



EDKN 3332 Program Development & Management in Fitness Industry

COURSE INSTRUCTOR

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- Office: 142 J STEM
- Office Hours: 9:00AM - 3:00PM on Tuesday & 8:30-9:30 AM – 2:00-3:00 PM on Wednesday
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Please start the subject line with EDKN 3331 e.g., “[EDKN 3331] Assignment”

COURSE INFORMATION:

- Course: EDKN 3332-900
- Class Time: Wednesday 12:30-1:45 PM
- Format: Hybrid meeting on Wednesday in Rm 165 STEM
- Learning Resources:
Bates, M. (2008). *Health Fitness Management: A Comprehensive Resource for Managing and Operating Programs and Facilities* (3rd ed.) Human Kinetics: Champaign, IL. ISBN-13

COURSE DESCRIPTION

Organizational development and management in corporate, commercial and institutional fitness industries..

STUDENT LEARNER OUTCOMES

Upon successful completion of this course, each student will be able to:

1. Understand the difference between leaders and managers
2. Understand the critical components involved in hiring staff based on the resources available.
3. Identify and promote the key elements of staff performance
4. Learn how to get prepared for successfully seeking a job in the fitness industry
5. Understand the importance of customer service within the fitness industry
6. Understand and apply strategies for members’ retention
7. Understand how to properly evaluate the fitness center.

COURSE EXPECTATION

Students will meet each week for three hours. Prior to each class meeting time, you will be expected to complete assigned readings (articles)/writing and assignments and to participate in questions and discussions.

COURSE POLICIES

The general policy outlined by the University will be followed as stated in the Student Handbook. There are no ‘free’ unexcused absences.

The instructor’s policy for this course includes:

1. Your presence is expected in class daily except for emergencies. Students assume responsibility for any material missed in class. Arrange to pick up handouts as soon as possible. It is YOUR responsibility to make up missed work.



2. 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.
3. If you miss an exam or quiz or do not show up on the day of a presentation/exam or when an assignment is due without **prior arrangement** with the instructor, no make-up will be allowed unless there is a *documented* emergency.
 - i. If there is an emergency (hospital, funeral, etc.) please contact me the day of the problem or the day you missed class.
 - ii. If you cannot participate in a class activity you must have documentation (hurt ankle, sick, etc.), otherwise you will receive half credit for being there but not participating.
4. Points will be deducted from any participation grade that may be required of class as a result of unexcused absences.
 - i. Excused absences: *In the event that you need to be away for a given period of time (e.g. funerals, hospital stays, family emergencies, military duty, etc.), you should contact Student Counseling Center (210-784-1331 (or 1329); StuCounseling@tamusa.edu or StuWellness@tamusa.edu).* If you will be missing more than a week of classes (whether continuous or not), inform them of the situation and they can send a notice to all your instructors rather than you having to explain to each of them your circumstances.
5. Do not make doctor's appointments on the days of class, tests, labs, or presentations.

Attendance:

The student is expected to participate in all class activities including exams and assignments. It is the responsibility of the student to inform each instructor of absences. When, however, in the judgment of the instructor, a student has been absent to such a degree as to impair his or her status relative to credit for the course, the instructor will recommend the student to drop the course. It is important to understand that class attendance can be used by the instructor as one criterion for grading; Time spent on Blackboard (monitored by the professor). A student who enrolls for a course and then does not attend is considered absent from class until the student officially drops the course.

Absence: You will have one unexcused absence without penalty. You will have 2 points deducted for each absence if you do not attend class. Students who arrive more than **15 minutes after the start of class** will be considered **absent**. You will receive an F on 3rd absence (unexcused).

Tardy: 1 point will be deducted from your total possible points for each tardy (showing up to class after the daily lesson has begun is considered a tardy)

Late Work Policy:

All homework is due as a **uploading document** on the blackboard. Homework received after than the due date will be penalized **one letter grade per day, after which 4 days will result in a zero (F).**

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



Student Requirements: At the conclusion of the course, the A-F grades will be determined based on your total points earned throughout the semester according to the following scale:

1. Online participation:

- a. Students are expected to demonstrate active participation via online class discussions, assignments, and activities.
- b. Class participation is an expectation and includes being on time and ready for active engagement in online discussions.

2. Planning and Preparation: Success in this course demands that reading assignments are completed before class begins to:

- a. develop an in-depth understanding of the content, and
- b. promote familiarity with concepts that will facilitate effective participation in classroom activities.

