS
4 HOURS PER WEEK**

INSTRUCTOR: Clayton Nielsen

INSTRUCTOR: Clayton Nielsen
PHONE NUMBER: (780) 791-4813
E-MAIL: clayton.nielsen@keyano.ca
OFFICE NUMBER: S211F

OFFICE HOURS:

Tuesday	11:00- 11:50 PM
Wednesday	11:00- 11:50 PM
Thursday	12:00- 12:50 PM
Friday	9:00- 10:50 PM

HOURS OF INSTRUCTION:

Monday	9:00-9:50 AM	SSWC
Monday	2:00- 2:50 PM LAB	SSWC
Tuesday	9:00- 9:50 AM	SSWC
Thursday	9:00- 9:50 AM	S107

COURSE DESCRIPTION:

Provides students with an introduction to the management concepts required to successfully administer a sport, recreation or physical activity.

COURSE OUTCOMES:

1. To develop basic competencies required of administrators in the area of PE, Sport and Recreation.
2. To develop a basic understanding of the concepts involved in being a successful leader/manager of teams.
3. To give students an opportunity to apply their skills to an administrative practical experience involving work teams.

TEXT(S)/MATERIALS REQUIRED:

Parks, J., Quarterman, J. and Thibault, L. *Contemporary Sport Management..* Windsor. 4th edition ON; Human Kinetics 2007.

EVALUATION:

Term Paper <u>DUE: Nov. 21</u>	15%
Sport Website Development <u>Due: Nov 28</u>	15%
Presentation On either paper or website	5%
Mid-Term Evaluation	20%
Individual practicum <u>WRITE UP DUE: Dec. 6th</u>	15%
Final Exam	30%
	100%

TOPICS TO BE COVERED:**Please Note:**

This course outline may be modified to facilitate unforeseen time constraints. Date and time allotted to each topic is subject to change.

Topic	Chapter
Introduction into Sport Management (3hrs)	Ch.1- Managing in the 21 st century Ch. 2- Developing a Professional Perspective Ch. 3- Historical Perspectives of the Sport Business Industry
Sport Management Leadership, Team Building Managing (10 hrs)	Team Building (Resources/lecture notes) Ch. 14-15 (from text) Communication (lecture notes) Leadership (lecture notes)
Selected Sport Management Functions (12 hrs)	Ch. 9- Sport Marketing Ch. 10- Sport Consumer Behaviour Ch. 11- Public Relations

	Fundraising/sponsorship (lecture notes) Budgeting (lecture notes)
Canadian Sport for Life / Long Term Athlete Development (3hrs)	Website: www.ltad.ca and Handouts
Sport Context (9hrs)	Resources: Web Sites, Structure and Governance in the Alberta Sport System, Alberta Sport Plan, Canadian Sport Policy
Risk Management (3hrs)	Ch. 13- Sport Facility and Event Management Lecture notes/ other resources

MOODLE

Go to <http://ilearn.keyano.ca>

This course is supported through Moodle 7. Assignments, readings and handouts will be posted on Moodle 7. Login information will be provided by your instructor. For further instructions please see the Moodle 7 handout.

GRADING SYSTEM:

Letter Grade	Description	Grade Points
A+		4
A	Excellent	4
A-		3.7
B+		3.3
B	Good	3
B-		2.7
C+		2.3
C	Satisfactory	2
C-		1.7
D+		1.3
D	Minimal Pass	1
F	Failure	0

Students intending to transfer to other institutions should strive for a ‘C-’ as a minimum. Transfer information on each course is available at the [Alberta Council on Admission and Transfers](#).

Students who do not complete all the required work should not expect to pass the course. Students should consult:

http://www.keyano.ca/current_students/examinations/index.htm

IMPORTANT DATES:

September 18, 2012	Courses dropped after this date will be designated “W”. (A withdrawal (W) is not reflected in your GPA)
October 26, 2012	Courses dropped after this date will be designated “WF”. (A withdrawal failure (WF) counts as a 0 in your GPA)
December 7, 2012	Last day of classes
December 10-19, 2012	Final Exams

COLLEGE POLICIES**Equality, Equity and Respect**

The Keyano College is committed to providing an environment of equality, equity and respect for all people within the College community. All members of this community are considered partners in developing teaching and learning contexts that are welcoming to all. Faculty, staff, and students are encouraged to use inclusive language to create a classroom atmosphere in which students' experiences and views are treated with equal respect and valued in relation to their gender, ethnic and cultural background, and sexual orientation.

Students should consult:

http://www.keyano.ca/Committees/IRA/Individual_Rights_Policy.asp

Plagiarism and Cheating

Every student expects to be treated and evaluated fairly in a course. Plagiarism and cheating robs everyone of this right.

No student may submit words, ideas or data of another student or person as his or her own in any writing, project, assignment, quiz, electronic presentation, exam etc. Any work used that is not the student's own must be clearly cited as belonging to someone else. There are penalties for using other's work and not citing it. The Student's Rights & Responsibilities document clearly outlines these penalties and the appeal process.

- No learner can obtain information from another student during an exam.
- No learner can bring unauthorized information (paper or electronic) into an exam or quiz.
- No student can submit work done in another course for grading in this course without the written prior approval of the course instructor.
- No student can submit copyright protected or commercially produced materials as part or all of an assignment without proper citation & permission.

Student Rights & Responsibilities

Students should consult the Keyano College Credit Calendar or online at:

<http://www.keyano.ca/Media/Collections/Calendars/Keyano.Calendar1112-10-full.pdf>

Specialized Supports and Duty to Accommodate

Disability Support Services: Learner Assistance Program

If you have a documented disability or you think that you would benefit from some assistance from a Disabilities Counsellor, please call or visit the Disability Supports Office 780-792-5608 to book an appointment (across from the library). Services and accommodations are intended to assist you in your program of study, while maintaining the academic standards of Keyano College. We can be of assistance to you in disclosing your disability to your instructor, providing accommodations, and supporting your overall success at Keyano College.

Specialized Supports and Duty to Accommodate

Specialized Support and Duty to Accommodate are aligned with the office of Disability Support Services: Learner Assistance Program (LAP) guided by federal and provincial human rights legislation, and defined by a number of Keyano College policies. Keyano College is obligated by legislation to provide disability-related accommodations to students with identified disabilities to the point of undue hardship.



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4 HOURS PER WEEK

Clayton Nielsen, Instructor

Date

Reviewed and approved by:

Vincella Thompson, Chairperson

Date

Guy Harmer, Dean

Date