

School of Kinesiology  
Faculty of Health Sciences  
**KIN 4498B - SPORT MANAGEMENT PRACTICUM**  
**Winter 2019**

**INSTRUCTOR**

Alison Doherty, Ph.D.  
Somerville House 2360B  
Ph. 519-661-2111 Ext. 88362  
E-mail [adoherty@uwo.ca](mailto:adoherty@uwo.ca)  
Office hours by appointment

**CLASSES**

Tuesdays  
2:30-4:30 p.m.  
UC 1225

Calendar Description: Field experience in managerial activities in a sport/recreation organization selected by the student and approved by the instructor, who meet weekly to discuss the experiences and examine current issues in sport management. Includes computer applications assignments. A comprehensive report is required at the end of the term.

**OBJECTIVES**

The purpose of this experiential learning course is to provide an opportunity for the student to:

1. Observe and practice sport management processes and skills;
2. Understand the value of management theory in addressing sport management issues in the field;
3. Gain basic competencies in computer applications; and,
4. Satisfy individual objectives and interests in the area of sport management.

**LEARNING OUTCOMES**

Upon completion of this course students will be able to:

1. Describe their experiences working in a management setting;
2. Apply knowledge of management theory to practice in a real world setting;
3. Determine best practices for effectively addressing management issues in the field;
4. Organize their time and skills for effective performance in an organizational setting.

**PREREQUISITES**

Kin 298a/b or 2298a/b, Kin 398f/g or 3398f/g, Kin 399a/b or 3399a/b

**Please note:** Unless you have either the requisites for this course or written special permission from the course department to enroll in it, you may be removed from this course and it will be deleted from your record. This decision may not be appealed. You will receive no adjustment to your fees in the event that you are dropped from a course for failing to have the necessary prerequisites.

**RESPONSIBILITIES OF THE STUDENT**

It will be the responsibility of the student to find and secure the permission of a sport organization for his/her active, supervised involvement in the managerial activities of that organization. The particular organization, and a job description outlining the time and task responsibilities of the student, will be approved by the Instructor. (Note: A number of organizations will be solicited by the Instructor and posted on Owl starting in the Fall. Students may identify an organization themselves.).

The student will be actively involved in some of the managerial activities of the sport organization for approximately **5 hours a week** during the term (for a **minimum of 50 hours**). The student should share a copy of the Responsibilities of the Student and the Organization with his/her supervisor.

**A titled job description will be required by Tuesday, January 15<sup>th</sup>, 2019.**

## **COURSE FORMAT**

Weekly class sessions will complement the student's field experience. The nature of these sessions will include lecture and computer instruction sessions, as well as student seminars. The students will be provided with a comprehensive schedule at the first session, January 8<sup>th</sup>.

## **REQUIRED COURSE MATERIALS**

None. All course information including grades, assignment outlines, deadlines, etc. are available via Owl.

## **EVALUATION**

### **Log Reports** **15%**

Each student will be required to submit a weekly log report to the Instructor by 4:30 p.m. on Monday of each week, starting January 21<sup>st</sup>. A hard copy can be handed in at the Instructor's office, or an electronic copy can be sent by email. The purpose of the log report is for the student to: (1) keep a record of his/her field experience; (2) be able to reflect on the learning experience; and (3) assist in the preparation of the final report.

The log report should indicate: (1) the date(s) and time(s), or total time, of management activities; (2) the location of the activities; (3) description of management activities performed and/or observed; and (4) reflections and any questions. (See KIN 4498b Log Report Form)

\* The student must retain a copy of the log report for his/her personal records.

### **Performance Appraisal** **20%**

Each student's field supervisor will complete an evaluation form, appraising the student's performance in/for the organization. The form is available on Owl.

### **Computer Applications Tasks**

The purpose of the computer applications tasks is to provide students with an opportunity to gain practical, management-related computer skills. Basic instruction will be provided during the lab sessions, and additional lab sessions will be available upon request. A penalty of one mark per day will be assessed for late assignments.

#### **1. Intro. to web development** **10%** **Due Feb. 12<sup>th</sup>** (or sooner)

Individually, each student will be responsible for designing a web page to promote an imaginary event (page to include text, pictures, other graphics, links to related pages). Further details of the assignments will be provided.

