



**Midwestern State University**  
**Gordon T. & Ellen West College of Education**

**KNES 4523 Mgmt./Admin Recreation-Leadership Services (16-week course)**

Dr. Carrie Taylor  
Spring 2023  
January 17th-May 5th

**CONTACT INFORMATION**

Office: Camp Jolly (320 Birdwell Hall)

Office Hours: M- 8:00-9:00 & 11-1  
TR 8:00-9:00

Email: [carrie.taylor@msutexas.edu](mailto:carrie.taylor@msutexas.edu)

**CONTACT PREFERENCE**

If you cannot stop by the office, my preferred method of communication is by email. I check my email throughout the day (MTWR), so you can expect to hear back from me usually within a few hours of receiving your message. Do not expect a response during the evening hours or over the weekend. I generally do not pay attention to the phone, so if you call and leave a message, you may not receive a return call.

**Instructor Response**

During the week, I will typically respond to your emails within 24-48 hours. Any emails received over the weekend will receive a response no later than Tuesday, 8 AM. Emails received on holidays typically will receive a response no later than 8 AM on the second business day after the holiday.

**COURSE MATERIALS**

Internet access and computer

**TEXTBOOK**

Hurd, A., Barcelona, R., & Meldrum, J. (2022). Leisure services management.  
Champaign, IL: Human Kinetics

**RESOURCE**

Purdue OWL: APA Formatting and Style Guide  
<https://owl.english.purdue.edu/owl/resource/560/8/>

**COURSE DESCRIPTION**

Explores organizational management and administration issues related to recreation and leisure services.

### **LEARNING OUTCOMES**

1. Students will discuss the difference between leadership and management.
2. Students will discuss the difference between being a leader as opposed to being a manager.
3. Students will demonstrate an understanding of legal issues and trends.
4. Students will identify organizational structure and culture.
5. Students will discuss problem-solving and decision-making related to sports management.
6. Students will identify the evaluation process and why it is relevant.
7. Students will discuss risk management in relation to sports and leisure studies.

### **ELEMENTS OF THE COURSE**

#### Syllabus

The syllabus provides general information about the course, assignment expectations and requirements, and assessment information. It is subject to change based on the progress of the course.

#### D2L Dropboxes

A drop box will be created for each assignment requiring submission. Google Sites will be used for added information and directions for assignments, you will need to have a Google Account.

#### Technology Skills

- Must be able to send and receive email and must check email 4 to 5 times a week
- Must be able to create, send and receive Microsoft Word, Excel, Publisher or PowerPoint documents and log in to your Google Account to access Google Sites
- Must be able to utilize MS use Google email system, which is your my.msutexas.edu email
- Must be able to use Desire 2 Learn portal
- Must be able to download and utilize Flip
- Must be able to appropriately use internet links and websites

#### Communication Policies

- Before emailing me, make sure to follow the “Three then Me” rule. The “Three then Me” rule says that you search for your answer regarding the course in at least three other places before emailing me.
- For example, if you have a question about an assignment, you should consult your syllabus, your grading scale or rubric, or the assignment description on D2L.
- Remember, check three sources before emailing me your question. It is very likely you’ll find the answer and not need to email me. If you don’t find the answer and need clarification, feel free to email me.
- During the week, I will typically respond to your emails within 24-48 hours. Any emails received over the weekend will receive a response no later than Tuesday by noon.

## LEARNING ACTIVITIES AND ASSESSMENT

### Part 1-

#### Syllabus

Assignment 1 - Flip Introductions (40 points) Due: January 19th

- Download Flip App
- Do a 1 1/2-3-minute introduction of yourself to the class
- Comment on four classmates using the three full comments and one quality question furthering the discussion.

Assignment 2 - Compare and Contrast the difference between a leader and a manager. January 22th (50 pts)

- 2-page paper on is the difference, examples of each.
- 2 Outside sources and the book
- Use APA formatting, reference page, and in-text citations

Assignment 3: Leadership Paper (3-pages double spaced) (100 points) Due Jan 29th

Strong leadership is one key challenge successful teams must have. The book discusses five different aspects that can lead to the failure of a team. Discuss each component and explain how to implement each one successfully. Discuss the importance of each step.

- In a 3-page paper, discuss each component in detail.
- Discuss how to implement each component.
- Give examples where relevant.
- Use APA formatting, title page, reference page, and numerous citations.
- Research each component using peer-reviewed sources.
- There is significant research on all components in this class; ensure you use quality references.

Assignment 4- Management Style (100 points) Due February 5th

Chapter 1 and 2

- Submit a 3-5 page paper double-spaced and APA formatted. 2 peer-reviewed references and in-text citations.

