

GEORGE MASON UNIVERSITY
College of Education and Human Development
School of Sport, Recreation and Tourism

PRLS 410 001 – Administration of Sport, Recreation and Tourism
Organizations I

3 Credits – Fall 2018

Mondays 7:20 – 10:00 pm - Recreation/Athletic Complex 2203

FACULTY

Instructor: Ivan Levin M.S.
Office: N/A
Office Hours: By Appointment
Email: ilevin@gmu.edu
Phone Number: 540-818-5818 (9am-10pm Call or Text)

PREREQUISITE(S): 60 hours or permission of instructor.

UNIVERSITY CATALOG COURSE DESCRIPTION: Focuses on operation and management of health, fitness, and recreation services organizations. Covers management and leadership theories and techniques, problem-solving and decision making, organizational communications, design of organizational structures, and budgeting.

COURSE DELIVERY METHOD: This course will be delivered using a face to face lecture methods. Students are expected to actively engage in all course activities throughout the semester, which includes completing all course activities and assignments and participating in class discussions and small group interactions.

LEARNER OUTCOMES AND OBJECTIVES:

The course is designed to enable students to do the following:

1. Discuss management practices and principles developed and successfully used in business, industry and public agencies.
2. Discuss and apply a behavioral approach to facilitating individual development within sport, recreation, and tourism (SRT) organizations.
3. Identify problems affecting the management and operation of organizations and the delivery of sport, recreation and tourism services.
4. Discuss the principles of organizing, allocating and managing organizational resources in order to provide equitable delivery of sport, recreation and tourism services.
5. Apply budgeting principles and techniques to developing and managing operational budgets of SRT organizations.
6. Describe the barriers to effective communications and strategies for communicating in a multicultural society.

PROFESSIONAL ASSOCIATION STANDARDS: Upon completion of this course, students will meet the following professional accreditation standards from the *Council on Accreditation of Parks, Recreation, Tourism and Related Professions (COAPRT)*:

7.3 Students graduating from the program shall be able to demonstrate entry-level knowledge about operations and strategic management/administration in parks, recreation, tourism and/or related professions.

REQUIRED TEXT:

Bateman, T.S., & Snell, S.A, (2018). *M: Management, (5th edition)*; NY: McGraw-Hill/Irwin. Available as an e-Textbook for rent or purchase at www.barnesandnoble.com ISBN: 978-1-259-73280-5

COURSE PERFORMANCE EVALUATION: Students are expected to submit all assignments on time in the manner outlined by the instructor (e.g., Blackboard, Tk20, hard copy). This course will be graded on a percentage point system, with a total of 100 possible percentage points.

Requirements

Class participation – homework and discussions	15%
Assignments: Semester Project (5 assignments)	45%
Tests: Test #1 – 10%, Tests #2 and #3 - 15% each	40%

Assignment Information:

PRLS 410 001– Fall 2018

**SEMESTER RESEARCH PROJECT
Profile a SRT Organization**

Summary and General Instructions

Objective: To conduct research and apply concepts learned in the course to profile a REAL Sport, Recreation or Tourism/Hospitality/Event Management business organization.

Basic Requirements:

- The organization profiled must have been in operation for at least 5 years (founded in 2012 or earlier). In other words, it is not a “start-up” business.
- The organization should have at least 5+ full-time paid employees (or equivalent).
- The business may be in any sector – commercial/private, non-profit/private, or government/public.
- To receive full credit for the assignments, you must demonstrate evidence of research in each assignment. You will accomplish this by:
 - Finding an organizations; you must have access to business information about the organization.
 - Establishing contact with at least one professional “consultant” who has experience working in the organization. Students are required to conduct an interview with the consultant, demonstrating evidence of the knowledge gained in one or more of Assignments 2 and/or

3.

- I strongly suggest that you establish the initial contact early in the semester to gather resource information (strategic and/or business plan, sample organization chart, job descriptions, interview questions, budget data and similar)
 - Use other references to support and justify your work.
- Describe the organization as if it really exists! Use present tense in your narrative, except when discussing history or future plans.
- Narrative should be “business professional”. Avoid jargon and redundancy. Note also that you are not “selling” the organization; I suggest using third person tense (vs. the first person “I”, “we” or “us”) when discussing the organization.
- With the possible exception of Assignment 1, do not repeat assignment instructions verbatim in the body of the paper. You may use headings to separate the sections if desired.
- Generally speaking, do not copy information! If deemed necessary to do so, properly cite in footnote(s) and bibliography.

