



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

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

Dr. Carrie Taylor

Spring 2022

January 10th-April 29th

CONTACT INFORMATION

Office: Camp Jolly (Ferguson 320 Birdwell Hall)

Office Hours: MW 9:30-10:30

TR 12-1:30

Email: 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. (2008). 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 Flipgrid
- 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- Chapter 1-2

Syllabus

Assignment 1 - Flipgrid Introductions (20 points) Due: January 13th

- Download Flipgrid App
- Do a 1 1/2-3-minute introduction of yourself to the class
- Comment on two classmates

Assignment 2 - Compare and Contrast the difference between a leader and a manager. January 20th (50 pts)

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

Assignment 3- What type of leadership style do you possess or that you would like to develop: Paper and Flipgrid (50 points) -Due Jan 27th

- Research Modern Leadership Theories found in Chapters 1 and 2
- Our personal type of leadership trait is usually a combination of at least two different ones. Often within our field, the leadership trait is very similar as we are in a serving type profession.
- Write a concise 2-page-paper on your leadership style, our leadership style is always in development. Why do you feel it is your style of leadership? Why do you feel it will help you be successful? Do you see any weaknesses within your style of leadership? What strengths do you find? Do you think the strengths and weaknesses accent each other and if so how?
Do you think anything in your life has encouraged this style of leader you desire to become?
- Have an additional two (2) outside peer-reviewed resources to supplement your findings from Chapters 1 and 2. Use APA formatting.
 - Use Flipgrid to discuss your leadership style or desired leadership style. Including some of the points within your paper. A 3-4 minute presentation is required.

- Respond to two classmates Flipgrid. Use the 3C's and 1 Q format.

Assignment 4- Management Style (50 points) Due February 3rd

Chapter 1 and 2

- Submit a 1-1/2-page paper clearly articulating your management philosophy and why. Also, discuss why that management philosophy will be beneficial in the sports and leisure fields.
- Submit a Flipgrid articulating your management philosophy within a 3-minute time frame.

Part 2 - Chapters 3-6-& 9

Assignment 5- Compare and Contrast Vision, Values, and Mission statement. Google Slide or PowerPoint Presentation

(50 points) - Due: February 10th

Assignment 6- Sara Hayes-Job Description (30 points) - Due: February 17th

Assignment 7: Statutory Laws (50 points) February 24th

- Choose two statutory laws and explain their relevance to leisure services management. It is important for leisure services managers to understand legal concerns associated with employment. Write a 2 ½ page paper with 2 outside resources and the book.
- Use APA formatting, reference page, in-text citations.

Part 3 - Chapters 7, 8, 9, 10, 11

Assignment 8 & 8a - Planning & Decision Making/ Problem Solving- Due: March 10th.

100 Points PowerPoint and Flipgrid

- Redbird Arena- Provide the University President your recommendation in a Google Slide or PowerPoint Presentation by following the steps in the problem-solving model. Also, present a Flipgrid pitch to the board 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 Flipgrid with the 3 C's and 1Q model.

Assignment 9: 2 Social Media Facebook campaigns in relation to Marketing & Public Relations/Communications and Customers: Create 2 Social Media Facebook Campaigns Comment on your Peers Sites (100- points) - Due March 24th

Part 4 - Risk Management

Assignment 10: Shelly Story - Neglect - Plan to Minimize Risk Google Slides or PP (50 points) -Due March 31st

Assignment 11: Legal Foundation For Managers (50 points) Due: March April 7th

Assignment 12: Kay Yow Cancer Fund (100 points) April 21st

Present in a 1-3 page paper what other universities have done, and an outline of planned activities of a promotional campaign.

Develop a PowerPoint or Google Slides of your promotional campaign

Assignment 13: Google Form Evaluation Due April 27th (different due date than normal)

Flipgrid Introduction	20 points
Leadership Style	50 points
Management Philosophy	50 points
Leader/Manager	50 points
Vision and Mission	50 points
Job Description	30 points
Planning & Decision Making	100 points
Social Media	100 points
Shelly Story	50 points
Legal Foundation	50 points
Kay Yow Cancer Fund	100 points
Google Form Evaluation	50 points

FINAL GRADE DETERMINATION

Please note that you must earn 420 points (60%) to pass this course.

A	90%	630- 700
B	80%	560 -629
C	70%	490 - 559
D	60%	420 -489
F		<419

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.

Plagiarism Statement

"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." [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: January 10-13th Check date on [Academic Calendar](#).

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

Last Day to drop with a grade of "W:" March 21st Check 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 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

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