- The paper's first section should discuss the different management philosophies found in Chapter 1.
- The last page clearly articulates your management philosophy and why. Also, discuss why that management philosophy will be beneficial in the sports and leisure fields.
- Submit a Flip articulating your management philosophy within a 2-3-minute time frame.
- Comment on two classmates after you have completed your Flip. Think as though you were going to hire them and ask questions based on their presentation. Present to others only after you have published yours. The date is visible.

## **Part 2 -**

Assignment 5- Compare and Contrast Vision, Values, and Mission statement. Madison Outfitters  
 Google Slide or PowerPoint Presentation  
 (100 points) - Due: February 12<sup>th</sup>

- Read each requirement of the assignment in Google Sites.

Assignment 6- Sara Hayes-Job Description (50 points) – Due: February 19<sup>th</sup>

Assignment 7: Case Study: Sexual Misconduct (Original Post and peer-feedback) Due February 26<sup>th</sup> (Feedback to the peers who commented on your post) Due 27<sup>th</sup>  
 (60 points)

Create a very succinct Flip presentation over the question at the end of the case study. Ensure to post to two peers. Ensure that if someone already has two peer feedback you go to another peer to post. Go back and give feedback to at least two of your peers that gave you feedback. Use the three comments and one question in all posts.

## **Part 3 -**

Assignment 8 - Planning & Decision Making/ Problem Solving- Due: March 8<sup>th</sup>.  
 200 Points PowerPoint and Flip

- Redbird Arena- Provide the University President with your recommendation in a Google Slide or PowerPoint Presentation by following the steps outlines in Google Sites. Also, present a Flip pitch to the President regarding what is the plan of action they should take and why, more concise than your PowerPoint Presentation.
- Peer-review two peers after you do your Flip with the 3 C's and 1Q model.
- Be sure to read in detail Google Sites for all components of the assignment.

Assignment 9: (50- points) - Due March 22th - 1 Social Media Facebook campaign in relation to Marketing & Public Relations/Communications and Customers: Create 1 Social Media Facebook Campaign Comment on three Peers Sites

#### **Part 4 - Risk Management**

Assignment 10: Shelly Story - Neglect - Plan to Minimize Risk Google Slides or PP (100 points) - Due March 29st

Assignment 11: Legal Foundation for Managers (50 points) Due: March April 5th

Assignment 12: Case Study Employee Intervention (100 points) April 12st

Create a 3–5-page APA double-space document addressing the key components of an Employee Intervention Plan.

Assignment 13: Google Form Evaluation Due April 19th (100 pts)

Assignment 14: Kay Yow Cancer Fund Due April 26<sup>th</sup> (100 pts)

Assignment 15: Create 5-slide in either Google Slide or PowerPoint on your key take-aways for the semester. Due May 3<sup>rd</sup> (50 points)

Flipgrid Introduction	40 points
Leader/Manager	50 points
Leadership Style	100 points
Management Philosophy	100points
Vision and Mission	100 points
Job Description	50 points
Case Study Discussion Sexual Misconduct Flip	60 points
Planning & Decision- Making Redbird & Flip	200 points
Social Media	50 points
Shelly's Story (risk)	100 points

Legal Foundation	50 points
Case Study Employee Intervention	100 points
Google Form Evaluation	100 points
Kay Yow Cancer Presentation	100 points
Course Takeaways PP	50 Points
Total	1260

### FINAL GRADE DETERMINATION

Please note that you must earn 756 points (60%) to pass this course.

A	90%	1134- 1260
B	80%	1008 -1133
C	70%	882- 1007
D	60%	756 -881
F		<755

### Covid

Scientific data shows that being fully vaccinated is the most effective way to prevent and slow the spread of COVID-19 and has the greatest probability of avoiding serious illness if infected in all age groups. Although MSU Texas is not mandating vaccinations in compliance with Governor Abbot's executive orders, we highly encourage eligible members of our community to get a vaccination. If you have questions or concerns about the vaccine, please contact your primary care physician or health care professional. Given the recent rise in cases, individuals are also strongly encouraged to wear facial coverings when indoors among groups of people, regardless of vaccination status. Although MSU Texas is not currently requiring facial coverings, they have been an effective strategy in slowing the spread.

### PROFESSIONAL EXPECTATIONS

Students are expected to behave academically, interpersonally, professionally, and collaboratively in a manner consistent with standards set by the West College of Education.

