



PRLS 410
**Administration of Recreation, Health,
and Tourism Organizations (I)**

Fall Semester 2010

Day/Time: Tuesday and Thursday, 1:30 –2:45 p.m.

Location: PW-Bull Run Hall 132

Professor: Megan McLaughlin

Office Location: BRH 213 (Prince William Campus)

Office Hours: Tuesday and Thursday. By appointment **only**.

Phone Number: (703) 593-6136

E-Mail Address: mmclaug8@gmu.edu

PRE-REQUISITES: 60 hours, or permission of instructor

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 OBJECTIVES: At the completion of this course, students should be able to:

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

REQUIRED TEXT: All notes and handouts will be provided by the instructor through the use of the Blackboard (CE6) Classroom.

Recommended Reading -

- Jordan, D.J., DeGraaf, D.G., and DeGraaf, K.H. *Programming for Parks, Recreation, and Leisure Services - A Servant Approach*. 2nd edition. Venture Publishing, Inc. 2005

EVALUATION:

Requirements -

1. Assignments (10 @ 18 points each)
 - #1 - Choose a public, private, and commercial entity, and create a leadership level chart for comparison.
 - #2 - From the "Learning Modules" section complete module #1 "Recreation Providers."
 - #3 - From the "Learning Modules" complete module #2 "Characteristics of a Servant Leader"
 - #4 - Describe a HFRT setting wherein a mechanistic organizational structure might be more appropriate than an organic structure.
 - #5 - (1) Create a job description, job announcement, for a position available in your chosen entity from the previous assignments. (2) Create a resume (your personal resume) to use during a later class.
 - #6 - Reflect on Today's interviews and determine the best way to improve or maintain during the next set of interviews (if applicable).
 - #7 - Design a budget plan for a Youth Sports Program that is being run by your organization.
 - #8 - Identify a program or service (of your choosing) and discuss what you could do in the reference stage of the consumption process in order to increase the likelihood of the consumer a) adopting a desired behavior, b) repeating the experience, c) recommending it positively to others, and d) appropriately attributing the positive experience to your organization.
 - #9 - After reading the Document/Powerpoint labeled "Programming Theories, complete #3 "Theories" chart the "Learning Modules" section.
 - #10 - Create an agenda for your entity - which should last for 45 minutes and will be held on Thursday, November 18th (date subject to change). Once complete, email to all students in class and me (the instructor).
2. Discussion Boards (2 @ 10 points each)
3. Professional Dress/Conduct (up to 20 points)
4. Binder (5 points) - Description below
5. Midterm Exam (125 points) [Scheduled for Tuesday, October 19th, 2010 (1:30—2:45 p.m.)]
6. Final Exam (150 points) [Scheduled for Tuesday, December 14th, 2010 (1:30 p.m.—4:15 p.m.)]
7. Attendance (more than 2 unexcused absences will result in an F grade [regardless of evaluation points earned])

Exams and assignment deadlines are scheduled well in advance and should be given appropriate priority in your work plan. Exams will not be rescheduled for individuals and assignments will not be accepted after the announced due date.

NO CLASS DATES/CHANGE IN REGULAR CLASS SCHEDULE:

- Columbus Day — Tuesday, October 11th (Monday classes held instead)
- Thanksgiving — Thursday, November 24th

ASSIGNMENT BINDER: All assignments must be stored in a 1/2 inch, hard, "clear view", 3-ring binder. The binder should have an attractive cover and spine that clearly identifies its owner and the nature of its contents. The use of subject dividers is encouraged. Page protectors may be used, but only with work that has been evaluated and returned. Assignments will be posted on blackboard by the professor, and will be submitted by the student on blackboard. Once graded, it is the responsibility of the student to print out a "hard copy" of the assignment and place it in the required binder. Binders will be collected and reviewed by the professor twice over the semester - (1) October 19th, and (2) December 14th. (Binders will be returned during class/exam time)

ATTENDANCE AND PUNCTUATION ARE REQUIRED. Extreme or habitual tardiness will also be counted as absence or result in an 'F' Grade.

GRADING SCALE: The following semester point accumulation scale will be used by the instructor as a guide for determining the final grade:

480 to 500 = A+ 465 to 479 = A
450 to 464 = A- 430 to 449 = B+
415 to 429 = B 400 to 414 = B-
370 to 399 = C+ 350 to 369 = C
300 to 349 = D 299 and below = F

COURSE OUTLINE:

- I Organizing and staffing in the public, private NFP, and commercial sectors
- II Human resource management
- III Physical resource management
- IV Financial resource management
- V Time management
- VI Information management / Communications
- VII Consumer behavior

ADDITIONAL INFORMATION:

1. Turn off all sound emitting devices before entering the classroom. This is an absolute requirement!
2. Make-up exams, assignments, other learning activities, or tutoring necessitated by absence from class will only be provided if the absence is excused. When tardiness or an absence is anticipated, it is the responsibility of the student to advise Ms. McLaughlin at a professionally appropriate time (preferably before, but no later than the scheduled end of the class period). However, notification alone does not necessarily excuse the absence. Further documentation should be offered and may be required.
3. The use of laptop computers during class time is to be restricted to PRLS 410 class activities (taking notes, etc.)
4. All students are held to the standards of the George Mason University Honor Code.

STUDENTS WITH DISABILITIES: Students having documentation on file with the Disability support Services Office should bring this to the attention of the professor at the beginning of the semester.

STUDENT ATHLETES: Student athletes whose competition schedule requires absence from class must submit a copy of the schedule (provided by the Athletic Department) at the beginning of the semester.

UNIVERSITY LIBRARIES: “Ask a Librarian”
<http://library.gmu.edu/mudge/IM/IMRef.html>

COUNSELING AND PSYCHOLOGICAL SERVICES (CAPS): (703) 993-2380;
<http://caps.gmu.edu>

UNIVERSITY POLICIES: The University Catalog, <http://catalog.gmu.edu>, is the central resource for university policies affecting student, faculty, and staff conduct in university affairs.