



College of Education and Human Development
Department of Counseling, Health & Kinesiology
EDKN 3332 - 001 Program Development/Management Fitness Industry
Fall 2026

Instructor: Juan Cantu, Doctorate of Psychology A.B.D.

Class time & Location: Monday 7:00pm – 9:45pm; Science and Technology
279 E-mail & Phone: jcantu1@tamusa.edu 210-859-8022

Office Hours: By appointment

Office Location: Kinesiology Suite

Required Textbooks: Trotter, S. A., & Stevenson, C. (2025). *Fitness facility management*.
Human Kinetics.

Recommended Textbooks: N/A

Course Description: Organizational development and management in corporate, commercial and institutional fitness industries. Prerequisite: EDKN 1301.

Undergraduate Class Policies

A student has the right to expect competent, well-organized instruction for the full number of clock hours allotted for a course; to sufficient written assignments, graded fairly and with reasonable promptness to show the student's academic standing in the course at least before mid-semester; to have ample opportunity to confer with the instructor at published office hours and to review graded written work; to freedom from ridicule, discrimination, harassment or accusations in the presence of other students or faculty members; and to an avenue for appealing to higher academic authority in case of alleged unfairness by an instructor.

Student Rights and Responsibilities

As members of the University community, all enrolled students assume full responsibility for adhering to the university's values and goals. Students are held responsible for staying abreast of their rights as students and for being cognizant on what is deemed proper conduct as outlined in the Student Handbook. The Student Handbook is available through the Student Rights and Responsibilities webpage: <http://www.tamusa.edu/uploadFile/folders/fcestrad/Pdf/Pdf635767864704349879-10.100.150.124.pdf>

Academic Dishonesty

Students are expected to do their own course work. Academic dishonesty is a violation of the Student Code of Conduct; therefore, the instructor may report any form of academic dishonesty to the Office of Student Rights and Responsibilities. Please review the Student Handbook for a complete description of the process.

Class Attendance

A vital part of every student's education is regular attendance of class meetings. Any absences tend to lower the quality of a student's work in a course, and frequent or persistent absences may preclude a passing grade or cause a student to be dropped from one or more courses upon the request of a faculty member to the Provost and Vice President for Academic Affairs. The instructor's policy for this course includes:

- a. Requests to be absent from class for official University business (athletics, field trips, student government, etc.) shall be made prior to the anticipated absence. Arrangements for missed work will be made at that time.
- b. No make-up will be allowed unless there is a documented emergency and/or family issue.
- c. If there is an emergency please contact me NO LATER than the day of the problem.

Absences for Religious Holidays

The university will allow students who are absent from classes for the observance of a religious holy day to take an examination or complete an assignment scheduled for that day within a reasonable time after the absence if, not later than the fifteenth day after the first day of the semester, that student has notified the instructor of each class to be missed. The instructor may appropriately respond if a student fails to complete the assignment or examination within a reasonable time after the absence.

Research on Human Subjects

Research that involves human subjects must be approved by the Institutional Review Board for the Protection of Human Subjects.

Americans with Disabilities Act

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 disability. Disability Support Services (DSS) provides services, auxiliary aids and accommodations for students at Texas A&M University-San Antonio (A&M-SA) who have self-identified, registered and provided DSS with documentation supporting their disability. Students may access additional information on the Disability Support Services webpage:

<http://www.tamusa.edu/studentengagementsuccess/dss/AccessDSS/index.html>

Incompletes

The spirit of the “Incomplete” is to give a student an opportunity to complete a course after the end of the semester. An Incomplete will only be considered under specific circumstances: 1. 70% of the class has been completed and student is passing with a “C” or better 2. The circumstance for which the “I” is requested is supported with documentation 3. Student has been attending class on a regular basis Incompletes are not to be used to remedy excessive absences. Unforeseen circumstances precipitating the request for an “I”, should occur near the end of the semester. Students who are experiencing difficulties at the beginning or midway through the course should contact their professor immediately to discuss options. When a professor agrees to grant an “I”, a contract between the student and professor that outlines a specific timeline for completion of the course will be generated. Topics such as highest possible grade will also be outlined. If the contract is not fulfilled, the professor will submit a change of grade form with earned letter grade. All “I”s will automatically revert to an “F” after one year.

Dropping a Course

A course may be dropped by a student without approval from his/her academic advisor or other university official. Students who have been readmitted on academic/scholastic probation must also consult with their advisors prior to dropping or withdrawing. It is highly recommended that a student consult his/her academic advisor because of the impact on financial aid, graduation, veteran benefits, etc. After the online registration system is closed, all drops must be processed by the Office of the Registrar. A student who, by dropping a course, becomes registered for less than a normal load will be reclassified as a part-time student. Freshmen students who intend to drop a course must first visit their Academic Success Coach.

