TEXAS A&M UNIVERSITY – CORPUS CHRISTI
COLLEGE OF EDUCATION
DEPARTMENT OF KINESIOLOGY
KINE 3366 Managing Leisure Services – Fall 2017

Instructor: Dr. Misty Kesterson Office: IH 374
Phone: (361)825-3299 Office Hours: MW 1-3pm, T 9:30am-11:30am
Course Meeting: EN 108 MWF 12:00PM - 12:50PM
Email: misty.kesterson@tamucc.edu

I. Course Description: Introduction of issues related to managing leisure services and related topics in a variety of settings such as universities, municipal recreation, corporate wellness centers, government and private sectors. General principles will be examined in the following areas: management and leadership, planning, budgeting, program development, marketing, risk management and personnel management. Prerequisite: KINE 2314.

II. Course Objectives and Outcomes: This course is designed to enable students to develop and effectively manage leisure services in a variety of settings. Students will be able to:

- Plan and develop activity programs for target populations
- Understand and apply elements of fiscal management
- Monitor and manage risks associated with leisure activities and facilities
- Understand and apply elements of human resource management and customer service
- Understand the role that management serves in leisure services

III. Major Course Requirements

Course evaluation is based upon the assessment of each student’s mastery of the course content (knowledge), and mastery of selected skills. Knowledge and skills are evaluated by written examinations, course assignments, and service learning opportunities. Grades are awarded according to the EARNED percentage of the FINAL MAXIMUM POINT TOTAL.

| Attendance/Participation (50 pts) | 15% |
| Event/Kite Festival (50 pts) | 15% | A = 90-100% |
| Assignments (25 pts) | 10% | B = 80-89% |
| Group Project & Presentation (50 pts) | 15% | C = 70-79% |
| Quizzes– 140 pts | 20% | D = 60-69% |
| Tests online (200 pts) | 25% | F Below 60% |

100%

“Students majoring in Kinesiology must complete ALL kinesiology/health-related courses (e.g. courses with a KINE or HLTH prefix) with a grade of “C” or better.”
Undergraduate Catalog 2014-2015.

**Supplemental Reading:**

V. **STATE ADOPTED PROFICIENCIES FOR TEACHERS AND/OR ADMINISTRATORS/COUNSELORS**

N/A

**TExES PHYSICAL EDUCATION STANDARDS (EC-12)**

N/A

VI. **Policies:**

A. **Attendance/tardiness**
   
   Attendance is required for each class. Students are expected to arrive to class on time and to participate in class discussions and activities. Please be on time as a courtesy to your professor and others. If you are going to be absent or late the instructor should be notified at the earliest opportunity. The student is responsible for informing the instructor if class attendance will be affected by “approved university business”.

   In order for absences to be excused by the instructor and for a make-up activity opportunity to be approved, the student must provide the instructor reasonable warning of the absence at the earliest opportunity (such as a schedule of out-of-town games).

   Documentation of university-approved commitments is required by the instructor. Documentation for absences due to personal emergencies may be requested by the instructor. Make up opportunities will NOT be permitted for class-work or assignments missed due to UNEXCUSED absences, late arrivals or early departures. More than THREE (3) unexcused absences during the semester will result in the following consequences:

   1. The student will be denied make-up opportunities with each UNEXCUSED absence.
   2. The instructor will schedule a conference with the student to discuss meeting class responsibilities with the THREE (3) unexcused absence.

   These policies are for your benefit and growth. As you are registered and committed to this class, I am committed to helping you to the best of my ability. If you are unwilling to be responsible for your own learning then you need to understand there are consequences that may affect your grade.

B. **Assignments are due the day they are scheduled to be due at the time they are scheduled.**

C. **MAKE-UP EXAMS** are given only under dire circumstances in which prior permission from the instructor is required.
D. It is inappropriate to have cell phones active during class and will not be tolerated. Failure to observe this policy will result in being asked to leave the class.

E. Appropriate Classroom Behavior: Students are expected to be present, prompt, prepared, and focused on the activities of the class. Appropriate questions and discussions are welcome during the class. It is considered inappropriate to be talking when the professor or a recognized student is talking--RESPECT and COURTESY are expected at all times. Students, who are disruptive, exhibit rude or disrespectful behavior to the professor or other students will be asked to leave the class.

G. University students are expected to conduct themselves in accordance with the highest standards of academic honesty. Academic or scholastic dishonesty, including plagiarism, collusion, or cheating on any examination, test, or classroom assignment will be treated with the greatest severity. See the student catalog for consequences of student misconduct.

H. Academic Honesty: As per the university catalog, “university students are expected to conduct themselves in accordance with the highest standards of academic honesty. Academic misconduct for which a student is subject to penalty includes all forms of cheating, such as illicit possession of examinations or examination materials, forgery, or plagiarism. (Plagiarism is the presentation of the work of another as one’s own). Disciplinary action for academic misconduct is the responsibility of the faculty member assigned to the course. The faculty member is charged with assessing the gravity of any case of academic dishonesty, and with giving sanction to any student involved.

Penalties that may be applied to individual cases of academic dishonesty include one or more of the following:

1. Written reprimand
2. Requirement to re-do work in question
3. Requirement to submit additional work
4. Lowering of grade on work in question
5. Assigning grade of “F” to work in question
6. Assigning grade of “F” for course
7. Recommendation for more severe punishment

The faculty member involved will be responsible for determining the appropriate penalty or penalties for individual cases of academic dishonesty, and may file a record of such offenses in his classes along with any materials involved to his or her college dean. The office of the academic dean of the college which the offense took place will maintain records of all cases of academic dishonesty reported for a period of not more than two years.

