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:


EVALUATION:

Term Paper 15%
**DUE: Nov. 21**

Sport Website Development 15%
**Due: Nov 28**

Presentation 5%
On either paper or website

Mid-Term Evaluation 20%

Individual practicum 15%
**WRITE UP DUE: Dec. 6th**

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.

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

<table>
<thead>
<tr>
<th>Letter Grade</th>
<th>Description</th>
<th>Grade Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>A+</td>
<td>Excellent</td>
<td>4</td>
</tr>
<tr>
<td>A</td>
<td>Good</td>
<td>4</td>
</tr>
<tr>
<td>A-</td>
<td></td>
<td>3.7</td>
</tr>
<tr>
<td>B+</td>
<td>Good</td>
<td>3.3</td>
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<tr>
<td>B</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>B-</td>
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<td>2.7</td>
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<tr>
<td>C+</td>
<td>Satisfactory</td>
<td>2.3</td>
</tr>
<tr>
<td>C</td>
<td>Satisfactory</td>
<td>2</td>
</tr>
<tr>
<td>C-</td>
<td></td>
<td>1.7</td>
</tr>
<tr>
<td>D+</td>
<td>Minimal Pass</td>
<td>1.3</td>
</tr>
<tr>
<td>D</td>
<td>Minimal Pass</td>
<td>1</td>
</tr>
<tr>
<td>F</td>
<td>Failure</td>
<td>0</td>
</tr>
</tbody>
</table>

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:

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>September 18, 2012</td>
<td>Courses dropped after this date will be designated “W”. (A withdrawal (W) is not reflected in your GPA)</td>
</tr>
<tr>
<td>October 26, 2012</td>
<td>Courses dropped after this date will be designated “WF”. (A withdrawal failure (WF) counts as a 0 in your GPA)</td>
</tr>
<tr>
<td>December 7, 2012</td>
<td>Last day of classes</td>
</tr>
<tr>
<td>December 10-19, 2012</td>
<td>Final Exams</td>
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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.
Course Outline

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PERLS 105
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3 CREDITS
4 HOURS PER WEEK

Clayton Nielsen, Instructor

Reviewed and approved by:

Vincella Thompson, Chairperson

Guy Harmer, Dean