Recommendations:

- Ensure that you understand the scope of research required for the semester project by becoming familiar with all individual assignment requirements at the start of the semester.
- APA (<http://www.apastyle.org/> and <http://www.apastyle.org/learn/tutorials/basics-tutorial.aspx>) or Chicago style (http://www.chicagomanualofstyle.org/tools_citationguide.html) is recommended for use in these assignments.

The following assignment instructions are also posted in the Assignments section in Blackboard. Submit Semester Project assignments 1, 2, 4 and 5 by clicking on the assignment title in Semester Project Assignments in the course menu in Blackboard and following submission instructions. Submit Assignment 3 by following the instructions in Assessments. In all cases, submit as an attachment.

Assignment 1 – Organization Overview

Grade/no grade; failure to submit this assignment by the due date will result in an automatic 4-point deduction on Assignment 2

Provide an overview of your selected organization. Include:

- The name of the organization.
- The purpose of the organization – why it exists; what need(s) it meets.
- Who the organization serves; describe the client/customer base.
- Which sector (public, not-for-profit, commercial) the organization falls under; explain why your organization is in this sector.
- Explain why you chose to profile this organization.

General guidelines

- You may use an outline/bullet-point format for this assignment if preferred.
- This submission should be 1-2 pages in length.

ASSIGNMENT 2 – The Organization

10 points (includes Assignment 1)

Provide a written overview of the organization you have decided to profile, reiterating and expanding upon Assignment 1 content.

General Information

- The name of the organization
- Mission Statement – purpose of the organization
- Explain which sector (public, not-for-profit, commercial) the organization falls under and why it is in that sector.

History and Service

- What is the history of the organization; how and why was this organization established?
- Where the organization is located? Describe physical administrative and program space.
- Describe the services that your organization provides and the target markets. In other words, who are the services designed to serve and/or what customers/clients/constituents are most likely to use the services? How are services delivered to customers?
- Describe the organizations' stakeholders (not customers or employees).
- Name and explain at least three specific factors/activities in the Macroenvironment, including its subset, the Competitive Environment, that the organization should monitor regularly and how the organization will monitor these activities.
 - Consider specific activities in the Political, Economic, Social and Technological realms. Think in terms of all 5 competitive forces e.g. In the social area, look at demographics and values in both the market and the workforce. For instance, who are the rivals (direct competitors)? What other services could be substitutes for the organization's offerings?

Organization Plan

- Present 2 SMART business (vs. program) goals that the organization is attempting to accomplish within the next year. Business goals are related to revenue generation and/or expense control (in the commercial sector, profitability), growth and customer service.
- **For each goal**, list 2-3 organizational plans (actions) the organization will execute to achieve those goals.
- Describe the 5-year vision for the organization. Describe two challenges that you believe that the organization will be facing in the future. Explain why you believe these challenges will exist and what steps you think the organization should take now to prepare for them.

References/Bibliography

Demonstrate research and use of course and outside resources - provide references.

Reminder: Students are required to conduct an interview with a professional consultant and show evidence of knowledge gained.

General guidelines

- This paper should be 2-4 pages in length.
- Review Summary and General Instructions for additional details.

ASSIGNMENT 3 – Staffing the Organization

10 points

Organizational Chart – 3 points

- What is the organizational chart for the organization. The chart should fit on one 8 x 11" page. Depending on the size of the organization, boxes may represent "work" at the individual job level or as a grouping of jobs. If the organization is very large, you may choose to represent a division or department of the organization (as opposed to the entire organization); please specify if this is the case and provide a brief overview of where this division/department fits into the overall organizational structure.
- Organizational Chart Narrative:
 - Explain which of the four structures discussed in class (Functional, Divisional, Matrix, Network, or a combination of these) best represents your organization's structure. Explain why that is the most efficient and effective way for your organization to get work done. Consider: Is your organization dynamic or stable? How much diversification is there in company businesses, products, customers and/or locations? Who should make strategic decisions? How much does the organization rely on lower level employees to be creative and autonomous in decision-making?
 - Provide any additional background information necessary to explain how the business is organized for action. Ensure that all critical business functions (administration, finance, HR, sales, marketing, and similar), as well as service and production, are clearly represented in the organizational chart OR described in the narrative

The Job Description – 3 points

Select one position from your organizational chart and create/find a job description for that position. This position must report to a supervisor (should not be the CEO for instance) AND must be a manager, supervising a minimum of 1 employee. **Include all of the recommended content of a job description, as discussed in class and presented in the Chapter 8 slides.**

The Interview – 2 points

Design interview questions that will help determine each candidate's suitability for the position. The interview questions should relate directly to the needs of the organization and the requirements outlined in the job description (above). Questions should be: 1) behavioral (if asking about experience), 2) specifically related to the job (not generic) and 3) open-ended to invite discussion (vs. yes/no or one-word answers). Include a **minimum** of 10 questions to be asked of applicants in a structured interview.