Dropping a Class

I hope that you never find it necessary to drop this or any other class. However, events can sometimes occur that make dropping a course necessary or wise. Please consult with your academic advisor, the Financial Aid Office, and me, before you decide to drop this course. Should dropping the course be the best course of action, you must initiate the
process to drop the course by going to the Student Services Center and filling out a course drop form. Just stopping attendance and participation WILL NOT automatically result in your being dropped from the class. （ ） is the last day to drop a class with an automatic grade of “W” this term.

Preferred methods of scholarly citations

Classroom/professional behavior

Texas A&M University-Corpus Christi, as an academic community, requires that each individual respect the needs of others to study and learn in a peaceful atmosphere. Under Article III of the Student Code of Conduct, classroom behavior that interferes with either (a) the instructor’s ability to conduct the class or (b) the ability of other students to profit from the instructional program may be considered a breach of the peace and is subject to disciplinary sanction outlined in article VII of the Student Code of Conduct. Students engaging in unacceptable behavior may be instructed to leave the classroom. This prohibition applies to all instructional forums, including classrooms, electronic classrooms, labs, discussion groups, field trips, etc.

Statement of Civility (can be in place of classroom/professional behavior)

Texas A&M University-Corpus Christi has a diverse student population that represents the population of the state. Our goal is to provide you with a high quality educational experience that is free from repression. You are responsible for following the rules of the University, city, state and federal government. We expect that you will behave in a manner that is dignified, respectful and courteous to all people, regardless of sex, ethnic/racial origin, religious background, sexual orientation or disability. Behaviors that infringe on the rights of another individual will not be tolerated.

Grade Appeals:

As stated in University Rule 13.02.99.C2, Student Grade Appeals, a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see University Rule 13.02.99.C2, Student Grade Appeals, and University Procedure 13.02.99.C2.01, Student Grade Appeal Procedures. These documents are accessible through the University Rules Web site at http://www.tamucc.edu/provost/university_rules/index.html. For assistance and/or guidance in the grade appeal process, students may contact the Office of Student Affairs.

Disabilities Accommodations*

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning
environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please call or visit Disability Services at (361) 825-5816 in Corpus Christi Hall 116.

If you are a returning veteran and are experiencing cognitive and/or physical access issues in the classroom or on campus, please contact the Disability Services office for assistance at (361) 825-5816.

**Statement of Academic Continuity**
In the event of an unforeseen adverse event, such as a major hurricane and classes could not be held on the campus of Texas A&M University–Corpus Christi; this course would continue through the use of Blackboard and/or email. In addition, the syllabus and class activities may be modified to allow continuation of the course. Ideally, University facilities (i.e., emails, web sites, and Blackboard) will be operational within two days of the closing of the physical campus. However, students need to make certain that the course instructor has a primary and a secondary means of contacting each student.

### VII. Course Schedule

Tentative Schedule – Fall 2017

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic Covered</th>
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<tbody>
<tr>
<td>Week #1</td>
<td>Review of Syllabus/Manager/Competencies</td>
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<td>Chapter 1 The Competent Leisure Service Manager/Competencies</td>
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<tr>
<td>Week #2</td>
<td>Chapter 2 – Foundations of Management/Theories</td>
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<td>Guest Speaker</td>
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<td>Event Planning</td>
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<tr>
<td>Week #3</td>
<td>Labor Day –No Class</td>
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<td>Chapters 3 Leisure Services Managers/Value, Vision, Mission Statements</td>
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<td>Case Study – Madison City Outfitters</td>
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<td>Chapter 5 Organizational Structure</td>
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<td>Test #1</td>
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<td>Week #4</td>
<td>Chapter 6-Resources, Programs and Services</td>
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<td></td>
<td>Organization Structure &amp; Programs/Services Case Study</td>
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<td>Event Planning</td>
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<td>Week #5</td>
<td>Chapter 7-Planning and Decision Making</td>
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<td></td>
<td>Organizational Planning Case Study/Guest Speaker</td>
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<td>Event Planning</td>
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<td>Week #6</td>
<td>Chapter 8 - Marketing Sales</td>
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<td>Marketing Case Study</td>
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<td>Chapter 9 – Communications and Customers/Test #2</td>
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<td>Week #7</td>
<td>Communication Case Study</td>
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<td></td>
<td>Ch. 10 Personnel Procedures &amp; Practices</td>
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| Week #8 | Chapter 11 – Motivation, rewards, discipline  
|         | Motivation/Reward Package  
|         | Event Planning  
| Week #9 | Chapter 14 – Evaluation Review, Evaluations, Q & A  
|         | Create Evaluation Tools  
|         | Event Planning/Test #3  
| Week #10 | Chapter 12 Sources & Methods of Financing  
|         | National Park Service Fees Discussion  
|         | Event Preparation  
| 11/4    | **Kite Festival**  
| Week #11 | Wrap up of event/Evaluation  
|         | Chapter 13 – Budget  
|         | Business Plan/Developing a Budget Test #4  
| 11/28   | No Class – Happy Thanksgiving  
| Week #12 | Group meetings  
|         | Final Exam – Group Project Presentations  
| 12/12   | 11:00-1:30pm |