

**KINE 3378 – ADMINISTRATION OF KINESIOLOGY AND RECREATION
SPRING 2018**

KINE 3378 is a required course for the Bachelor's of Science in Kinesiology and EC-12 Physical Education Certification.

**College of Health Sciences
Department of Kinesiology**

Instructor: Brent C. Estes, Ph.D.
Office: HKC 218
Box 2176/SHSU
Office Phone: (936) 294-1159
Office Hours: By Appointment
E-mail: bce001@shsu.edu

Text/Readings: Pedersen, P., & Thibault, L. (Eds.). (2014). *Contemporary sport management* (5th ed.). Champaign, IL: Human Kinetics. **ISBN: 9781450469654**

Course Description: The purpose of this course will be to examine management theory and practice related to the sport industry. In addition, a variety of specializations associated with the field of sport management will be examined to help the student garner a better understanding of available career opportunities in this sector of business. The application of concepts to scholastic programs will also be discussed.

Course Format:

This course is delivered 100% on-line. Blackboard will be utilized for all class correspondence, course materials, assignments, exams, and gradebook. Additional information about Blackboard can be located at <http://distance.shsu.edu/current-students/>. Course concepts are learned through assigned readings, class discussions, and assignments. Evaluation consists of assessments in the form of examinations, assignments, and discussions.

In this course our focus will be on these major objectives (as assessed by the IDEA course evaluation system):

Essential:

1. Gaining factual knowledge (terminology, classifications, methods, trends).
2. Developing specific skills, competencies, and points of view needed by professionals in the field most closely related to this course.

Course Objectives: The Course will be divided into Seven Modules:

Module 1: Chapter 1: Managing Sport in the 21st Century /
Chapter 2: Developing a Professional Perspective

Module 2: Chapter 3: Historical Aspects of the Sport Business Industry /
Chapter 5: Managing and Leading in Sport Organizations

Module 3: Chapter 7: Interscholastic Athletics /
Chapter 8: Intercollegiate Athletics

Module 4: Chapter 9: Professional Sport /
Chapter 11: Sport Tourism

Module 5: Chapter 12: Sport Marketing /
Chapter 13: Sport Consumer Behavior

Module 6: Chapter 15: Finance and Economics in the Sport Industry
Chapter 16: Sport Facility and Event Management

Module 7: Chapter 17: Legal Considerations in Sport Management
Chapter 18: Sociological Aspects of Sport

Course Content:

| | | |
|-------------------------------------|---------------------------------|--|
| January 17 – January 21 | Course Introduction Syllabus | <ul style="list-style-type: none"> • Syllabus Acknowledgement • Introduction Assignment • |
| January 22 – February 4 | Module 1 – Chapter 1-2 | <ul style="list-style-type: none"> • Discussion Board Assignment • Review Questions Assignment • Module 1 Project |
| February 5 – February 18 | Module 2 – Chapters 3 & 5 | <ul style="list-style-type: none"> • Discussion Board Assignment • Review Questions • Module 2 Project |
| February 19 – March 4 | Module 3 – Chapter 6 | <ul style="list-style-type: none"> • Discussion Board Assignment • Review Questions • Module 3 Project |
| March 5 – March 25 | Module 4 – Chapter 8 | <ul style="list-style-type: none"> • Discussion Board Assignment • Review Questions • Module 4 Project |
| March 26 – April 8 | Module 5 – Chapters 9 & 10 | <ul style="list-style-type: none"> • Discussion Board Assignment • Review Questions • Module 5 Project |
| April 9 – April 22 | Module 6 – Chapters 11 & 12 | <ul style="list-style-type: none"> • Discussion Board Assignment • Review Questions • Module 6 Project |

| | | |
|-------------------------|-----------------------------|---|
| April 23 – May 6 | Module 7 – Chapters 13 & 14 | <ul style="list-style-type: none"> • Discussion Board Assignment • Review Questions • Module 7 Project |
| May 7 – May 10 | Module 8 - Final | <ul style="list-style-type: none"> • Final Exam |