3. Projects and Activities: Active participation is expected in class activities to organize, plan, develop, and present projects of high quality in class in collaboration with classmates.

4. Professionalism and Respect: Substantially, successfully, and equally contribute to the planning, organization, and completion of individual/group assignments and projects.

Professional Dispositions: Your professional dispositions will be assessed at all times through your interactions and communication, both orally and in writing, with classmates and instructors on campus and with students and teachers in school settings.

Communication Skills: All students must have adequate writing skills in English to communicate content in a professional and concise manner. Students must be proficient in their written presentations including strategies for developing ideas, citing scholarly references, writing style, wording, phrasing, and using language conventions. Students must follow APA guidelines, use non-racist and non-sexist language, and include sufficient references and evidence to support their thesis and ideas in the paper and projects.

Efficient email Communication: Be sure to let me know which class you are referring to, what assignment or test you are addressing, etc.; in other words be sure to be specific. You can put it in the subject line. If you are writing to me and are replying to an older correspondence, *be sure to change the subject line to reflect the new correspondence!* I am teaching several classes, many at capacity, so the clearer you are the faster you will get an answer.

Netiquette: 15 Essential Netiquette Guidelines to Consider in Online Learning

- Before posting your question to a discussion board, check if anyone has asked it already and received a reply.
- Stay on topic. Don't post irrelevant links, comments, thoughts, or pictures.
- Don't type in ALL CAPS! If you do it will look like you are screaming.
- Don't write anything that sounds angry or sarcastic even as a joke, because without hearing your tone of voice, your peers might not realize you're joking.
- Always remember to say "please" and "thank you" when soliciting help from your classmates.
- Respect the opinion of your classmates. If you feel the need to disagree, do so respectfully, and acknowledge the valid points in your classmate's argument. If you reply to a question from a classmate, make sure your answer is accurate!
- If you ask questions, many people respond. Summarize all answers and post that summary to benefit your whole class.
- Be brief. If you write a long dissertation in response to a simple question, it's unlikely that anyone will spend the time to read through it all.
- Don't badmouth others or call them stupid. You may disagree with their ideas but don't mock the person.
- If you refer to something your classmate said earlier in the discussion, quote just a few key lines from their post so that others won't have to go back and figure out which post you're referring to.



- Before asking a question, check the class FAQs or search the Internet to see if the answer is obvious or easy to find.
- Check the most recent comments before you reply to an older comment.
- Be forgiving. If your classmate makes a mistake, don't badger him or her for it. Just let it go.
- Run a spelling and grammar check before posting anything to the discussion board.

Source: <https://www.educatorstechnology.com/2014/06/15-essential-netiquette-guidelines-to.html>

Scholastic Integrity: As a member of an academic community, students at Texas A&M University-San Antonio are expected to exhibit a high level of honesty and integrity in their pursuit of higher education, be mature, be self-directed, and be able to manage their affairs. Students who are unwilling to abide by these basic expectations will find themselves facing academic and/or disciplinary sanctions. Students are expected to share in the responsibility and authority with faculty and staff to challenge and make known acts that violate the Texas A&M University-San Antonio Code of Conduct.

Texas A&M University-San Antonio faculty has the discretion to impose grade penalties as deemed necessary. Faculty members are required to report such serious breaches of academic honesty to their chair, their dean, and the Office of Student Rights and Responsibilities. In cases of academic misconduct, students may be subject not only to grade sanctions in courses but to disciplinary action. Grade sanctions may be imposed only by faculty members, but suspension or expulsion may be imposed only by the Vice President for Student Affairs.

According to the Student Code of Conduct, the following are violations of Academic misconduct: Cheating, Plagiarism, Multiple Submissions, Collusion, Lying, and Bribery.

For more information, please refer to the **Texas A&M University-San Antonio Handbook** under Academic Policies: Violations of Academic Conduct.