References/Bibliography

Demonstrate research and use of course and outside resources - provide references.

Reminder: Students are required to conduct an interview with a professional consultant and show evidence of knowledge gained.

General guidelines

- This paper should be 3-6 pages in length.
- Review Summary and General Instructions for additional details.

ASSIGNMENT 4 - PROJECT PRESENTATION

15 points

Part 1: Develop a presentation that gives an **overview** of your semester project. Include the following **KEY** points:

1. The organization is... (name, location, size, sector). It was formed when... (history).
2. Our mission (purpose) is to ...
3. The organization offers... (services) that are designed to serve..... (markets)
4. One business goal that the organization plans to complete in the next year is...
5. The organization will achieve this goal by...
6. In the next 5 years the organization will ... (vision)
7. In the next 5 years, the leadership expects to have to overcome the following challenges...
8. Here is the organizational chart. The ... (structure type). This structure best represents the organization because...
9. To ensure that job applicants are a good "fit" for our organization, one question the interviewer(s) will ask all potential employees is...
10. The most valuable part of this project for me was...because...
11. The assignment (or aspect) that I found most challenging was...because...
12. Provide a complete bibliography of ALL references/resources used for this project, including footnotes and full information about the required interview.

Part 2: Find and read a recent (within the last 10 years) and relevant article or other media piece from a credible and reputable journal, periodical, book/book section or multi-media presentation that is about you're the type of organization you selected for your semester project. You should be able to relate the content to business administration in sports, recreation, tourism/hospitality or event management.

1. The end of your presentation should summarize the following information about your article:
 - a. The article's main points.
 - b. Your "take-away"; how the reading was meaningful to you and what you learned. Describe how the article relates to the course content, your semester project, and the sports, recreation, and health or tourism/hospitality industries.
 - c. Bibliographical reference.
2. Evaluation will be based on:
 1. Ability to summarize the article's main points clearly and concisely

2. Relevancy of the article to your semester project and ability to relate to class content and/or the sports, recreation, health and tourism/hospitality industries
3. General presentation skills

General guidelines

- Use any appropriate presentation format, such as Power Point, Prezi, video presentation or other.
- Stay on topic! The presentation should take no more than 10 minutes.
- Provide a full bibliography of references used in all aspects of this project (last slide)

ASSIGNMENT 5 – Virginia Recreation and Park Society Conference Data Roll-Up

INFORMATION FOR THIS ASSIGNMENT WILL BE DISTRIBUTED LATER THIS SEMESTER.

Grading Policies:

Attendance Policy: Mason Catalog: "Students are expected to attend the class periods of the courses for which they register. In-class participation is important to the individual student and to the class as a whole. Because class participation may be a factor in grading, instructors may use absence, tardiness, or early departure as de facto evidence of non-participation. Students who miss an exam with an acceptable excuse may be penalized according to the individual instructor's grading policy, as stated in the course syllabus."

There is NO make-up work.

Accordingly, in this course, absences, tardiness, or early departure are considered de facto evidence of non-participation. Three tardies, and/or early departures (including putting head on the desk and closing one's eyes) equal one absence. Class Participation grades are taken daily and any unexcused absence will result in a 0 for that day. Three or more absences without advance permission or a doctor's note on letterhead will result in 0 points for Class Participation in the final grade.

If you miss a class, it is your responsibility to obtain class materials (notes, handouts, etc.) from sources other than the instructor. Only then should you approach the instructor for questions.

All assignments are due at 4:30 PM, the beginning of class on the assigned day. No late work will be accepted without a doctor's note on letterhead. Written work is to be typed and spell checked to avoid point deduction. Tests must be taken on assigned days unless approved ahead of time and **no class participation make-ups** will be available.

Grading Scale

A+ = 97-100

B+ = 88-89

C+ = 78-79

D = 60-69

A = 94-96

B = 84-87

C = 74-77

F = 0-59

A- = 90-93

B- = 80-83

C- = 70-73

PROFESSIONAL DISPOSITIONS: Students are expected to exhibit professional behaviors and dispositions at all times. See <https://cehd.gmu.edu/students/policies-procedures/>.

