

Course Outline of Record

1. Course Code: RE-001
2. a. Long Course Title: Introduction To Recreation & Sport Management  
 b. Short Course Title: INTRO REC/SPORT MGMT
3. a. Catalog Course Description:  
 An examination of the broad spectrum of career opportunities available in the recreation and sport management profession. Includes an introduction to career planning, recreation and sport management terminology, and an overview of specific skills required for professional preparation. Introduction of management and leadership roles as each relates to recreation, sport, and fitness organizations.  
 b. Class Schedule Course Description:  
 This course provides an introduction to the specific skills required for professional preparation in recreation and sport management.  
 c. Semester Cycle (if applicable): N/A  
 d. Name of Approved Program(s):  
 • RECREATION
4. Total Units: 3.00      Total Semester Hrs: 54.00  
 Lecture Units: 3      Semester Lecture Hrs: 54.00  
 Lab Units: 0      Semester Lab Hrs: 0  
 Class Size Maximum: 40      Allow Audit: No  
 Repeatability No Repeats Allowed  
 Justification 0
5. Prerequisite or Corequisite Courses or Advisories:  
*Course with requisite(s) and/or advisory is required to complete Content Review Matrix (CCForm I-A)*  
 Advisory: ENG 070
6. Textbooks, Required Reading or Software: (List in APA or MLA format.)  
 a. Pedersen, P. & Thibault, L. (2014). Contemporary Sport Management (5th/e). Champaign, IL Human Kinetics.  
 College Level: Yes  
 Flesch-Kincaid reading level: N/A
7. Entrance Skills: *Before entering the course students must be able:*  
a.  
 Identify and employ prewriting activities.  
 • ENG 070 - Identify and employ prewriting activities.  
b.  
 Understand the basics of the writing process and the importance of writing.  
 • ENG 070 - Demonstrate through the writing process the ability to apply standard rules of grammar, punctuation and spelling in academic writing.  
c.  
 Read texts and respond in writing at the literate level.  
 • ENG 070 - Recognize and explain patterns of idea development in readings.  
d.  
 Participate thoughtfully and critically in peer review, as well as self-evaluate, edit and revise.

- ENG 070 - Improve editing and revision strategies both individually and in peer review.

## 8. Course Content and Scope:

### Lecture:

1. Overview of segments of the recreation, sport, and fitness industries, such as: intercollegiate athletics, professional sport, international sport, recreation and leisure, tourism, recreation and sport agencies, and recreational sports.
2. Historical development of sport business, including an introduction to mission statements and organizational purpose models
3. Sociological aspects of sport, recreation, and physical activity
4. Legal and ethical considerations in recreation and sport management
5. Psychology of recreation and sport consumer behavior
6. Career choices in the areas of recreation, sport marketing, and sport management
7. Introduction to recreation, sport management and leadership theories
8. Recreation and sport facilities and event management
9. Introduction to marketing and public relations in recreation and sport
10. Introduction to recreation and sport finance
11. Introduction to recreation and sport group dynamics
12. Effective communication skills
13. Elements of a recreation and sport organization's business image
  1. Mission
  2. Beliefs
  3. Objectives
  4. Strategies
  5. Parameters
14. Introduction to recreation and sport planning and adoption process
  1. Strategic planning committees
  2. Community needs assessments

Lab: (if the "Lab Hours" is greater than zero this is required)

## 9. Course Student Learning Outcomes:

1.  
Identify the characteristics, causes, and historical perspectives of the Recreation and Sport Management movement.
2.  
Describe the various programs offered in recreation and sport management as they relate to career choices.
3.  
Recognize the qualifications required for recreational and sport management leaders.
4.  
Explain the theories of leadership and group dynamics as they apply to developing recreation, sport, and fitness programs.
5.  
Articulate factors that tend to promote recreation and sport motivation and how job satisfaction relates to job performance.

## 10. Course Objectives: *Upon completion of this course, students will be able to:*

- a. Appraise the evidence of a recreation, sport, and/or kinesiology organization's mission statement on a macro level.
- b. Assess the recreation and sport business image of a variety of community, state and national agencies, and organizations.
- c. Utilize recreation and sport career planning strategies through the design of an individual strategic plan and preparation of a personal image presentation.
- d. Apply recreation and sport management concepts to current events through the use of case studies, research projects, and

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presentations.

e. Demonstrate an understanding of community needs and possible future trends in the fields of recreation, sport, and leisure.