Definitions:

1. **Bribery:** Providing, offering, or taking rewards in exchange for a grade, an assignment or the aid of academic dishonesty.
2. **Cheating:** Intentionally using or attempting to use unauthorized materials, information, notes, study aids, or other devices or materials in any academic exercise to give an unfair advantage to the student.
Examples include, but are not limited to:
 - a. Copying from another student's paper or receiving unauthorized assistance during an assignment, quiz, test, or examination;
 - b. Having another person other than oneself attempt to complete an assignment or exam.
 - c. The acquisition, without permission, of tests or other academic material belonging to a member of the University faculty or staff;
 - d. Unauthorized collaboration on assignments and exams;
 - e. Using unauthorized assistance such as books, notes or other devices (e.g. calculators, cell phones, or computers, etc.);
 - f. Using, Selling, giving, or exchanging completed exams to a student who has not yet taken the test;
3. **Collusion:** Intentionally or knowingly helping or attempting to help another to commit an act of academic dishonesty. This includes but is not limited to, the unauthorized collaboration with another individual in progressing forward on academic assignments.
4. **Lying:** The deliberate falsification with the intent to deceive in a written or verbal form as it applies to an academic submission

TEXAS A&M SAN ANTONIO POLICY STATEMENTS

Students With Disabilities: Disability Support Services (DSS) provides innovative services for students with disabilities that empower and inspire student learning, development, and independence by facilitating equal access



through reasonable and appropriate accommodations. DSS collaborates with the diverse Texas A&M University-San Antonio campus community to offer guidance, support, and advocacy promoting equality for all. For more information please call (210) 784 – 1335 or visit our website at <http://www.tamusa.edu/Disability-Support-Services/index.html>

Pregnancy, Pregnancy-Related, & Parenting Accommodations: For pregnant and parenting students: Under Title IX, a student's absences due to pregnancy, childbirth, false pregnancy, termination of pregnancy, or recovery from any of these are excused for as long as the student's doctor deems the absences to be medically necessary. When the student returns to school, the student will return to the same academic and extracurricular status as before the medical leave began. New mothers are afforded reasonable break periods during programs or activities, including classes, to express milk or nurse as necessary. For private areas of expression, visit the Title IX website at: <http://bit.ly.tamusatitleix>

Pregnant or parenting students seeking academic interim measures must complete the online Pregnancy & Parenting Information Form. Once the form is completed, a staff member from the Dean of Students office will contact students regarding their request.

MANDATORY COURSE EVALUATION PERIOD

Attendance: Students are expected to attend all scheduled classes and may be dropped from the course for excessive absences. Texas A&M- San Antonio's attendance policy excuses students from attending class if they are participating in officially sponsored university activities, such as athletics; for the observance of religious holy days; or military service. Students should contact the instructor in advance of the excused absence and arrange to make up missed work or examinations.

Scholastic Dishonesty: Students at Texas A&M University-San Antonio are expected to adhere to the highest standards of academic honesty and integrity. Academic misconduct for which a student is subject to penalty includes cheating, plagiarism, fabrication, multiple submissions, misrepresentation of academic records, facilitating academic dishonesty, unfair advantage, violating known safety requirements, and ethical misconduct. This includes holding other students to the same standards and reporting any incidents of an alleged violation of the honesty policy to the instructor involved or, if necessary, to the appropriate academic department head. All students are responsible for being familiar with the Academic Misconduct Policy, which may be found in the Texas A&M University-San Antonio Student Handbook.

University policy prescribes serious consequences for acts of academic misconduct including, but not limited to, a grade of 'F' on a particular paper or assignment or a failing grade in the course. Also, a referral may be issued to the Office of Student Rights and Responsibilities where the sanctions can vary up to possible expulsion from the University. Considering the potential consequences of academic misconduct, it is obviously in students' best interests to avoid even the appearance of such behavior. If you are ever unclear whether a specific act might constitute academic misconduct, please contact your instructor for an assessment of the situation. All student term papers and other written assignments are subject to analysis by anti-plagiarism software.

Sexual Misconduct: A form of sex discrimination. Includes, but is not limited to, unwelcome sexual advances, requests for sexual favors or other verbal, non-verbal, or physical conduct of a sexual nature constitute sexual harassment when this conduct is so severe, persistent, or pervasive that expressly or implicitly affects an individual's employment, unreasonably interferes with an individual's work or educational performance, or creates an intimidating or hostile work, educational, or campus living environment. Unwelcome means that an individual did not request or invite it and considers the conduct to be undesirable or offensive. Submission to the conduct or failure to complain does not always mean that the conduct was welcome. Sexual harassment may be quid pro quo ("this for that") or may constitute a hostile environment. Sexual harassment includes non-consensual sexual contact, sexual assault, sexual exploitation, stalking, dating violence, and domestic violence when based on sex.