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“By enrolling in this course, the student expressly grants MSU a ‘limited right’ in all intellectual property created by the student for the purpose of this course. The ‘limited right’ shall include but shall not be limited to the right to reproduce the student’s work product in order to verify originality, authenticity, and educational purposes.” Refer to: [Student Handbook-2019-20](#)

Student Honor Creed “As an MSU Student, I pledge not to lie, cheat, steal, or help

anyone else do so”. You are expected to practice the highest possible standards of academic integrity. Any deviation from this expectation will result in a minimum of your failing the assignment, a possible failing grade in the course, and may result in additional, more severe disciplinary measures. This includes improper citation of sources, using another students’ work and any other form of academic misrepresentation. When in doubt on collaboration, citations, or any issue please contact me before embarking on a perilous path.

Plagiarism Statement

[Student Handbook 2017-18](#)

## **Senate Bill 11**

Senate Bill 11 passed by the 84th Texas Legislature allows licensed handgun holders to carry concealed handguns on campus, effective August 1, 2016. Areas excluded from concealed carry are appropriately marked, in accordance with state law. For more information regarding campus carry, please refer to the University’s webpage at:

[Campus Carry](#)

## **Important Dates**

Last day for term schedule changes: the date on [Academic Calendar](#).

Deadline to file for graduation: February 14th Check the date on [Academic Calendar](#).

Last Day to drop with a grade of “W:” is March 21st Check the date on [Academic Calendar](#).

Refer to: [Drops, Withdrawals & Void](#)

## **Desire-to-Learn (D2L)**

Extensive use of the MSU D2L program is a part of this course. Each student is expected to be familiar with this program as it provides a primary source of communication regarding assignments, examination materials, and general course information. You can log into [D2L](#) through the MSU Homepage. If you experience difficulties, please contact the technicians listed for the program or contact your instructor.

## **Change of Schedule**

A student dropping a course (but not withdrawing from the University) within the first 12 class days of a regular semester or the first four class days of a summer semester is eligible for a 100% refund of applicable tuition and fees. Dates are published in the [Schedule of Classes](#) each semester.

## **Refund and Repayment Policy**

A student who withdraws or is administratively withdrawn from Midwestern State University (MSU) may be eligible to receive a refund for all or a portion of the tuition, fees, and room/board charges that were paid to MSU for the semester. HOWEVER, if the student received financial aid (federal/state/institutional grants, loans, and/or scholarships), all or a portion of the refund may be returned to the financial aid programs. As described below, two formulas (federal and state) exist in determining the amount of the refund. (Examples of each refund calculation will be made available upon request).

## **Services for Students with Disabilities**

In accordance with Section 504 of the Federal Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990, Midwestern State University endeavors to make

reasonable accommodations to ensure equal opportunity for qualified persons with disabilities to participate in all educational, social, and recreational programs and activities. After notification of acceptance, students requiring accommodations should make an application for such assistance through Disability Support Services, located in the Clark Student Center, Room 168, (940) 397-4140. Current documentation of a disability will be required in order to provide appropriate services, and each request will be individually reviewed. For more details, please go to [Disability Support Services](#).

### **College Policies**

Campus Carry Rules/Policies

Refer to: [Campus Carry Rules and Policies](#)

Smoking/Tobacco Policy

College policy strictly prohibits the use of tobacco products in any building owned or operated by MSU. Adult students may smoke only in the outside designated smoking areas at each location.

Alcohol and Drug Policy

To comply with the Drug-Free Schools and Communities Act of 1989 and subsequent amendments, students and employees of Midwestern State are informed that strictly enforced policies are in place which prohibits the unlawful possession, use, or distribution of any illicit drugs, including alcohol, on university property or as part of any university-sponsored activity. Students and employees are also subject to all applicable legal sanctions under local, state, and federal law for any offenses involving illicit drugs on University property or at University-sponsored activities.

### **Grade Appeal Process**

Update as needed. Students who wish to appeal a grade should consult the Midwestern State University [MSU Catalog](#)

Notice

Changes in the course syllabus, procedure, assignments, and schedule may be made at the discretion of the instructor.

Research:

<https://journals.sagepub.com/doi/full/10.1177/2158244019899085>

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5075368/>

[http://jmpnet.com/journals/jmpp/Vol\\_2\\_No\\_3\\_September\\_2014/4.pdf](http://jmpnet.com/journals/jmpp/Vol_2_No_3_September_2014/4.pdf)

<https://link.springer.com/article/10.1007/s10551-012-1322-6>

Adams, J.H 2008. Creating Community: An Action Plan for Parks and Recreation. Campaign, IL: Human Kinetics.

Barcelona, B., and C.M. Ross 2004. "An Analysis of Perceived Competencies of Recreational Sports Administrators. Campaign, IL: Sagamore

Blake, R.R., and J.S. Mouton, 1964. The Managerial Grid. Houston: Gulf



