Kinesiology and Health Studies
University of Central Oklahoma
KINS 4433; Management Principles

Instructor: Kim Quigley, PhD, RD
Office: Wantland Hall, Room 17
Office Hours: TBD
Classroom Schedule: TBD

E-mail: kquigley@uco.edu
Phone: (405) 974-5364
Credit Hours: 3

The College of Education and Professional Studies and the Department of Kinesiology and Health Studies are committed to helping students learn by providing a range of transformative learning experiences in discipline knowledge and in the five core areas: leadership; research, creative and scholarly activities; service learning and civic engagement; global and cultural competencies; and health and wellness.

Course Description: This course will incorporate the study of management and administrative skills needed to successfully meet the demands of working in the areas of leisure, recreation, and fitness. It will include an in depth look into areas such as decision-making, personnel issues and budgetary concerns.

Course Prerequisites: KINS 3623 and Senior Standing.


Upon completion of this course, the student will be able to:

1) Students will demonstrate knowledge of management principles and practices in the leisure/fitness industry as they relate to specific administrative, management and decision making functions.

<table>
<thead>
<tr>
<th>KSA</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.11.1</td>
<td>Knowledge of the health/fitness instructor’s role in administration and program management within a health/fitness facility.</td>
</tr>
<tr>
<td>1.11.12</td>
<td>Ability to provide and administer appropriate customer service.</td>
</tr>
</tbody>
</table>

2) Students understand the importance of networking with other health care professionals.

<table>
<thead>
<tr>
<th>KSA</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.11.11</td>
<td>Knowledge of networking techniques with other health care professionals for referral purposes.</td>
</tr>
</tbody>
</table>

3) Students will demonstrate an understanding of the basic principles of fundraising, promotion, and marketing.

<table>
<thead>
<tr>
<th>KSA</th>
<th>Description</th>
</tr>
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<tbody>
<tr>
<td>1.11.10</td>
<td>Knowledge of basic sales techniques to promote health, fitness and wellness services.</td>
</tr>
</tbody>
</table>

4) Students will demonstrate an understanding of personnel issues related to selection, management, development and evaluation.

<table>
<thead>
<tr>
<th>KSA</th>
<th>Description</th>
</tr>
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<tbody>
<tr>
<td>1.11.3</td>
<td>Knowledge of how to manage a fitness department (working within a budget, interviewing and training staff, scheduling, running staff meetings, staff development.)</td>
</tr>
</tbody>
</table>
5) Students will demonstrate an understanding of financial administration including budget types, preparing and presenting budgets, executing a budget, and funding sources.

<table>
<thead>
<tr>
<th>KSA</th>
<th>Description</th>
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<tbody>
<tr>
<td>1.11.6</td>
<td>Ability to administer fitness-related programs within established budgetary guidelines.</td>
</tr>
</tbody>
</table>

**Instructional Methods and Techniques**

1. Lecture/
2. Independent study
3. Class and small group discussion/exercises
4. Audio/visual support
5. Other as needed

**Method of Evaluation**

A = 90% and above; B = 80% and above; C = 70% and above; D = 60% and above; F = below 60%

- A final grade of “C” or better is required of all majors in KHS.

<table>
<thead>
<tr>
<th>Exam</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exam #1</td>
<td>100</td>
</tr>
<tr>
<td>Exam #2</td>
<td>100</td>
</tr>
<tr>
<td>Exam #3</td>
<td>100</td>
</tr>
<tr>
<td>Personal Philosophy</td>
<td>25</td>
</tr>
<tr>
<td>Attendance</td>
<td>50</td>
</tr>
<tr>
<td>Individual Project</td>
<td>140</td>
</tr>
<tr>
<td>Human Resource Module</td>
<td>100</td>
</tr>
<tr>
<td>Volunteer Project (Special Olympics)</td>
<td>25</td>
</tr>
</tbody>
</table>

**Total Points** 640 points

**Course Requirements**

The final grade will be based upon total points possible including all of the areas listed below:

**WRITTEN EXAMS (3 EXAMS X 100 POINTS)**

The student will participate in 3 exams, which will address the course competencies. Each exam is worth approximately 100 points. **There are NO unscheduled makeup exams.**

Material on these exams will not necessarily be covered in class, but may be taken from the assigned readings; it is each student’s responsibility to read the provided materials and ask questions on the material that is not understood.

1. Exams must be taken on the scheduled date unless prior arrangements are made with the instructor.
2. Students who participate in university-sanctioned obligations, such as choir, athletics, etc., must notify the instructor by the second day of class to review any conflicts with exams or assignments.
PERSONAL PHILOSOPHY (25 POINTS):
Students will develop a professional philosophy of leisure/fitness that includes information related to personal values regarding issues such as youth at risk, obesity, cardiovascular disease, people with disabilities, expansion of technology, aging population, etc.

ATTENDANCE AND CLASS PARTICIPATION (50 POINTS)
Out of respect for your time, class will begin promptly at 10:00 a.m. and will finish at 10:50 a.m.

ATTENDANCE

Absences
Students may have no more than three (3) absences. Your absences may be applied to anything including athletic competitions, illnesses, being tired, mental day off, oversleeping, and any others not listed. There will be a 5 point deduction from the overall total points accumulated for the class for each absence after three. For example:
1st, 2nd, and 3rd absence = No deduction, 10 points deduction per absence thereafter.

Tardiness
Tardy is defined as not being seated and attentive at the start of class. Two tardy’s equal one absence.

INDIVIDUAL PROJECT (140 points)

Section one due: ___________/30 Due February 18, 2011 Sections 1,2,3
Section two due: ___________/50 Due March 11, 2011 Sections 4,5 w/ 1,2,3
Final section ___________/60 Due March 25, 2011 Sections 6,7,8

“Tentative schedule dates” At no point in time will late sections be accepted for a grade. All sections must be typed, organized and written at a collegiate level. If there are more than 3 grammatical errors on the first page the project will NOT be graded. Rubrics for final project:

___/5 1. Title Page
  1. Descriptive title
  2. Name, due date, and class
  3. Format layout clear with a professional appearance / running head

___/5 2. Table of Contents
  1. Clear layout with chapter titles and corresponding pages
  2. Numerical hierarchy corresponding with project

___/20 3. Introduction
  20 pts. 1. Opening introduction of project
  2. Mission statement of organization
  3. (1) Goal and (2) Objectives for each of the
4. **Areas** – program, staff, finance, PR

4. Complete list of services and their brief descriptions that will be offered within the organization.

5. One month projected calendar of activities, events & programs.

10 pts. Three out of five areas completed correctly

0 pts. Two or less areas completed

/25 4. **Budget for Fiscal Year Jan – Dec.**

25 pts. 1. Coded annual line item budget with all pertinent revenue and expenditures for project. Budget must show a net profit or balanced budget.

2. Supporting budget worksheets that help explain line item figures (a minimal of 4 for revenue and 4 for expenditure)

3. Projected 5 year capital budget (minimal 3 items)

15 pts. Completed 2 of the 3 areas with all necessary components

0 pts. Less than 2 fully completed areas

/25 5. **Equipment**

25 pts. 1. List areas of project and major equipment and supplies

2. Prepare formal written bid specs to be sent out for two major items (2)

3. Prepare one telephone bid spec sheet for one low budget item

15 pts. 2 of 3 areas fully completed

0 pts 1 or less fully completed areas

/20 6. **Staffing Plan**

20 pts. 1. Organizational chart which represents organizations hierarchy (FT/PT)

2. 1 full-time & 1 part-time detailed job descriptions that include all needed information

3. 2 job postings or advertisements

- 1 full-time (national posting for journal or web)
- 1 part-time (newspaper)

4. One personal assessment/evaluation form that includes all necessary components to successfully evaluate an employee

5. One monthly staffing schedule that provides adequate coverage of facilities,

10 pts. Completed only 3 of the 5 areas with all the needed information

0 pts. Two or less areas fully completed

/15 7. **Marketing Plan**

15 pts. 1. One promotional item (flyer/mail item)
2. Information with purpose, designated distribution and defined target audience
3. Line item – expense-budget for the promotional cost of one of the above
4. Written justification for one of the above projects answering how and why you are using this promotion

8 pts. 3 of 4 fully completed areas
0 pts. 2 or less fully completed areas

/5 8. Closing
05 pts. 1. Detail strength & weaknesses of project
2. Grade and justification
3. Reflection of project and knowledge gained
3 pts. 2 areas fully completed
0 pts. 1 or less areas fully completed

/10 9. Communication & references
10 pts. 1. Good sentence structure
2. Professional and easy to read format
3. Few or no misspellings
4. Presented in a folder, correctly cited & typed with APA style
5 pts. 2 areas correct
0 pts. Deficient in 2 or more areas

/10 10. Finished Product
1. corrections made and finished overall product

/ 140 Total Points

Human Resource Module (100 points)

Your group will submit a Human Resource booklet with the following information:

- Cover Page
- Table of Contents
- Hiring Policies and Procedures 10 ____
- Application form 5 ____
- Job Description 10 ____
- Job Posting 5 ____
<table>
<thead>
<tr>
<th>Item</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interview questions</td>
<td>10</td>
</tr>
<tr>
<td>Interview Evaluation form</td>
<td>10</td>
</tr>
<tr>
<td>Thank you letters</td>
<td>10</td>
</tr>
<tr>
<td>Hire justification sheet</td>
<td>10</td>
</tr>
<tr>
<td>Personal interview (from evaluation)</td>
<td>15</td>
</tr>
<tr>
<td>Group participation (evaluation from each participant)</td>
<td>15</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

**VOLUNTEER SPECIAL OLYMPICS PROJECT (25 points)**

The reflection paper on your volunteer project (minimal of 5 hours), should be well written, typed and professional in format. It should be a minimum of 2 pages with 1 inch margins and no larger than 12 point font. It should include but not limited to:

USE THESE AS YOUR SUBHEADERS

- Opening
- Summary of event
- Purpose of event
- Why you choose this event and your role
- Critique of the event
- Positives and Negatives of the event
- Changes you would make
- General reflection
- Summary

Students interested in strengthening personal writing skills may contact the Writing Center at “Tutoring Central” in West Hall, 974-2487.

**Fatal Error Policy:**
All written assignments must meet minimal presentation standards to be acceptable. These standards address spelling, punctuation, format and basic grammar. The term Fatal Errors refers to technical American English errors of form. Specifically, they include the following:

a) each different word misspelled;
b) each sentence fragment;
c) each run-on sentence or comma splice;
d) each mistake in capitalization;
e) each serious error in punctuation that obscures meaning;
f) each error in verb tense or subject/verb agreement;
g) lack of conformity with assignment format; and,
h) each improper citation, or lack of citation, where one is needed.

Papers with more than three (3) fatal errors marked by an instructor on any one page, or more than 12 non-repeated errors for the entire document will be returned to the student and subject to 20% off the grade immediately and may be subject to 10% off for each day until the paper is returned corrected.

Instructors will determine the number of resubmissions allowed for each assignment. Final course papers (where there is no time for a resubmission) will be docked one percent of the grade for each error including one percent off for each repeated error.

**Ethical conduct** is expected in this course; academic dishonesty will not be tolerated. Academic dishonesty includes, but is not limited to: plagiarizing; cheating on exams or in the preparation of academic work; copying from tests, reports, etc.; collaborating with others without prior authorization; reuse of work in more than one class without informing the instructor; possessing contents of an un-administered examination; and using materials during a test not authorized by the instructor. While collaboration with cohorts in study groups is encouraged, each student is responsible for his or her own work. Students may not, under any circumstances, turn in work that has been prepared by someone else.

Disciplinary action (as outlined by the Code of Student Conduct) will result in one of the following at the instructor’s discretion:

- A substitute assignment or examination
- A reduced grade for the assignment, examination, or course
- A grade of zero of F for the assignment, examination, or course
- A grade of F for the course

*NOTE: UCO subscribes to the Turnitin.com plagiarism prevention service. Students agree that by taking this course, all required assignments may be subject to submission for textual similarity review to Turnitin.com for the detection of plagiarism. All submitted assignments will be included as source documents in the Turnitin.com restricted access reference database for the purpose of detecting plagiarism of such assignments. Use of the Turnitin.com service is subject to the Terms and Conditions of Use posted on the Turnitin.com website. Turnitin.com is just one of various plagiarism prevention tools and methods which may be utilized by your faculty instructor during the term of the semester. In the UCO Student Handbook, there is a process for contesting any plagiarism allegations against you.

**Special Accommodations:** The University of Central Oklahoma complies with Section 504 of the Rehabilitation Act of 1973 and the American with Disabilities Act of 1990. Students with disabilities who need special accommodations must make their requests by contacting Disability Support Services, at (405) 974-2516. The DSS Office is located in the Nigh University Center, Room 309. Students should also notify the instructor of special accommodation needs by the end of the first week of class.