Administrative Drops for Non-Attendance

A faculty member may drop an undergraduate student for non-attendance at any time prior to the mid-point of a long semester. A drop processed by a faculty member for non-attendance will be treated as a non-punitive grade unless the undergraduate student is subject to the requirements of Senate Bill 1231. The Office of the Registrar will treat all drops processed by a faculty member in accordance with the requirements of Senate Bill 1231 and may change a grade of W to a grade of WS or an F, depending on the student's status.

Grading Policy

In-Class Assignments 30% Presentation 35%	Exams -35% Exam 1 Chapters 1, 2, 3, 4 Exam 2 Chapters 5, 6, 7 Exam 3 Chapters 8, 9, 10 Exam 4 Chapters 11, 12, 13	Criteria: 90-100 A 80-89.99 B 70-79.99 C 60-69.99 D 0 - 59.99 F
--	--	--

On-line exams will be taken on Blackboard and these are also intended for you to work INDIVIDUALLY.

DO NOT USE BLACKBOARD grades as your average. Grades are weighted as above, and is not reflected on BlackBoard as such.

No changes to your final grade will occur once class has ended unless I have made a mistake. You are given the opportunity to track your grade throughout the semester thus you should not be surprised with the grade you earn.

Course Requirements

- All class work is due by the date and time assigned.

- I do not offer extra credit.

- I do not offer independent studies if an acceptable grade is not earned

No Use of Generative AI Permitted

EDKN 3332 assumes that all work submitted by students will be generated by the students themselves, working individually or in groups. Students should not have another person/entity do the writing of any portion of an assignment for them, which includes hiring a person or a company to write assignments and/or using artificial intelligence (AI) tools like ChatGPT. Use of any AI generated content in this course qualifies as academic dishonesty and violates Texas A&M-San Antonio's standards of academic integrity.

Counseling Resources:

As a college student, there may be times when personal stressors interfere with your academic performance and/or negatively impact your daily functioning. If you or someone you know is experiencing life stressors, emotional difficulties, or mental health concerns at Texas A&M University – San Antonio, please contact the Office of Student Counseling & Wellness Services (SC&WS) located in Modular C, Room 166 (Rear entrance) or call 210-784-1331 between the hours of 8:00AM and 5:00PM. All mental health services provided by SC&WS are free, confidential (as the law allows), and are not part of a student's academic or university record.

SC&WS provides brief individual, couples, and group therapy, crisis intervention, consultation, case management, and prevention services. For more information, please visit www.tamusa.edu/studentcounseling

In order to reduce the spread of COVID-19, the Student Counseling & Wellness Services (SC&WS) office will primarily offer services via phone and/or Webex. Any students interested in scheduling an appointment should call (210) 784-1331 Monday through Friday, 8:00AM – 5:00PM. After hours, please contact UPD at 911 or text "HOME" to 741-741 24/7/365 to connect with a trained crisis counselor. The National Suicide Prevention hotline also offers a 24/7/365 hotline at 1-800-273-8255.

Department of Counseling, Health & Kinesiology
One University Way | San Antonio, Texas 78224 | 210.784.2521 | www.tamusa.edu

COVID-19 SYLLABUS

COVID-19 is a dangerous illness. Above everything else, your health and safety are our concern. The best estimate now is that 20–40% of people infected with the virus have no

symptoms. In compliance with safety practices, students are required to complete the COVID-19 student training course. Upon completion, you will receive a certificate with your name and date of completion. If you have yet to complete the course, please do so immediately, as completion is required to return to campus and participate in the current academic semester.

NOTE: If you do not complete this training, you will have a Dean of Students hold on your records, which will prevent adds, drops, and registration.

Students are required to conduct a self-assessment each day before coming to campus to determine if they are exhibiting any signs or symptoms of COVID-19 or have been exposed to COVID-19. Your presence on campus means that you certify that you are not exhibiting any signs or symptoms.

CHECKLIST If any of the following apply to you, stay home!

1. Have a diagnosis or suspected case of coronavirus;
2. Are currently exhibiting any of the symptoms associated with COVID-19 as listed on the CDC “Symptoms of Coronavirus” web page <https://www.cdc.gov/coronavirus/2019-ncov/symptoms-testing/symptoms.html>—even one symptom (e.g., cough or headache);
3. In the past 14 days have had close (less than six feet) contact with a person who has a lab-confirmed case of COVID-19;
4. In the past 14 days have had close (less than six feet) contact with a person who is awaiting results of a COVID-19 test because of symptoms or exposure;
5. In the past 14 days have returned from travel or have traveled through an area with state or local travel restrictions that mandate quarantine upon arrival home. · Fever or chills (feeling feverish or a measured temperature greater than or equal to 100.0 degrees Fahrenheit) · Cough · Shortness of breath or difficulty breathing · Fatigue · Muscle or body aches · Headache · Loss of taste or smell · Sore throat · Congestion or runny nose · Nausea or vomiting · Diarrhea

When in doubt, stay home!