TENTATIVE COURSE SCHEDULE:

*** Note: Faculty reserves the right to alter the schedule as necessary, with notification to students.*

DATE	TOPIC/SLIDES	TEXT READING/SLIDES/HOMEWORK
Week 1: August 27	INTRODUCTION and SYLLABUS: Course Introduction	Syllabus, including Appendix (Semester Research Project Summary)
Week 2: September 10	UNIT 1: Managing Effectively UNIT 1 - Evolution of Management	Chapter 1 pp. 3-15; Chapter 2 “The Role of the Manager” – to access this reading, go to Unit 1, Chapter 1 in the Blackboard Course Menu
Week 3: September 17	UNIT 1: The Organizational Environment and Culture	Chapter 3
Week 4: September 24	TEST #1 – Unit 1	Test covers Chapters 1-3 and associated materials
Week 5: October 1	UNIT 2: Ethics and Corporate Responsibility UNIT 2: Planning and Decision Making Semester Project Assignment 1 Due	Chapter 4, Chapter 5,
Week 6: October 9	UNIT 2: Entrepreneurship UNIT 3: Organizing for Success	Chapter 6 pp. 132-136 Chapter 7 pp. 141-157
Week 7: October 15	UNIT 3: Human Resources UNIT 3: Managing Diversity Semester Project Assignment 2 Due	Chapter 8 Chapter 9 pp. 193-211
Week 8: October 22	TEST #2 – Units 2 and 3	Test covers Chapters 4-9 and associated materials
Week 9: October 29	UNIT 4: Leadership UNIT 4: Motivation	Chapter 10 Chapter 11
Week 10: November 5	UNIT 4: Teamwork Semester Project Assignment 3 due	Chapter 12
Week 11: November 12	UNIT 5: Managerial Control and Finance	Chapter 14
Week 12: November 19	TEST #3 – Units 4 and 5 Semester Project Assignment 4 Due	Test covers Chapters 10-12, Chapter 14
Week 13:	Semester Project	

November 26	Presentations (Parts 1-3 + article)	
Week 14: December 3	Semester Project Presentations ((Parts 1-3 + article)	

Core Values Commitment

The College of Education and Human Development is committed to collaboration, ethical leadership, innovation, research-based practice, and social justice. Students are expected to adhere to these principles: <http://cehd.gmu.edu/values/>.

GMU Policies and Resources for Students

Policies

- Students must adhere to the guidelines of the Mason Honor Code (see <https://catalog.gmu.edu/policies/honor-code-system/>).
- Students must follow the university policy for Responsible Use of Computing (see <http://universitypolicy.gmu.edu/policies/responsible-use-of-computing/>).
- Students are responsible for the content of university communications sent to their Mason email account and are required to activate their account and check it regularly. All communication from the university, college, school, and program will be sent to students **solely** through their Mason email account.
- Students with disabilities who seek accommodations in a course must be registered with George Mason University Disability Services. Approved accommodations will begin at the time the written letter from Disability Services is received by the instructor (see <https://ds.gmu.edu/>).
- Students must silence all sound emitting devices during class unless otherwise authorized by the instructor.

Campus Resources

- Support for submission of assignments to Tk20 should be directed to tk20help@gmu.edu or <https://cehd.gmu.edu/aero/tk20>. Questions or concerns regarding use of Blackboard should be directed to <http://coursessupport.gmu.edu/>.

- For information on student support resources on campus, see <https://ctfe.gmu.edu/teaching/student-support-resources-on-campus>

For additional information on the College of Education and Human Development, please visit our website <https://cehd.gmu.edu/students/> .

PRLS 410 RUBRIC - SEMESTER PROJECT ASSIGNMENT

Create and Profile a Fictional SRT Organization

COAPRT 7.03 <i>Students graduating from the program shall be able to demonstrate entry-level knowledge about operations and strategic management/administration in parks, recreation, tourism and/or related professions</i>	Outstanding 100 %	Competent 75 – 99%	Minimal 50 – 74%	Unsatisfactory 0-49%
Content Areas – 20-40% each (standards are “per section”)	Includes all required elements; demonstrates understanding of each element	Missing one required element OR does not fully demonstrate understanding of up to two elements	Missing 1-2 required elements AND/OR does not fully demonstrate understanding of up to three elements	Missing two or more required elements AND/OR does not demonstrate understanding of the content area subject
Evidence of Research – 20 %	References at least two model organizations in content and bibliography/footnotes; Cites additional sources to support content	References at least two model organizations OR one model organization and additional sources	References at least one model organization OR additional sources	No references

Presentation – up to 10% deduction	Follows format and general guidelines as stated in assignment instructions	Does not follow format or general guidelines in 1-2 areas	Does not follow format or general guidelines in multiple areas	Does not follow format and general guidelines in multiple areas
Grammar and spelling – up to 10 % deduction	Uses correct grammar and spelling	Infrequent grammar or spelling errors	Frequent grammar and spelling errors; does not interfere with conveyance of meaning	Frequent grammar and spelling errors that interfere with content delivery



