# BROWARD COLLEGE
# COURSE OUTLINE

**LAST REVIEW:** 2010-2011 **NEXT REVIEW:** 2015-2016 **STATUS:** *(A, I, D)*

**COURSE TITLE:** Sports, Fitness and Recreation Management

**COMMON COURSE NUMBER:** LEI 2401

**CREDIT HOURS:** 3

**CONTACT HOUR BREAKDOWN** *(Per 16 week term)*

**CLOCK HOURS:** *(Voc. Course ONLY)*

| | | | |
|---|---|---|---|
| Lecture: | 48 | Lab: | **0** |
| Clinic: | 0 | Other: | **0** |

**PREREQUISITE(S):** None

**COREQUISITE(S):** None

**PRE/COREQUISITE(S):** None

**COURSE DESCRIPTION** *(750 characters, maximum)*: **A course primarily designed for the student to learn about the different aspects of managing recreational programs and events. The student will be exposed to the varied needs of developing a quality program or event.**

| | |
|---|---|
| General Education Requirements – Associate of Arts Degree (AA), meets Area(s): | Area |
| General Education Requirements – Associate in Science Degree (AS), meets Area(s): | Area |
| General Education Requirements – Associate in Applied Science Degree (AAS), meets Area(s): | Area |

## UNIT TITLES

1. **Professional Associations**
2. **Marketing/Advertising**
3. **Program/Event Organization**
4. **Tournament Format**
5. **Officiating Needs**
6. **Municipal Coordination**
7. **Safety and Emergency Needs**
8. **Awards and Recognition**

****Required Competencies**

1) **Read with critical comprehension.**

The student will be introduced to the basic texts, concepts, vocabulary, and methods necessary for developing an understanding of the discipline and meeting the required benchmarks as stated in the course outline.

2) **Write clearly and coherently.**

The student will demonstrate an understanding and mastery of subject matter in a variety of ways, including writing. Writing activities may include both graded and ungraded essays, short answer quizzes, summaries, reactions, journals, and various other reports.

3) **Demonstrate and apply literacy across all the disciplines (indicate which ones apply)**.

   a) **Information literacy** means understanding how to locate needed information, using the appropriate technology for the task, managing and evaluating the extracted information and using it effectively and ethically.
   b) **Technology literacy** is the ability to responsibly and effectively use appropriate technology to access, manage, integrate, or create information, and/or use technology to accomplish a given task.
   c) **Workplace literacy** is having the appropriate knowledge and skills to communicate and work with others effectively and perform job duties, whether it is through the use of computers and/or other technology.
   d) **Cultural literacy** is recognizing, understanding, and appreciating the similarities and differences between one's own culture and the cultures of others through a study of the arts, customs, beliefs, values, and history that define a culture.
   e) **Quantitative literacy** is having the ability to formulate, solve and interpret mathematical/statistical operations and graphical/tabular representations to make informed decisions.
   f) **Scientific literacy** means understanding the methodology and application of the scientific process, the physical and biological worlds, and recognizing that scientific knowledge is continuously updated or revised as new information is discovered.

4. **Apply problem-solving skills or methods to make informed decisions in a variety of contexts**.

The student will use acquired skills or methods to recognize, analyze, adapt, and apply critical thinking to solve problems and make informed decisions.

## EVALUATION:

In the box to the right of the Methods of Assessment, enter all specific learning outcome numbers (i.e. 1.1, 2.7, 4.0, 4.2 and 5.12) that apply.

| | |
|---|---|
| 1. Portfolio | |
| 2. Short essays | |
| 3. Research Papers | |
| 4. Group projects | |
| 5. Discussions (In class and online) | |
| 6. Multiple Choice tests | |
| 7. Presentations | |
| 8. Service Learning Projects | |
| 9. Pop quizzes | |
| 10. Take-home tests | |
| 11. Summaries and critiques | |
| 12. Reaction papers | |
| 13. Surveys | |
| 14. Performance | |
| 15. Short answer tests | |
| 16. Classroom debates and colloquia | |
| 17. Blogs, wikis, web pages | |
| 18. Other (Please explain) | |

**Common Course Number:**

## UNITS

**Unit 1 Professional Associations**

**General Outcome:**

**1.0 The student shall: be able to recognize the different professional organizations associated with the recreational field.**

