

Bergen Community College
Division of Arts, Humanities and Wellness
Department of Wellness/Exercise Science

Course Syllabus

WEX-125 Recreational Sport and Fitness Management

Basic Information about Course and Instructor

Semester and year:
Course and Section Number:
Meeting Times and Locations:

Instructor:
Office Location:
Phone:
Departmental Secretary: [optional]
Office Hours:
Email Address:

Course Description

WEX-125 Recreational Sport and Fitness Management is the study of the organization and direction of recreational activities and their management. It is a study of nature and function of fitness and recreation and the general principles of organization in the recreation field and fitness clubs.

3 lectures, 3 credits

No prerequisites

Student Learning Outcomes: As a result of meeting the requirements in this course, students will be able to:

1. Identify and analyze management issues that health clubs and recreational facilities have with membership, staffing and operational practices.
2. Utilize marketing materials to increase the levels of participation at recreational sporting and fitness events.
3. Organize and promote recreational and special fitness events.

Student Learning Outcomes and Means of Assessment

Student Learning Objectives	Suggested Means of Assessment
Identify and analyze management issues that health clubs and recreational facilities have with membership, staffing and operational practices.	Describing through written examinations critical issues facing sport and fitness recreation.
Utilize marketing materials to increase the levels of participation at recreational sporting and fitness	Students will demonstrate knowledge of how to use marketing materials by doing a case study on how

events.	a local gym or recreation organization markets itself.
Organize and promote recreational and special fitness events.	Students will interview a fitness director or group fitness director at a local gym about running a special event. Students will then present a Power Point presentation about the event, including critical analysis on how to make the operation more successful.

Course Content

1. Membership in health and fitness clubs
2. The business of health clubs
3. Staffing health clubs
4. Operational practices at health clubs and recreational facilities
5. Definition of program
6. Classification of programs
7. Levels of participation
8. Characteristics of participant population
9. Planning process
10. Promotion and motivation
11. Sporting programming
12. Social programming
13. Cultural performing arts programming
14. Special events
15. Evaluation process

Special Features of the Course (if any) [to be designated by the instructor]

E.g., the use of learning technologies in the course (Internet, PowerPoint, web enhancement via a parallel course website, etc.); the inclusion of technological literacy learning in the course; etc.

Course Texts and/or Other Study Materials

Instructors are able to select one or more of the following textbooks for use in this course:

Health Fitness Management; A Comprehensive Resource for Managing and Operating Programs and Facilities. Mike Bates. Human Kinetics, 2008

Recreational Sport Management. Richard Mull, Kathryn G Bayless, Lynn M Jamieson. Human Kinetics, 2nd Edition, 2005

Alternative textbooks or resources can be used by individual faculty with permission of the wellness discipline textbook committee. The Faculty Senate "Policy on the Selection of Texts and Other Instructional Materials," states that "individual faculty members and/or departments should strive to select texts, whenever possible, that are most affordable for students."

Grading Policy

A student's final grade for the course is based primarily on his or her performance on the required work for the course (writing assignments, examinations, class presentations, etc.) and on his or her overall mastery of the material covered in the course. A student's class participation may also be evaluated, and the grade thereon may be used as a factor in determining the student's final grade for the course; but a class participation grade will count for no more than twenty percent (20%) of the final grade. A student's research and writing work will count at least forty percent (40%) of the final grade.

Attendance Policy

BCC Attendance Policy:

All students are expected to attend punctually every scheduled meeting of each course in which they are registered. Attendance and lateness policies and sanctions are to be determined by the instructor for each section of each course. These will be established in writing on the individual course outline. Attendance will be kept by the instructor for administrative and counseling purposes.

Attendance Policy in this Course:

[To be designated by the instructor]

Other College, Divisional, and/or Departmental Policy Statements [optional but recommended]

<p><u>Examples:</u> Statement on plagiarism and/or academic dishonesty. ADA statement. Sexual Harassment statement. Statement on acceptable use of BCC technology. Statement on the purpose and value of faculty office hours.</p>

Student and Faculty Support Services [optional but recommended]

List support services, e.g., the Writing Center, the Math Lab, the Tutorial Center, Online Writing Lab (OWL), Office of Specialized Services, etc. Include information on the BCC Library.

Course Calendar

Week	Topic(s)
1	Introduction
2	Definition and classification of programs
3	Membership in health and fitness clubs
4	The Business of health clubs
5	Staffing health clubs
6	Operational practices
7	Operational practices (continued)
8	Midterm
9	Promotion and motivation
10	Planning process
11	Cultural and performing arts programing
12	Increasing levels of participation
13	Presentations
14	Presentations
15	Final Exam