Assessment and Evaluation:*Assignments*

| | |
|----------------------------------|------------|
| Syllabus Acknowledgement | 10 |
| Introduction Assignment | 10 |
| Discussion Board (10 points x 7) | 70 |
| Review Questions (10 points x 7) | 70 |
| Module Project (20 points x 7) | 140 |
| <u>Final Exam</u> | <u>100</u> |
| Total | 400 |

Final Grade: (grades will not be curved)

| | | |
|------------------|---|----------|
| 100% to 90% | = | A |
| 80% to 89.99% | = | B |
| 70% to 79.99% | = | C |
| 60% to 69.99% | = | D |
| 59.99% and below | = | F |

Course Requirements and Expectations:

1. **Technical Requirements:** Students must have access to the Internet, Blackboard, and e-mail. Additional information about Blackboard can be found <http://distance.shsu.edu/current-students/> . Although not required, it is recommended that you install the Blackboard Learn App to your phone or tablet. This app will enable you to get notifications directly to your phone or tablet when announcements are posted, and when grades are made available. It is recommended that you log in and check Blackboard daily for updates. For any technical support issues with Blackboard, call 936-294-2780 or e-mail blackboard@shsu.edu .
2. **Professional Participation:** Students will be required to interact by written communication in an on-line format using Blackboard. It is expected that all students participate in a collegial manner and create a professional environment in this on-line class. All assignments will be submitted and graded using Blackboard; make sure you stay current and up-to-date on all deadlines. Late assignments and exams are not permitted for this course.
3. **Assignments and Examinations:** There will be a variety of assignments in the course.

Detailed instructions for each assignment can be found in Blackboard. Assignments must be submitted within Blackboard, and must conform to the following guidelines:

1. Submit all assignments in a .docx format unless the assignment instructions specify otherwise. File types other than .docs are often not recognized by Blackboard, and cannot be viewed by the instructor. Any assignment submitted with an inappropriate file type will be graded with a 0 (zero).
2. Before closing the assignment submission page, ensure that you attached the assignment, and that it is in the proper format. If the attachment is not there, the assignment will be graded with a 0 (zero).
3. Do not wait until the last minute to submit your assignment as there are a variety of technical issues and other errors that can and do occur. If you do not upload the assignment by the deadline, it will be considered late, and the grade will result in a deduction in points.
4. All assignments must be presented using APA 6th edition citations as appropriate for the assignment. Representing someone else's work as your own will not be tolerated, and will be considered as academic dishonesty.

Note: **Make-up exams, assignments, and quizzes will not be allowed.**

4. **Communication and E-mail Etiquette:** Questions about the course should be asked using the virtual office on Blackboard first. This is an open forum where both the students and instructor can answer questions. If your answer is not able to be answered using the virtual office feature in Blackboard, or if the content of your question is personal in nature, please e-mail the course instructor: bce001@shsu.edu . When e-mailing the course instructor, provide the following:
 - i. Include the course number in the subject line of your e-mail (please remember that the instructor may be teaching multiple courses during any given semester).
 - ii. Following the course number, provide a meaningful subject to your e-mail. This helps to clarify what your message is about or pertaining to, and can help the instructor prioritize e-mails in an appropriate order.
 - iii. Address your instructor professionally such as Dr. Estes. . . Beginning e-mail correspondence with phrases such as "Hey" is not professional, and will likely be returned to the sender.
 - iv. Use standard spelling, punctuation, and capitalization. Do not write a professional e-mail in the same manner in which you would send a text message. Remember, this is professional correspondence. Avoid using all caps, abbreviations, and emoticons.
 - v. Write clear paragraphs that provide context and details so that the instructor has a clear picture of the question you are asking.