“If an emergency occurs that prevents the administration of a final examination, the student’s final course grade will be calculated based on the work in the course completed to that point in
time and the faculty member’s considered judgment. Final exams will not be rescheduled, and a grade of “I” will not be given as a result of the missed exam.”

**UCO Weather Line: 974-2002 or access weather related closing info at www.uco.edu**

Please see the Academic Affairs’ “Student Information Sheet and Syllabus Attachment” @ http://www.uco.edu/academic-affairs/files/aa-forms/faculty/StudentInfoSheet.pdf

**KINS 4433**  
Management Principles in Kinesiology  
Tentative Schedule Outline

<table>
<thead>
<tr>
<th>Class Begins</th>
<th>Jan 9</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unit 1 Chapters 1-5 (Philosophy, history and theories, roles of managers, Organizational structures, systems and components)</td>
<td></td>
</tr>
<tr>
<td>Martin Luther King Holiday</td>
<td>Jan 16</td>
</tr>
<tr>
<td>Discuss Vision, Mission, Goals, Objectives: Write Objectives</td>
<td>Jan 27</td>
</tr>
<tr>
<td>Narrative Intro to Project, Philosophy Assign.</td>
<td>Jan 30</td>
</tr>
<tr>
<td>Discussion</td>
<td>Feb 1</td>
</tr>
<tr>
<td>Unit 2 Chapters 12-13(Budgeting, financial management, risk management)</td>
<td>Feb 10</td>
</tr>
<tr>
<td><strong>Test one</strong></td>
<td>Feb 13</td>
</tr>
<tr>
<td>Section 1 Project DUE</td>
<td>Feb 17</td>
</tr>
<tr>
<td>No Class (work on Section TWO)</td>
<td>Mar 5</td>
</tr>
<tr>
<td>Personnel Procedures and Practices</td>
<td>Mar 7</td>
</tr>
<tr>
<td>Unit 3 Chapters 6-11(Human Resource Management, Public Relations and Marketing,Employee evaluation)</td>
<td>Mar 14</td>
</tr>
<tr>
<td><strong>Test Two: budget, finance, risk management and other</strong></td>
<td>Mar 16</td>
</tr>
<tr>
<td><strong>Section 2 Project Due</strong></td>
<td></td>
</tr>
<tr>
<td>Spring Break</td>
<td>Mar 19-23</td>
</tr>
<tr>
<td>Event</td>
<td>Date</td>
</tr>
<tr>
<td>--------------------------------------------</td>
<td>------------</td>
</tr>
<tr>
<td>Final Section Due</td>
<td>Mar 30</td>
</tr>
<tr>
<td>Special Olympics (PC High School)</td>
<td>April 5</td>
</tr>
<tr>
<td>Bring Job Announcement: Post for Positions</td>
<td>April 6</td>
</tr>
<tr>
<td><strong>Test #3</strong></td>
<td><strong>April 9</strong></td>
</tr>
<tr>
<td>Bring Resume'</td>
<td>April 11</td>
</tr>
<tr>
<td>Written hiring procedures</td>
<td></td>
</tr>
<tr>
<td>Job Postings/ Application Day (resume, cover letter, application) in Broncho Corral, 2\textsuperscript{nd} floor HPE</td>
<td>April 13</td>
</tr>
<tr>
<td>Reflection on Special Olympics due</td>
<td>April 16</td>
</tr>
<tr>
<td>Interview Questions and procedures</td>
<td>April 18</td>
</tr>
<tr>
<td>Interviews</td>
<td><strong>April 20/23</strong></td>
</tr>
<tr>
<td>Attend Research Symposium</td>
<td></td>
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<tr>
<td>Justification Letter and group evaluations</td>
<td></td>
</tr>
<tr>
<td>Final (Human Resource Booklet due)</td>
<td>9:00 AM</td>
</tr>
<tr>
<td></td>
<td>May 4</td>
</tr>
</tbody>
</table>

These are some of the tentative due dates. By no means is this conclusive or concrete, but hopefully can help give some guidelines. Other assignments can be made along the way and dates may need to be change to coincide with course content.

*The above schedule is tentative and can be changed at the discretion of the Instructor.*