Course Drops: Students are subject to the requirements of Senate Bill (SB) 1231 passed by the Texas Legislature in 2007. SB 1231 limits students to a maximum of six (6) non-punitive course drops (i.e., courses a student chooses to drop) during their undergraduate careers. A non-punitive drop does not affect the student's GPA. However, course drops that exceed the maximum allowed by SB 1231 will be treated as "F" grades and will impact the student's GPA.

Library Support for COEHD Programs & Courses: The [A&M-SA Library](#) provides access to thousands of research and learning materials for COEHD students, faculty, and staff. These resources are mainly provided in electronic format and are accessible 24/7/365 with Jaguar log-in credentials. They include, but are not limited to, scholarly academic journals, professional publications, newspapers, ebooks, streaming video, and curated web resources. Additionally, there is a smaller physical collection, study space, and computer access available in CAB 202. Two unique physical collections housed in CAB 202 are the curriculum materials (sample textbooks, teachers' guides, activity guides, manipulatives, models, classroom reading collections, educational games, etc.) and the children's literature collection. These materials are available for checkout and can be used by students in lesson planning and their clinical school placements.

Education Librarian Kimberly Grotewold is available to assist with finding, accessing, evaluating, and effectively using relevant library resources and other information. She has developed subject, topic, and course-specific research guides that are linked into Blackboard (under Campus Resources in the left menu) and are accessible through the [Library's website](#) under the Research Guides link. If you have questions, concerns, or need help, please contact her through email at kimberly.grotewold@tamusa.edu; via phone: (210) 784-1519; or request an appointment using her [online scheduling calendar](#).

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 Student Counseling Center (SCC) located in Modular C, Room 166 (Rear entrance) or call 210-784-1331 between the hours of 8:00AM and 5:00PM, Monday – Friday. All mental health services provided by the SCC are free, confidential (as the law allows), and are not part of a student's academic or university record. SCC provides brief individual and group therapy, crisis intervention, consultation, case management, and prevention services. For more information, please visit www.tamusa.edu/studentcounseling



ASSIGNMENTS:

Assignments/Evaluation	Points (Undergraduate)
Cover Letter & Resume	10
Leadership Video Presentation	10
Presentation Part 1. Company Organizational Chart Market Analysis and Job Posting	20
Presentation Part 2. Interview Sheet Interview Scoring System	20
Exam Midterm	15
Final Exam	25
Total Possible Points	100

Evaluations will be made with numbers. Final course grades of “A” through “F” will be awarded based on the TAMUSA grading Policy (see below):

Letter Grade	Range	Grade Points
A	90-100	4.0
B	80-89.99	3.0
C	70-79.99	2.0
D	60-69.99	1.0
F	55 & Below	0.0



TENTATIVE SCHEDULE & ORDER OF TOPICS

Module & Week	Themes & Activities	Readings	Assignments Due: Friday of each week
Week of 1/20	Course instruction & Self-introduction	Syllabus	
Week of 1/26	How to write resume and cover letter	1	
Week of 2/2	Leadership & Management in the Fitness Industries	2	
Week of 2/9	Understanding Organizational Design	3	Resume & Cover Letter
Week of 2/16	Recruiting the Best Staff for your Facility	4	
Week of 2/23	Marketing Your Program		Leadership Video Presentation
Week of 3/2	Midterm	5	Chapter 1,2,3, & 7
Week of 3/9	SPRING BREAK		
Week of 3/16	Training and Developing Staff Managing Staff Performance	6	
Week of 3/23	Managing Staff Performance	7	
Week of 3/30	Presentation 1 – Group A		Wednesday: Uploading Presentation 1 (G.1) Friday : Comments on peers' videos
Week of 4/6	Presentation 1 – Group B		Wednesday: Uploading Presentation 1 (G.2) Friday : Comments on peers' videos
Week of 4/13	Focusing on Customer Service Retaining Members through Program Management	8 & 10	
Week of 4/20	Presentation 2 – Group B		Wednesday: Uploading Presentation 1 (G.B) Friday : Comments on peers' videos
Week of 4/27	Presentation 2 – Group A		Monday: Uploading Presentation 1 (G.A) Wednesday : Comments on peers' videos
Week of 5/4	Comprehensive Final Exam		

Note: This information is designed to help the course run smoothly. The instructor reserves the right to make additions and adjustments as necessary.