



A: Division: **Science and Technology** Date: **20 September 2000**
B: Department/ **Sport Science** New Course Revision
 Program Area:
 If Revision, Section(s) Revised: **C, M, N, Q**
 Date Last Revised: **04 January 1993**

C: SPSC 292 D: Introduction to the Administration of Leisure and Sport Services E: 3

Subject & Course No.	Descriptive Title	Semester Credits
<p>F: Calendar Description: The purpose of this course is to develop the synthesis of students personal sport experience with the principles of administration, business, sponsorship and marketing leading to career concepts in leisure and sport agencies.</p>		
<p>G: Allocation of Contact Hours to Types of Instruction/Learning Settings</p> <p>Primary Methods of Instructional Delivery and/or Learning Settings:</p> <p>Lecture</p> <p>Number of Contact Hours: (per week / semester for each descriptor) 4 hours</p> <p>Number of Weeks per Semester: 14</p>	<p>H: Course Prerequisites: None</p>	
	<p>I: Course Corequisites: None</p>	
	<p>J: Course for which this Course is a Prerequisite: None</p>	
	<p>K: Maximum Class Size: 35</p>	
<p>L: PLEASE INDICATE:</p> <p><input type="checkbox"/> Non-Credit</p> <p><input type="checkbox"/> College Credit Non-Transfer</p> <p><input checked="" type="checkbox"/> College Credit Transfer: Requested <input checked="" type="checkbox"/> Granted <input type="checkbox"/></p> <p>SEE BC TRANSFER GUIDE FOR TRANSFER DETAILS (www.bccat.bc.ca)</p>		
<p>Equivalent Courses:</p> <p>U.B.C. PHED 292 S.F.U. KIN 100 (Unassigned) U.VIC PE 354A</p>		

- M:** Course Objectives/Learning Outcomes
The learner has reliably demonstrated the ability to:
- Administrate and manage club or leisure and sport services
 - Manage human resource procedures at a sport club
 - Create effective Marketing tools
 - Plan and implement an event
 - Self manage

N: Course Content

- Module #1: Club or Sport services duties
- C Administrative skills
 - C Business Planning
 - C Financial Management
 - C Personal
 - C Business
 - C Trust funds
 - C Facilities Management
 - C Equipment Management
 - C Information Management
- Module #2: Legal Management
- C Liability
 - C Risk management
 - C Insurance
- Module #3: Lead and Coordinate
- C Leadership styles
 - C Administration types
 - C Entrepreneurial Skills
- Module #4: Contracts
- C Create
 - C Evaluate
- Module #5: Personnel Management
- C Philosophy
 - C Staffing
 - C Professional development
 - C Reporting
 - C Evaluation
- Module #6: Marketing Skills
- C Sponsorship package
 - C Promotions Plan
 - C Write Reports, Proposals and Grants
 - C Organize Presentations
- Module #7: Maximize Media Relations
- C Media coverage
 - C Staff, athletes and the media
 - C Media releases
- Module #8: Plan and implement an Event
- C Clinics, workshops, camps, community events
 - C Fundraising event
- Module #9: Career Considerations
- C Employment
 - C Self Employment

O: Methods of Instruction

Lectures
 Discussion Groups
 Practical applications and experience
 Field observation

P: Textbooks and Materials to be Purchased by Students

Leisure and Life Satisfaction: Foundational Perspectives, current edition.

Q: Means of Assessment

Midterm examination		20%
Final examination	20%	
Leisure Efficiency Report		20%
Business Plan		20%
Attendance, Quiz and Questions		<u>20%</u>
		100%

R: Prior Learning Assessment and Recognition: specify whether course is open for PLAR

Not at this time.

Course Designer(s)

Education Council/Curriculum Committee Representative

Dean/Director

Registrar