#### **2. Excel** **10%** **Due March 1<sup>st</sup>** (or sooner)

Individuals will design an Excel spreadsheet of a program budget. Details of the assignment will be provided.

### **Student Seminar** **20%** **Date to be assigned**

Each student will make a 10-15 minute presentation about their placement. Students will be expected to describe the history, mission, goals/objectives, activities/services/products, and structure of the organization, their field placement, and be ready to discuss important issues/problems they have observed. The use of Powerpoint (or other program) is required for the presentation. The seminar is an opportunity for students to describe their organization and placement, and discuss it with others in the course. Practice and check your timing!

### **Final Report** **25%** **Due April 9<sup>th</sup> by 4:30**

Each student will be required to submit a final report on the organization and their field experience. The report must be submitted on the OWL site for the course. The report will include

the following sections:

1. Introduction to the paper (purpose of the report, what will be covered), and the organization and student's placement. (2 marks)
2. Organizational analysis (10 marks). A concise description of the organization from the systems perspective, based on the following headings:
  - i) Goals and Objectives of the organization;
  - ii) External environment of the organization (distal/general, proximal/task);
  - iii) Inputs to the organization;
  - iv) Throughput processes within the organization (include organizational chart here);
  - v) Outputs of the organization; and,
  - vi) Feedback channels of the organization.

(\*\*provide referenced definitions/descriptions of each component)

3. Organizational "Issue"
  - (i) A review and discussion of some critical aspect of the organization with reference to management, HR, or marketing theory (e.g., planning, organizing, leadership, evaluation, decision making, the "4 Ps", member motivation, stress, etc.; provide a referenced review of related academic literature) (10 marks); and,
4. Suggested modifications to the management of the organization (3 marks).

All written work should be properly referenced in the text, and a final Reference List provided. The final report will be approximately 20-25 double spaced pages, using 12-point font, 1 inch margins. A one mark per day penalty will be assessed for late papers.

## **CLASS SCHEDULE (tentative)**

January 8	Lecture: Introduction, Course Outline, Review of Organizations
January 15-17	Appointments to Approve Job Description (2360B Somerville House)
January 22	Lecture: Systems Approach to Organizational Analysis, Review of Kin 2298/3398/3399
January 29	Kin Computer Lab: Web development
February 5	Kin Computer Lab: Web development
February 12	Kin Computer Lab: Excel <b>Web Assignment due</b>
February 19	Reading Week
February 26	Kin Computer Lab: Excel (Note. Excel assignment due March 1)
March 5	TBA
March 12	TBA
March 19	Student Seminars
March 26	Student Seminars Review of Final Report (references, review sections)
April 2	Student Seminars
April 9	<b>Final Report due</b>

