Eastern Illinois University
New Course
KSS 4325, Organization and Administration in
Sport Management and Exercise Science

Catalog description
1. Course Prefix and Number: KSS 4325
2. Title: Org Adm Spt/Ex
3. Long Title: Organization and Administration in Sport Management and Exercise
   Science
4. Credit: 3-0-3
5. Term(s) to be offered: On Demand
6. Initial term of offering: Spring, 2008
7. Course Description:
   Analysis and application of organizational and administrative theories,
   concepts, and practices essential to implementing a successful program in an
   exercise and sport-related setting.
8. Registration restrictions:
   a. No equivalent courses
   b. Prerequisite: Grade of “C” or better in BIO 2001G, KSS 1500, KSS 2440
   c. Chair can waive prerequisites.
   d. Co-requisites: None
   e. Repeat status: Course may not be repeated.
   f. Major to which registration in the course is restricted, if any: preference is given
      to students in the concentrations of Exercise Science and Sport Management in
      Kinesiology and Sports Studies.
   g. Degree, college, major(s), level, or class to be excluded from the course, if any:
      none
9. Special course attributes: Writing intensive
10. Grading methods: Standard letter ABCDF
11. Instructional delivery method: Lecture

PART TWO: ASSURANCE OF STUDENT LEARNING
1. Student Learning Objectives and Evaluation
   Students will be able to:
   • Develop a program philosophy, mission, and implementation strategy
     for a sport or exercise program.
   • Create appropriate and effective goals, objectives and out comes for a
     sport or exercise program.
   • Identify and apply the basic concepts of administration and
     organization to realistic scenarios and cases common to sport or
     exercise programs.
   • Utilize concepts and theories regarding facility management,
     marketing, public relations, personnel management, and legal liability
in realistic situations and circumstances common to the administration of sport or exercise programs.
  a. This is not a general education course.
  b. This is not a graduate level course.

2. Assessment of student achievement:

Sample Assessment Table for Undergraduate Students

<table>
<thead>
<tr>
<th></th>
<th>Midterm and Final Exam (40%)</th>
<th>Research/Writing Assignments (30%)</th>
<th>Creative Project (20%)</th>
<th>Quizzes (10%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Develop a program philosophy, mission, and implementation strategy for a sport and exercise program</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Create appropriate and effective goals, objectives and outcomes for a sport or exercise program</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Identify and apply the basic concepts of administration and organization to realistic scenarios and cases common to sport or exercise programs</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Utilize concepts and theories regarding facility management, marketing, public relations, and legal liability in realistic situations and circumstances common to the administration of sport or exercise programs</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
</tbody>
</table>

3. Explain how the instructor will determine students’ grades for the course

Evaluation:

<table>
<thead>
<tr>
<th></th>
<th>Midterm Exam (20%)</th>
<th>Research/Writing Assignments (30%)</th>
<th>Creative Project (20%)</th>
<th>Quizzes (10%)</th>
<th>Final Exam (20%)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>100 points</td>
<td>150 points</td>
<td>100 points</td>
<td>50 points</td>
<td>100 points</td>
</tr>
</tbody>
</table>

Total = 500 points

Grading Scale:

<table>
<thead>
<tr>
<th>Percentage Range</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>90-100%</td>
<td>A</td>
</tr>
<tr>
<td>80-89%</td>
<td>B</td>
</tr>
<tr>
<td>70-79%</td>
<td>C</td>
</tr>
</tbody>
</table>

Points

<table>
<thead>
<tr>
<th>Grade</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>450-500</td>
</tr>
<tr>
<td>B</td>
<td>400-449</td>
</tr>
<tr>
<td>C</td>
<td>350-399</td>
</tr>
</tbody>
</table>
60-69% = D
< 60% = F

4. This course will be delivered in a traditional classroom format
5. This course if not offered for graduate credit.
6. This course is writing-intensive: research/written assignments and a creative project will account for 50% of a student’s grade, with at least one paper available for revision.

OUTLINE OF THE COURSE

Course will be delivered in a 50 minute lecture format, three times per week for fifteen weeks.

**Week One** Historical Foundations of Sport and Exercise
- Historical trends in the field
- Domestic and international professional organizations related to exercise science and sport management
- Available certifications and licensures

**Week Two** Principles and Concepts of Organization
- Responsibilities within an organization
- Organizational hierarchies

**Week Three** Developing an Organizational Plan
- Type of organization plans
- Steps in implementation

**Week Four** Principles and Concepts of Administration
- Basic principles of administration
- Outcome vs. performance-based administration
- Writing performance-based objectives

**Week Five** Characteristics of Effective Administrators
- The basics of conflict resolution
- Identifying commonalities of effective administrators

**Week Six** Personnel Management
- Ethical issues in performance appraisal
- Principles of effective communication and decision-making

**Week Seven** Fiscal Management
- Budget management
- Sources of potential funding
- Budget preparation, planning, and process

**Week Eight** Facility Management
- Scheduling, supervising, and maintaining facilities
- Compatibility and accessibility issues

**Week Nine** Marketing Foundations
- Basics of marketing and promotions
- Identify target audience and implementation strategy
Week Ten  Program Planning, Development, and Evaluation
  • Basics of setting goals
  • Linking programs goals to evaluation
  • Methods of evaluation

Week Eleven  Legal Foundations
  • Tort and constitutional law relevant to exercise science
  • Legal considerations related to activities and responsibilities

Week Twelve  Risk Management
  • Supervision and standards of care
  • Selecting and conducting appropriate activities

Week Thirteen  Contemporary Trends and Issues
  • Current trends in the field
  • Current and future concerns in the field

Week Fourteen  Research and Case Analysis
  • Identifying relevant research
  • Applying research findings to professional settings

Week Fifteen  Applications of Technology
  • Current and future trends in technology
  • Identifying technological influences and future impact

PURPOSE AND NEED
Rationale
1. Description of present need: Successful completion of KSS 4325 will help prepare students in concentrations of sport management and exercise science for administrative and managerial responsibilities in the sport and fitness environment. Developing competency in the areas of facility management, personnel management, fiscal management, legal foundations, and marketing management is essential to be an effective sport or fitness program professional.
   a. This is not a general education course.
   b. This course will not be technology delivered.

2. Justification of the level of the course. KSS 4325 will be a core, foundational course for all KSS students with concentrations in sport management and exercise science at the junior level. Students should possess a basic understanding of their relative areas of specialization prior to enrollment.

3. a. There are no similar courses at EIU.
   b. Description of present need: Successful completion of KSS 4325 will help prepare students in concentrations of sport management and exercise science for administrative and managerial responsibilities in the sport and fitness environment. Developing competency in the areas of facility management, personnel management, fiscal management, legal foundations, and marketing management is essential to be an effective sport or fitness program professional.
4. Impact on program:
   a. This course will be a core requirement for all students in the concentrations of Sport Management and Exercise Science.
   b. This is not a graduate course.

IMPLEMENTATION

1. Faculty members to whom course may be assigned: Dr. Jake Emmett, Dr. Jill Owen, Dr. Jon Oliver, Dr. Brent Walker
2. Additional costs to students: none
3. Texts and supplementary materials to be used:
   Text:

COMMUNITY COLLEGE TRANSFER

A community college course will not be judged equivalent to this course.

PART VII: APPROVALS

Date approved by the department or school 9/22/06

Date approved by the college curriculum committee 10/9/06

Date approved by the Honors Council (if this is an honors course) Not applicable

Date approved by CAA 10/26/06