When communicating on-line through the various tools in Blackboard (discussion forum, blogs, etc.), it is expected that communication is professional and academically written (no short hand, txt writing, etc.). Concerning communication via Blackboard, e-mail, or in person, everyone is expected to respect each other's' opinions and expression; however, this does not mean that everyone must agree. Being respectful, means that each individual is given the opportunity to share without judgment. All content from such discussions is expected to remain in Blackboard and our course. Sharing any content outside of our course is prohibited, and will be addressed within the academic dishonesty policy.

5. **On-line Class Behavior:** Disruptive, unprofessional, and disrespectful behavior and communication will result in the student being asked discuss the matter with the course instructor. A second violation and the student will be dropped from the class. Remember, this is a professional learning environment.
6. **Course Materials:** You are responsible for reading the materials assigned in Blackboard. This can include readings from the book and course content on Blackboard. *Make sure you keep up with the readings!*
7. **Intellectual Property:** All materials distributed by the instructor of this course including but not limited to class notes, handouts, assignments, exam reviews, quizzes, and exams are given to the student to facilitate and enhance the learning process. However, all course materials distributed to students is the property of the course instructor, a collaborative group of faculty, the textbook publisher, and/or Sam Houston State University. Therefore, any sharing, selling, or reproduction of course content will be considered a violation of intellectual property use, and could be considered academic dishonesty. Sharing course material includes but is not limited to the posting of course information on-line via YouTube, social media sites, and blogs. Course materials may only be shared, sold, or reproduced with the written permission of the faculty member teaching this course or the publisher of the textbook (whichever applies).

Recording any or part of the class presentation, discussion, or activities either in person or on-line is strictly prohibited in this class. Like course materials, presentations are the property of the presenter and should not be shared, sold, or reproduced. There will be zero tolerance for taking photos, screenshots, or video of course content, discussions, exam questions, or course materials unless it is allowed in writing by the course instructor.

8. **The SHSU Writing Center:** The writing center provides one-on-one help with your writing assignments. They are located in Farrington Room 111. It is not necessary to schedule an appointment; however, you may call 936-294-3680, twenty-four hours in advance to schedule one. Their email address is wctr@shsu.edu.

SHSU Policies (see also: <http://www.shsu.edu/syllabus/>):

1. **Class Rules of Conduct:** Students will refrain from behavior in the classroom that intentionally or unintentionally disrupts the learning process and, thus, impedes the mission of the university. Inappropriate behavior in the class shall result in a directive to leave class. Students who are especially disruptive also may be reported to the Dean of Students for disciplinary action in accordance with university policy.
2. **Academic Honesty:** The subject of academic honesty is addressed in paragraph 5.3, Chapter VI, of the *Rules and Regulations*, Board of Regents, The Texas State University System, and Sam Houston State University *Student Guidelines* published by the Office of Student Life to wit:

5.3 Academic Honesty. The University expects all students to engage in all academic pursuits in a manner that is above reproach. Students are expected to maintain complete honesty and

integrity in the academic experiences both in and out of the classroom. Any student found guilty of dishonesty in any phase of academic work will be subject to disciplinary action.

5.31 The University and its official representatives, acting in accordance with Subsection 5.32, may initiate disciplinary proceedings against a student accused of any form of academic dishonesty including, but not limited to, cheating, plagiarism, collusion, and the abuse of resource materials.

"Cheating" includes the following and similar actions:

- (1) Copying from another student's test paper, laboratory report, other report, or computer files, data listings, and/or programs.
- (2) Using, during a test, materials not authorized by the person giving the test.
- (3) Collaborating, without authorization, with another student during an examination or in preparing academic work.
- (4) Knowingly, and without authorization, using, buying, selling, stealing, transporting, soliciting, copying, or possessing, in whole or in part, the contents of an unadministered test.
- (5) Substituting for another student, permitting any other person, or otherwise assisting any other person to substitute for oneself or for another student in the taking of an examination or test or the preparation of academic work to be submitted for academic credit.
- (6) Bribing another person to obtain an unadministered test or information about an unadministered test.
- (7) Purchasing, or otherwise acquiring and submitting as one's own work any research paper or other writing assignment prepared by an individual or firm. This section does not apply to the typing of the rough and/or final versions of an assignment by a professional typist.

5.32 "Plagiarism" means the appropriation and the unacknowledged incorporation of another's work or idea into one's own work offered for credit.

5.33 "Collusion" means the unauthorized collaboration with another person in preparing work offered for credit.

5.34 "Abuse of resource materials" means the mutilation, destruction, concealment, theft or alteration of materials provided to assist students in the mastery of course materials.

5.35 "Academic work" means the preparation of an essay, dissertation, thesis, report, problem, assignment, or other project that the student submits as a course requirement or for a grade.

If you are found in violation of the academic honesty policy for this course, you will be referred to the Kinesiology Department Chair, the Dean of the College of Health Sciences, and the Dean of Student Services for disciplinary action which could include failure of the course and expulsion from the university. Bottom line – make sure all work is yours and don't cheat!

Self-Plagiarism: “Self-plagiarism represents a significant problem in academia as it serves to undermine the learning process and outcomes that are a key feature of each course that is offered as a part of a student’s curriculum. As a result, the Department of Health and Kinesiology has a strict policy in place to prevent self-plagiarism in the classroom. Self-plagiarism is defined as the submission of any type of assignment that contains content that is recycled from other assignments or a prior publication that one submits for course credit in another course.

Each instructor is provided the discretion to evaluate whether a student has engaged in self-plagiarism on a course assignment. If a student is unsure whether use of prior content would constitute self-plagiarism, they must consult with the instructor of the course within a reasonable period of time prior to the due date of the assignment. In most cases, this consultation should take place a minimum of 10 business days prior to submission. Following submission of the assignment, if the instructor deems that the student has engaged in self-plagiarism, he or she has the right to state that the student has violated Section 5.3 of The Texas State University Rules and Regulations dealing with Academic Honesty and the student is thereafter subject to any and all penalties and punishments present in the policy. This may include failure of the assignment and/or failure of the course. Additionally, the student may be referred to the Department Chair of Health and Kinesiology, the Dean of the College of Health Sciences, the Dean of Students, and/or the Provost and Vice-President for Academic Affairs for further academic review.”

3. **Student Absences on Religious Holy Days Policy:**

Section 51.911(b) of the Texas Education Code requires that an institution of higher education excuse a student from attending classes or other required activities, including examinations, for the observance of a religious holy day, including travel for that purpose. A student whose absence is excused under this subsection may not be penalized for that absence and shall be allowed to take an examination or complete an assignment from which the student is excused within a reasonable time after the absence.

University policy 861001 provides the procedures to be followed by the student and instructor. A student desiring to absent himself/herself from a scheduled class in order to observe (a) religious holy day(s) shall present to each instructor involved a written statement concerning the religious holy day(s). This request must be made in the first fifteen days of the semester or the first seven days of a summer session in which the absence(s) will occur. The instructor will complete a form notifying the student of a reasonable timeframe in which the missed assignments and/or examinations are to be completed.

4. **Students with Disabilities Policy**

It is the policy of Sam Houston State University that no otherwise qualified individual with disabilities shall, solely by reason of his/her handicap, be excluded from the participation in, be denied the benefits of, or be subjected to discrimination under any academic or Student Life program or activity. Students with disabilities may request help with academically related problems stemming from individual disabilities from their instructors, school/department chair, or by contacting the Chair of the Committee for Continuing Assistance for Disabled Students and Director of the Counseling Center, Lee Drain Annex, or by calling (936) 294-1720.

Americans with Disabilities Act

SHSU adheres to all applicable federal, state, and local laws, regulations, and guidelines with respect to providing reasonable accommodations for students with disabilities. Students with disabilities that may affect adversely their work in this class should register with the SHSU Counseling Center and talk with their University supervisor and classroom mentor teachers about how they can help. All disclosures of disabilities will be kept strictly confidential. NOTE: no accommodation can be made until registration with the Counseling Center is complete.