

Eastern Illinois University
Department of Kinesiology and Sports Studies

Syllabus
KSS 3860- Organization and Administration in Exercise Science
Fall 2013

Instructor: Jake Emmett, Ph.D.

Office: 2202 Lantz Building

Email: Desire 2 Learn mail (primary), jemmett@eiu.edu (secondary)

Phone: 581-7113

Office Hours: M, W, F 10:00-11:00; T, R 2:30-3:30 or by appointment

Course Description

This course covers the analysis and application of organizational, administrative and practices essential to implementing a successful program in an exercise setting. Topics include organizational design, facility management, staff development, member recruitment, retention, profitability, and risk management and their application in health and fitness facilities. (Prerequisites; BIO 2001, KSS 1500 and KSS 2440 are prerequisites for this class.)

Objectives:

1. Demonstrate the ability to implement effective safety procedures and emergency plans for a health/fitness facility.
2. Using current technology, create a plan for developing or modifying a fitness facility that includes overseeing the purchasing, maintenance, and placement of exercise equipment, effective and safe floor plans, and the general oversight of various facilities such as pools, sport courts, classrooms, multipurpose areas, outdoor recreational areas, etc.
3. Develop skills necessary to conduct interviews that determine employee/client compatibility, client goals and objectives, informed consent to physical training with a personal trainer, and retention of clients.
4. Demonstrate the ability to work with a client within the confines of the law in a manner such as to avoid injury to the client and legal action upon the personal trainer and to deal with legal liability in realistic situations and circumstances common to the administration of exercise programs.
5. Demonstrate the ability to select and modify exercise programs for various special populations (e.g. elderly, children, and health limitations such as pulmonary, orthopedic, etc.)
6. Using current technology, create tools to promote or distribute content for facility management, marketing, public relations, and personnel management.

Course Content:

Week 1	Facility Overview and Standards
Week 2	Health and Safety
Week 3	Selecting, Purchasing, and Maintaining Equipment
Week 4	Facility Layout and Organization
Week 5	Facility Maintenance
Week 6	Human Resources
Week 7	Member Retention

Week 8	Legal Issues
Week 9	Legal Issues
Week 10	Meeting the Needs of Special Populations
Week 11	Facility Management
Week 12	Marketing and Promotion
Week 13	Marketing and Promotion
Week 14	Public Relations
Week 15	Certifications (NSCA, CPR, First Aid, ACSM, ACE)

Texts:

1. Ware, C. M., Bamford, C. E., & Bruton, G. D. (2013). Business Management for the Personal Fitness Trainer. McGraw-Hill: New York.
2. American College of Sports Medicine. (2012). ACSM's Health/Fitness Facility Standards and Guidelines. 4th Edition, Human Kinetics: Champaign, IL.

Evaluation:

1. Assignments: 5-15 points
2. Business Plan: 100 points
3. Presentation: 50 points
4. Exams : 25 points

Grading Scale:

- A ≥ 90%
- B 80-89%
- C 70-79%
- D 60-69%
- F < 60%

General Course Information:

It is expected that each student possess or develops appropriate basic technology skills including competence in using word processing, spreadsheets, presentation software. Also, the ability to send and receive attachments and other basic forms of internet communication and data gathering. For technology training see http://www.eiu.edu/cats/home/student_training.php and <http://register.asapconnected.com/default.aspx?org=1552>

Success in this class requires regular and consistent participation in class discussion. Students are expected to review assigned material covered in the textbook and come to class prepared to contribute to class discussion. No extra credit is offered in this class.

Desire 2 Learn is incorporated in this class in the following ways; access to reading assignments,, online assessments and assignments, grade book, announcements, etc. If you have any questions regarding the us of D2L, please contact the ITS Help Desk at 581-4357 or itshelp@eiu.edu

If you have a documented disability and wish to receive academic accommodations, please contact the Coordinator of the Office of Disability Services (581-6583) as soon as possible.

Students who are having difficulty achieving their academic goals are encouraged to contact the Student Success Center (www.eiu.edu/~success) for assistance with time management, test taking, note taking, avoiding procrastination, setting goals, and other skills to support academic achievement. The Student Success Center provides individualized consultations. To make an appointment, call [217-581-6696](tel:217-581-6696), or go to 9th Street Hall, Room 1302.