**Specific Measurable Learning Outcomes:**
**Upon successful completion of this unit, the student shall be able to:**

**1.1 Identify the various professional organizations.**

**1.2 Determine the benefits of membership in each organization.**

**1.3 Discuss the cost of membership in each organization.**

**1.4 Recognize the goals of each organization.**

**Common Course Number:**

**Unit 2 Marketing/Advertising**

**General Outcome:**

**2.0 The student shall be able to discuss the "why and how" to market and advertise a program/event properly.**

**Specific Measurable Learning Outcomes:**
**Upon successful completion of this unit, the student shall be able to:**

**2.1 Identify the "targeted" group of participants.**

**2.2 Recognize the different types of advertising that are available.**

**2.3 Select the best advertising source such as: radio, TV, newspaper, and internet.**

**2.4 Establish the cost of each type of advertising.**

**2.5 Recognize the need for advertising before, during and after program or event.**

**2.6 Identify potential sponsors and donors.**

**2.7 Establish criteria for evaluation.**

**Common Course Number:**

**Unit 3 Program and Event Organization**

**General Outcome:**

**3.0 The student shall be able to discuss various factors involved in planning a program or event.**

**Specific Measurable Learning Outcomes:**
**Upon successful completion of this unit, the student shall be able to:**

**3.1 Determine when and where the event will take place.**

**3.2 Recognize potential sponsors, donors, VIP's.**

**3.3 Discuss the possibility of the involvement of a charity.**

**3.4 Determine the sources for volunteers.**

**3.5 Establish criteria for evaluation.**

**Common Course Number:**

**Unit 4 Tournament Format**

**General Outcome:**

**4.0 The student shall be able to discuss the different types of tournaments and the value of each.**

**Specific Measurable Learning Outcomes:**
**Upon successful completion of this unit, the student shall be able to:**

**4.1 Compare the different tournament formats such as: single elimination, double elimination and round.**

**4.2 Discuss the strengths and weaknesses of each format.**

**4.3 Recognize the time implications of each format.**

**4.4 Recognize the cost implications of each format.**

**4.5 Discuss the desired outcome for your tournament.**

**4.6 Establish criteria for evaluation.**

**Common Course Number:**

**Unit 5 Officiating Needs**

**General Outcome:**

**5.0 The student shall be able to identify what type of programs and events use officials.**

**Specific Measurable Learning Outcomes:**
**Upon successful completion of this unit, the student shall be able to:**

**5.1 Recognize that there are different types of officials.**

**5.2 Understand the need for officials.**

**5.3 Discuss the cost of officials.**

**5.4 Locate the sources of qualified officials.**

**5.5 Recognize the need to evaluate effectiveness of officials.**

**Common Course Number:**

**Unit 6 Municipal Coordination**

**General Outcome:**

**6.0 The student shall be able to discuss how the coordination of municipalities is essential for success.**

**Specific Measurable Learning Outcomes:**
**Upon successful completion of this unit, the student shall be able to:**

**6.1 Determine what municipal facilities are needed.**

**6.2 Determine when the facilities are available.**

**6.3 Determine the cost for the use of the facilities.**

**6.4 Recognize the need for cooperation between city, state and national agencies.**

**6.5 Establish criteria for evaluation.**

**Common Course Number:**

**Unit 7 Safety and Emergency Needs**

**General Outcome:**

**7.0 The student shall be able to discuss the safety needs for the program/event they are running.**

**Specific Measurable Learning Outcomes:**
**Upon successful completion of this unit, the student shall be able to:**

**7.1 Identify the need for participant safety.**

**7.2 Identify the need for spectator safety.**

**7.3 Determine what type of emergency aid is needed.**

**7.4 Locate the agencies that can provide for your emergency needs.**

**7.5 Recognize the cost for safety.**

**7.6 Establish criteria for evaluation.**

**Common Course Number:**

**Unit 8 Awards and Recognition**

**General Outcome:**

**8.0 The student shall be able to discuss the need for awards and recognition.**

**Specific Measurable Learning Outcomes:**
**Upon successful completion of this unit, the student shall be able to:**

**8.1 Identify the different types of awards and ceremonies.**

**8.2 Identify the value of each type of award or ceremony.**

**8.3 Determine the number of awards needed.**

**8.4 Determine the cost of the awards.**

**8.5 Locate vendors for the awards.**

**8.6 Select the VIP's that will attend the ceremony.**

**8.7 Determine the total number of participants at the ceremony.**

**8.8 Establish criteria for evaluation.**

**Special Student Projects:**

**The students will volunteer their services at two events run by city or state recreation agencies.**

**Common Course Number:**

**Unit 10**

**General Outcome:**

**9.0 The student shall:**

**Specific Measurable Learning Outcomes:**
**Upon successful completion of this unit, the student shall be able to:**

**10.1**

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**10.11**

**10.12**

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**10.14**

**10.15**

**Common Course Number:**

**Unit 11**

**General Outcome:**

**10.0 The student shall:**

**Specific Measurable Learning Outcomes:**
**Upon successful completion of this unit, the student shall be able to:**

**11.1**

**11.2**

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**11.9**

**11.10**

**11.11**

**11.12**

**11.13**

**11.14**

**11.15**

**Common Course Number:**

**Unit 12**

**General Outcome:**

**11.0 The student shall:**

**Specific Measurable Learning Outcomes:**
**Upon successful completion of this unit, the student shall be able to:**

**12.1**

**12.2**

**12.3**

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**12.6**

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**12.9**

**12.10**

**12.11**

**12.12**

**12.13**

**12.14**

**12.15**

**Common Course Number:**

**Unit 13**

**General Outcome:**

**12.0 The student shall:**

**Specific Measurable Learning Outcomes:**
**Upon successful completion of this unit, the student shall be able to:**

**13.1**

**13.2**

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**13.12**

**13.13**

**13.14**

**13.15**