If any of the above apply to you, do NOT come to campus. Instead, contact your professor and the Dean of Students Office dos@tamusa.edu, office phone: (210) 784-1354.

All components of this class, including assessments, can be completed virtually, through Blackboard or other platform used in this class. Office hours will be held via Webex or other platform provided by the instructor.

For lecture classes that include a face-to-face component:

Accommodation for missing class if you meet one of the criteria on the checklist or do

not feel comfortable physically attending will be made without penalty. Visitors are not allowed, and students can attend class only on their designated day for in-person attendance. All students have a responsibility to ensure they are always contributing to a safe learning environment by following all health and safety protocols.

For laboratory classes that include a face-to-face, hands-on component:

Unlike lecture classes with face-to-face components, laboratories are designed to provide hands-on experience and training in particular skills that are difficult to attain online. Thus, if students are registered for a laboratory course with a face-to-face

Department of Counseling, Health & Kinesiology

One University Way | San Antonio, Texas 78224 | 210.784.2521 | www.tamusa.edu

component, it is expected that they physically attend on their scheduled day. However, if students have a documented health issue, are in another high-risk category, or feel uncomfortable attending in person, they may be able to enroll in a section of the course that is designated OLC (on-line class). If no such section exists, which may occur in upper-division courses, it is imperative that students contact their instructors immediately, and accommodations will be handled on a case-by-case basis. Note: You and your instructor may decide that it's in your best interest to finish the course at a later date.

Once enrolled in either a hybrid or a fully on-line section, students may not switch between in-person and on-line learning without instructor approval due to the unique nature of preparing for hands-on activities in a laboratory environment as well as tight regulations on the number of students physically allowed in the laboratory. Accommodation for missing class if you meet one of the criteria on the checklist or do not feel comfortable attending will be made without penalty.

While in the classroom:

1. Sanitize your hands upon entering.
2. Always maintain at least six feet from others, including your instructor and other students.
3. Front-row seating will not be used.
4. Sit in designated seats.
5. Always wear a cloth face covering or surgical mask fully covering your mouth and nose at all times while in the classroom, even if alone.
6. Observe and conform to any markings on the floor indicating appropriate spacing and don't sit in a location that has been marked as being off limits.
7. You may ask questions by raising your hand during class or by emailing the instructor outside of class. Do not approach your instructor before or after class to ask a question or attempt to hand your instructor any document or item, as this does not facilitate social

distancing.

While in the laboratory: Special laboratory safety instructions will be provided on the course-specific syllabus, and appropriate training will be provided.

Students who do not live up to these responsibilities will not be permitted to physically attend class. Failure to comply with these health and safety protocols is a violation of the

Department of Counseling, Health & Kinesiology

One University Way | San Antonio, Texas 78224 | 210.784.2521 | www.tamusa.edu

Student Code of Conduct. A student who is not in compliance with these health and safety protocols will not be allowed to remain in the classroom and will be reported to the student- conduct office, which may result in the student being barred from the classroom for the remainder of the semester and may also lead to expulsion from the university.

Certain classes may transition to fully online when necessary for health and safety.

Tentative Schedule: The course schedule subject to change. Check Blackboard for updates.

EDKN 3332 Fitness Industries

8/24	Course overview, syllabus quiz (mandatory),
8/31	Chp 1 – History of the fitness industry, current state of the fitness industry Chp 2 – Organizational mission, vision, and values
9/7	No class (Labor day)
9/14	Chp 3 – Identifying your target market Chp 4 – Business operations Exam review (chps 1, 2, 3, 4)
9/21	Exam 1 (chps 1, 2, 3, 4)
9/28	Chp 5 – Recruiting, hiring, and onboarding top talent Chp 6 – Engaging and retaining top talent
10/5	Chp 7 – Talent offboarding Exam review (chps 5, 6, 7)
10/12	Exam 2 (chps 5, 6, 7)
10/19	Chp 8 – Brick and mortar facilities Chp 9 – Fitness equipment
10/26	Chp 10 – Member services and programs Exam review (chps 8, 9, 10)
11/2	Exam 3 (chps 8, 9, 10)
11/9	Chp 11 – Attracting and engaging members Chp 12 – Emergency preparedness and risk management
11/16	Chp 13 – Business strategy and marketing Exam review (11, 12, 13)
11/23	Exam 4 (chps 11, 12, 13)
11/30	PRESENTATIONS (IN CLASS)