11. Methods of Instruction: (*Integration: Elements should validate parallel course outline elements*)

- a. Discussion
- b. Lecture
- c. Participation

12. Assignments: (*List samples of specific activities/assignments students are expected to complete both in and outside of class.*)

In Class Hours: 54.00

Outside Class Hours: 108.00

a. In-class Assignments

1. Reflections and Essential Question notecards
2. Individual strategic plan presentation
3. Community needs assessment committee work
4. Quizzes/Tests

b. Out-of-class Assignments

1. Assigned reading
2. Critique of a recreation/sport organization's mission statement and purpose
3. Analysis of a recreation/sport organization's business image
4. Individual strategic plan

13. Methods of Evaluating Student Progress: *The student will demonstrate proficiency by:*

- College level or pre-collegiate essays  
Analysis of the elements of an organization's business image
- Written homework  
Reflections and Essential Question notecards
- Critiques  
Critique of an organization's mission statement
- Presentations/student demonstration observations  
Individual strategic plan presentation
- Group activity participation/observation  
Class discussion and recreation and sport community needs committee assignments

14. Methods of Evaluating: Additional Assesment Information:

Quizzes/tests

15. Need/Purpose/Rationale -- *All courses must meet one or more CCC missions.*

PO-GE C5 – Personal Growth and Development

Exhibit habits of intellectual exploration, personal responsibility, and well being.

IO - Personal and Professional Development

Demonstrate an understanding of ethical issues to make sound judgments and decisions.

16. Comparable Transfer Course

University System	Campus	Course Number	Course Title	Catalog Year
CSU	CSU Northridge			

17. Special Materials and/or Equipment Required of Students:

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18. Materials Fees:  Required Material?

<b>Material or Item</b>	<b>Cost Per Unit</b>	<b>Total Cost</b>
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19. Provide Reasons for the Substantial Modifications or New Course:

Changing course to include a sport management component based on advisory committee recommendations and to support local labor market needs

20. a. Cross-Listed Course (Enter Course Code): *N/A*  
 b. Replacement Course (Enter original Course Code): *N/A*

21. Grading Method (choose one): Letter Grade Only

22. MIS Course Data Elements

- a. Course Control Number [CB00]: CCC000331143
- b. T.O.P. Code [CB03]: 83600.00 - Recreation
- c. Credit Status [CB04]: D - Credit - Degree Applicable
- d. Course Transfer Status [CB05]: A = Transfer to UC, CSU
- e. Basic Skills Status [CB08]: 2N = Not basic skills course
- f. Vocational Status [CB09]: Clearly Occupational
- g. Course Classification [CB11]: Y - Credit Course
- h. Special Class Status [CB13]: N - Not Special
- i. Course CAN Code [CB14]: *N/A*
- j. Course Prior to College Level [CB21]: Y = Not Applicable
- k. Course Noncredit Category [CB22]: Y - Not Applicable
- l. Funding Agency Category [CB23]: Y = Not Applicable
- m. Program Status [CB24]: 1 = Program Applicable

Name of Approved Program (if program-applicable): RECREATION

*Attach listings of Degree and/or Certificate Programs showing this course as a required or a restricted elective.)*

23. Enrollment - Estimate Enrollment

First Year: 40  
 Third Year: 40

24. Resources - Faculty - Discipline and Other Qualifications:

- a. Sufficient Faculty Resources: Yes
- b. If No, list number of FTE needed to offer this course: *N/A*

25. Additional Equipment and/or Supplies Needed and Source of Funding.

*N/A*

26. Additional Construction or Modification of Existing Classroom Space Needed. (Explain:)

*N/A*

27. FOR NEW OR SUBSTANTIALLY MODIFIED COURSES

Library and/or Learning Resources Present in the Collection are Sufficient to Meet the Need of the Students Enrolled in the Course: Yes

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28. Originator Courtney Doussett Origination Date 10/22/15