

EASTERN ILLINOIS UNIVERSITY
Kinesiology & Sports Studies Department
KSS 3860-002 Organization and Administration in Exercise Science

Instructor:	Traci Worby, M.S.	Class time:	Monday, Wednesday, Friday 9:00am – 9:50am (McAfee 2611)
Office:	2210 Lantz	Office hours:	Tuesday 9:00am – 11:00am Thursday 9:00am – 11:00am & 12:30pm – 1:30pm Other times by appointment.
KSS Office phone:	581-2215 (leave message)	Email:	tlworby@eiu.edu

Course Description:	This course covers the analysis and application of organizational and administrative theories, concepts, 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 2001G or BIO 2210, KSS 1500, and KSS 2440)																											
Specific Course Goals:	<p>Upon successful completion of this course the student will:</p> <ol style="list-style-type: none">1. Implement effective safety procedures and emergency plans for a health/fitness facility.2. 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. 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. 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. 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.																											
Evaluation:	<p>Your evaluation will be based on the following:</p> <table><tr><td>Grade Components</td><td>Points</td><td>Percent of Grade</td></tr><tr><td>Assignments</td><td>Vary from 5-50 points</td><td>40%</td></tr><tr><td>Business Plan/Presentation</td><td>145 points</td><td>20%</td></tr><tr><td>Facility Operations Manual</td><td>50 points</td><td>20%</td></tr><tr><td>Exams</td><td>Vary from 25-50 points each</td><td>20%</td></tr></table> <p>The resulting percentage will be assigned a grade based on the following scale:</p> <table><tr><td>90% or better</td><td>A</td></tr><tr><td>80-89%</td><td>B</td></tr><tr><td>70-79%</td><td>C</td></tr><tr><td>60-69%</td><td>D</td></tr><tr><td>Below 60%</td><td>F</td></tr></table>			Grade Components	Points	Percent of Grade	Assignments	Vary from 5-50 points	40%	Business Plan/Presentation	145 points	20%	Facility Operations Manual	50 points	20%	Exams	Vary from 25-50 points each	20%	90% or better	A	80-89%	B	70-79%	C	60-69%	D	Below 60%	F
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Late assignment policy:	<p>1 day = 50% off more than 1 day = WILL NOT BE ACCEPTED</p> <p><u>Special note for student athletes</u> In case of a schedule conflict, you must do the following:</p> <ol style="list-style-type: none"> 1. Hand me a copy of your schedule. Make sure to highlight the dates in conflict. 2. Send an email notifying me that you will be absent. This MUST be done prior the day of the absence. 3. If an assignment is given the day of the absence, I will reply your email with instructions on how to make up the work.
Cell phone policy:	Cell phones must be silenced during class. Do NOT text in class.
Email use:	ALL email correspondence in this class will be done through the university's official email system (PantherMail) which is used for many purposes including accessing D2L and PAWS, receiving billing statements from the library, and departmental correspondence and announcements through the undergraduate listserv. For information on how to obtain your email address or to obtain a password please visit the following web address: http://www.eiu.edu/~itshelp/email/index.php
Textbook:	<p>1. Ware, C. M., Bamford, C. E., & Bruton, G. D. (2013). Business Management for the Personal Fitness Trainer. McGraw-Hill: New York.</p> <p>2. American College of Sports Medicine. (2012). ACSM's Health/Fitness Facility Standards and Guidelines. 4th Edition, Human Kinetics: Champaign, IL.</p> <p>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 use of D2L, please contact the ITS Help Desk at 581-4357 or itshelp@eiu.edu</p> <p>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.</p>
Disability Statement:	If you are a student with a documented disability in need of accommodations to fully participate in this class, please contact the Office of Student Disability Services (OSDS). All accommodations must be approved through OSDS. Please stop by Ninth Street Hall, Room 2006, or call 217-581-6583 to make an appointment.
Student Success Center:	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, text 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, or go to 9th Street Hall, Room 1302.
Academic Integrity:	Students are expected to maintain principles of academic integrity and conduct as defined in EIU's Code of Conduct (http://www.eiu.edu/judicial/studentconductcode.php). Violations will be re-reported to the Office of Student Standards.

KSS Student Expectations:	<p>The students in our department meet a number of high standards that reflect the overall importance of their educations. Below you will find an outline of those standards.</p> <p><u>Be Prepared</u></p> <ol style="list-style-type: none"> 1. Bring required textbooks to class 2. Read assigned material prior to class 3. Complete assignments by due date <p><u>Be Respectful</u></p> <ol style="list-style-type: none"> 1. Be courteous to others 2. Be alert and attentive in class 3. Promote professional behaviors 4. Use cell phones only in emergencies (notify instructor prior to class) 5. Headphones not allowed in class <p><u>Be Participant</u></p> <ol style="list-style-type: none"> 1. Be on time & attend class 2. Ask relevant questions 3. Contribute to discussions
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Tentative Calendar (Subject to change)

Week 1:	Introduction; Leadership/Management
Week 2:	Small business start-ups
Week 3:	Idea generation; Competition
Week 4:	Business mission and strategy; Financial matters
Week 5:	Legalities
Week 6-9:	Operations
Week 10:	Financing and accounting
Week 11:	Human resources Marketing
Week 12:	Future considerations Franchising
Week 13-14:	Business Plan & Presentations
Week 15:	Group Projects
Week 16:	Final Exam – Tuesday, December 13 th @ 8:00am

Assignments:

Tentative D2L Drop Box Assignments: 5-20 points

1. Ware 1. Hypothetical fitness business
2. Ware 2. Support analysis chart.
3. Ware 3. Gap analysis and fitness trends
4. Ware 4. Competitive map
5. Ware 5. Mission statement
6. Ware 6. Cash flow table with break-even chart.
7. Ware 7. Business type: sole proprietorship, partnership, corporation, etc.
8. Ware 8. Facility operations.
9. Ware 9. Budget and accounting practices
10. Ware 10. Hiring; job description, advertisement, and benefits
11. Ware 11. Market brochure
12. Ware 12. Bankruptcy options and outcomes.
13. Ware 13. Fitness franchise critique
14. ACSM 1. Screening practices
15. ACSM 2. Personalize instruction
16. ACSM 3. Emergency response plan
17. ACSM 4. Certification options
18. ACSM 5. Risk identification and prevention
19. ACSM 6. Facility design and construction.
20. ACSM 7. Purchasing and evaluating fitness equipment
21. ACSM 8. Facility signage and notifications