## COURSE/UNIVERSITY POLICIES

1. Scholastic offences are taken seriously and students are directed to read the appropriate policy, specifically the definition of what constitutes a Scholastic Offence, at the following website:  
[http://www.uwo.ca/univsec/pdf/academic\\_policies/appeals/scholastic\\_discipline\\_undergrad.pdf](http://www.uwo.ca/univsec/pdf/academic_policies/appeals/scholastic_discipline_undergrad.pdf)
2. Students must write their essays and assignments in their own words. Whenever students take an idea or a passage from another author, they must acknowledge their debt both by using quotation marks where appropriate and by proper referencing such as footnotes or citations. Plagiarism is a major academic offence (see Scholastic Offence Policy in the Western Academic Calendar). All required papers may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted for such checking will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between Western University and Turnitin.com (<http://www.turnitin.com>)
3. Formatting: APA style is the approved style of writing for all assignments for this course. Please refer to Western University Library webpage for information on citation style and format or consult the APA publication manual: Publication manual of the American Psychological Association (6th ed.). (2009). Washington, DC: APA.
4. Assignment grades will be posted on OWL. If you have a concern regarding the grade you received for an assignment or feel that it is unfair in any way, you must wait 24 hours from the receipt of the assignment to approach the instructor or TA. In doing so, please make an appointment and prepare in writing, with evidence, why you feel your grade is inappropriate. Please be aware that in requesting a grade reassessment, your grade could go up/down/or stay the same. Calculation errors should be brought to my attention immediately. 15% of course grades will be posted by the last day to drop a course.
5. During Lectures and Seminars: Although you are welcome to use a computer during lecture and seminar periods, you are expected to use the computer for scholastic purposes only, and refrain from engaging in any activities that may distract other students from learning. From time to time, your professor may ask the class to turn off all computers, to facilitate learning or discussion of the material presented in a particular class. Unless explicitly noted otherwise, you may not make audio or video recordings of lectures – nor may you edit, re-use, distribute, or re-broadcast any of the material posted to the course website.
6. [https://www.uwo.ca/univsec/pdf/academic\\_policies/appeals/accommodation\\_illness.pdf](https://www.uwo.ca/univsec/pdf/academic_policies/appeals/accommodation_illness.pdf)  
The University recognizes that a student's ability to meet his/her academic responsibilities may, on occasion, be impaired by medical illness. Illness may be acute (short term), or it may be chronic (long term), or chronic with acute episodes. The University further recognizes that medical situations are deeply personal and respects the need for privacy and confidentiality in these matters. However, in order to ensure fairness and consistency for all students, academic accommodation for work representing 10% or more of the student's overall grade in the course shall be granted only in those cases where there is documentation indicating that the student was seriously affected by illness and could not reasonably be expected to meet his/her academic responsibilities.  
A UWO Student Medical Certificate (SMC) is required where a student is seeking academic accommodation. This documentation should be obtained at the time of the initial consultation with the physician or walk-in clinic. An SMC can be downloaded under the Medical Documentation heading of the following website:  
[http://www.uwo.ca/univsec/pdf/academic\\_policies/appeals/medicalform.pdf](http://www.uwo.ca/univsec/pdf/academic_policies/appeals/medicalform.pdf)
7. Documentation is required for non-medical absences where the course work missed is more than 10% of the overall grade. Students may contact their Faculty Academic

Counselling Office for what documentation is needed.

8. Whenever possible, students who require academic accommodation should provide notification and documentation in advance of due dates, examinations, etc. Students must follow up with their professors and their Academic Counselling office in a timely manner. Documentation for medical requests for accommodation must be submitted within two (2) business days after the end date on the documentation, to the appropriate Academic Counselling Office of the student's Faculty of registration. For KIN students, you may go to the School of Kinesiology in 3M Centre room 2225 NOT to the instructor. It will be the Academic Counselling office that will determine if accommodation is warranted.

#### Support Services:

There are various support services around campus and these include, but are not limited to:

1. Student Development Centre -- <http://www.sdc.uwo.ca/ssd/>
2. Student Health -- <http://www.health.uwo.ca>
3. Registrar's Office -- <http://www.registrar.uwo.ca/>
4. Ombudsperson Office -- <http://www.uwo.ca/ombuds/>

As part of a successful undergraduate experience at Western, we encourage you to make your health and wellness a priority. Western provides several on-campus health-related services to help you achieve optimum health and engage in healthy living while pursuing your degree. For example, to support physical activity, all students receive membership in Western's Campus Recreation Centre as part of their registration fees. Numerous cultural events are offered throughout the year. Please check out the Faculty of Music web page (<http://www.music.uwo.ca/>), or the McIntosh Gallery <http://www.mcintoshgallery.ca/>. Further information regarding health and wellness-related services available to students may be found at

Students who are in emotional or mental distress should refer to Mental Health@Western (<http://www.uwo.ca/uwocom/mentalhealth/>) for a complete list of options about how to obtain help. To help you learn more about mental health, Western has developed an interactive mental health learning module, found here: [https://uwo.ca/health/mental\\_wellbeing/education/module.html](https://uwo.ca/health/mental_wellbeing/education/module.html).

The university-wide descriptor of the meaning of letter grades, as approved by Senate:

A+	90-100	One could scarcely expect better from a student at
A	80-89	Superior work that is clearly above average
B	70-79	Good work, meeting all requirements and eminently
C	60-69	Competent work, meeting requirements
D	50-59	Fair work, minimally acceptable.
F	below 50	Fail

**School of Kinesiology, Western University**  
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**LOG REPORT**

DATE and TIME, or TOTAL TIME:

LOCATION:

ACTIVITIES PERFORMED/OBSERVED:

REFLECTIONS/QUESTIONS: