



University of Illinois
Department of Recreation, Sport and Tourism
RST 410 - Administration of Leisure Services
Spring 2016

General Education/Adv. Composition Course

MWF 10:00-10:50am 2001 Huff Hall

Pre-requisites: Completion of Composition I and upper level standing

Instructor Information and Office Hours

Nuno F. Ribeiro, PhD

204S Huff Hall

217-300-0336

nuno@illinois.edu

<https://sites.google.com/site/nunofribeirowebsite/>

office hours: by appointment

Teaching Assistant:

Edward Horne, MS

120 Armory (Sport & Development Lab)

horne3@illinois.edu

office hours: Mondays 11am-1pm and by appointment

COURSE DESCRIPTION

RST 410 is a capstone course aimed at upper undergraduates pursuing a career in Sport, Recreation, and Tourism at the managerial level. The primary purpose of this course is the development of critical leisure management skills, preparing students to succeed in a competitive and dynamic managerial environment in their field of choice. Topics include, but are not limited to, analysis of administration and policies such as organizational structure, executive leadership, decision-making, financing, and public relations.

This course is designed to be an upper division, management-based course, with minimal lecturing and a great deal of emphasis on active learning, discussion, simulation, and case study analysis. A substantial part of the course material deals with the acquisition and management of financial resources, but previous financial knowledge (while extremely useful), is not necessary. It is assumed that students will have a working knowledge of electronic spreadsheet software such as Microsoft Excel.

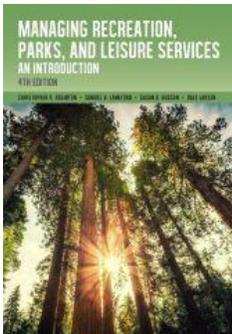
As an advanced composition course, the course places a heavy emphasis on the elaboration and critical evaluation of written assignments, tailored for the RST business environment. Frequent written assignments aim at developing proficiency in business communication, and mirror real-life managerial situations in the fields of Sport, Recreation, and Tourism.

COURSE OBJECTIVES

Following successful completion of RST 410, the student will:

- Recognize the growing interconnectedness between recreation, sport, and tourism organizations in a dynamic, post-industrial environment;
- Illustrate and apply key concepts pertaining to management, leadership, motivation, discipline, planning, budgeting, and public relations within the RST sphere;
- Identify, synthesize, and apply distinct approaches to management within RST industries;
- Understand governance structures, board member management, and organizational structures associated with RST organizations;
- Understand effective RST contracting, privatization, partnership, and sponsorship practices;
- Distinguish between expenditures and revenue streams within RST organizations;
- Analyze, evaluate, and decide optimum financial solutions for distinct RST organizations;
- Analyze the main elements of budget, pricing, and expenditure estimation, including the construction of simple budgets and analysis of different pricing strategies;
- Recognize the growing importance of public relations and social media for RST organizations;
- Distinguish between, critique, and select appropriate communications strategies pursuant to each RST organization(s)'s goals;
- Communicate effortlessly and appropriately in all spheres of the RST managerial environment;
- Create a business portfolio that will showcase the student's competencies in the administration of RST organizations;

REQUIRED MATERIALS FOR THE COURSE



There is one required textbook for this course. We will read from it on a weekly basis and it will be used as the foundation for our discussions. It will be available at the bookstores or through Sagamore Publishing, LLC. It is also available as an electronic book at a slightly lower cost.

C.R. Edginton, S.D. Hudson, S.V. Lankford, & D. Larsen (Eds). (2015). *Managing Recreation, Parks, and Leisure Services: An Introduction (4th Ed.)*. Champaign, IL: Sagamore Publishing, LLC.

Additional readings will be provided via the Compass2g website (<https://compass2g.illinois.edu>). These readings will come from academic journals, important broadsheets, practitioners' publications, and a recommended, but not required, textbook. While not necessary, I strongly recommend that RST students acquire it. Most alumni who are now in RST managerial positions have used this textbook extensively in their careers. The textbook is:

R.E. Brayley & D. D. McLean (Eds). (2008). *Financial Resource Management: Sport, Tourism, and Leisure Services*. Urbana, IL: Sagamore Publishing, LLC.

You should also familiarize yourself with the following resources, which will serve as your guide for formatting most business communications:

- <http://owl.english.purdue.edu/owl/resource/681/1/>
- <http://uiuc.libguides.com/content.php?pid=8115>

Similarly, you will also find Strunk & White's guide to better writing in English immensely useful: <http://faculty.washington.edu/heagerty/Courses/b572/public/StrunkWhite.pdf>

You will need a laptop computer for specific classes, equipped with Microsoft Office or equivalent (e.g., open access), as well as wifi capabilities. For some classes you will be required to wear business attire.

ASSIGNMENTS AND EVALUATION

All assignments, unless otherwise stated, should be submitted electronically via Compass2g. Desired format for each assignment will be provided in advance. This course is designed to inculcate standard business practices – thus, following desired format/template will accrue in points.

Exams

There will be **three examinations** consisting of questions related to the course materials and readings. Exam questions may include multiple choice, true-false, development questions, and case study analysis.

Reading Quizzes

There will be **four quizzes** consisting of questions from the readings. All quizzes will be multiple choice.

Writing Assignments

There will be **ten writing assignments** ranging from business letters, memos, press releases, etc. These assignments will mirror standard practices in the RST managerial environment.

Budgeting Assignments

There will be **four budgeting assignments** aimed at making the RST student comfortable with the analysis and preparation of budgets. Budget assignments will be worked on in class. It is highly recommended that students do not miss these classes.

Professional Development Days

There will be **five professional development days** focusing on topics recommended by alumni, industry leaders, faculty, and student interest. Students are required to wear business attire to these classes.

Business Portfolio

A significant portion of the points earned in this course will come from designing and completing **one online business portfolio**. This portfolio will compile all the student has learned throughout this course and provide evidence of mastery of materials.

Assignments	Total points	% of Final Grade
Exams (3 @ 100 pts)	300	30%
Reading Quizzes (4 @ 25 pts)	100	10%
Writing Assignments (10 @ 30 pts)	300	30%
Budget Assignments (4 @ 25 pts)	100	10%
Professional Development Days (5 @ 10 pts)	50	5%
Business Portfolio	150	15%
<i>Total</i>	<i>1,000</i>	<i>100%</i>
Additional/Extra Credit	Up to 50	Up to 5%

Grading

Barring unforeseen complications or Compass-related challenges, all assignments will be graded via Compass within two weeks of their submission. It is expected that students regularly check Compass to verify that their grades are posted. Written assignments will be graded using a rubric. For all assignments, it is expected that students will demonstrate proficiency with grammar and appropriate citations. It is expected that students will have proofread their assignments; therefore, grammatical and/or mathematical errors will result in the loss of points.

Grading Scale

Letter	Points	Percentage	Letter	Points	Percentage	Letter	Points	Percentage
A+	975-1,000	98-100	C+	775-794	78-79	F	0-594	0-59
A	935-974	94-97	C	735-774	74-77			
A-	895-934	90-93	C-	695-734	70-73			
B+	875-894	88-89	D+	675-694	68-69			
B	835-874	84-87	D	635-674	64-67			
B-	795-834	80-83	D-	595-634	60-63			

Make-ups and late assignments

There will be no scheduled make-up assignments. Missing a scheduled assignment due to an acceptable excuse (e.g., illness, family emergency, university conflict) will result in another assignment being given. Every effort should be made (e.g., email, voicemail, message with the RST office) to notify the instructor/TA at least 24 hours in advance. Students will need to show documentation (i.e., letter from the Emergency Dean) for missing the assignment. Documentation is needed for the assignment to be graded and recorded.

Late assignments are penalized at the rate of 10% per day (including week-end days). Unless otherwise stated, all assignments given in this class should be completed individually.

Extra Credit

Students will have several opportunities to earn additional credit in this course. Extra-credit opportunities may earn the student up to 50 points (5% of the course grade). See attendance policy below.

ACADEMIC INTEGRITY

Academic integrity is the pursuit of scholarly and creative activity in an open, honest, and responsible manner, free from fraud and deception. Plagiarism or other forms of academic dishonesty will result in penalties according to Section 4, Article 1 of the Code of Policies and Regulations Applying to All Students (<http://www.admin.uiuc.edu/policy/code>). Students who do not understand relevant definitions of academic infractions contained in Section 4, Article 1 must contact one of the instructors for further explanation during the first week of class.

It is expected that students have a familiarity with the University’s Code of Policies and Regulations Applying to All Students (hereafter referred to as the Code), and that they will govern their conduct accordingly. Infractions of the Code are viewed as serious, and will be the cause for referral for disciplinary action. You may view the Code online at: <http://admin.illinois.edu/plocy/code/index.html>.

All student coursework will be subject to plagiarizing-detection software (‘SafeAssign’). Academic misconduct matters will be dealt with using the Faculty Academic Integrity Reporting System (FAIR).

ATTENDANCE AND TIMELINESS

Attendance in the class will mirror standard practices in the business environment, i.e., attendance is expected and recorded. Regular attendance is rewarded in a non-punitive manner:

# classes missed	extra-credit points earned
0-1	25
2	15
3	5
4 or more	0

“Punctuality is the courtesy of kings.” Never be late, and strive to be early. Being on time means that you will be inside the classroom/class meeting space at least 5mins prior to class time. Students who arrive late for class will be marked absent.

CONDUCT

RST faculty expects that all students be fully engaged with classroom activities and presentations, thereby contributing to a climate of engagement throughout the class. Thus, using a cell phone, working on assignments for other courses, reading newspapers or books, doing

email, surfing the internet, playing computer games, or sleeping are unacceptable. Any student who engages in behaviors, such as these, which are inconsistent with full engagement in class activities, will be addressed by the instructor directly.

All communication with the instructor, teaching assistant, and other students should be considered practice for professional development. Be polite, courteous, and succinct in every communication. In general, students can expect to receive responses to email within 48 hours. Impolite/unprofessional inquiries will remain unanswered.

ACADEMIC ACCOMMODATIONS AND ADJUSTMENTS

Your success as a student is of the utmost importance to me. If you require special learning accommodations for this class, you are advised to contact me and the Division of Disability Resources and Educational Services (DRES) as soon as possible. In accordance with the American with Disabilities Act (<http://www.ada.gov/>) and the Student Code (<http://admin.illinois.edu/policy/code/>), I will make reasonable accommodations for all students with disabilities who request these services. As noted in the Student Code (Article 1, Part 1, § 1-110b):

In general, it is the responsibility of students to make their status as a person with a disability and their need for accommodations known. All requests for reasonable accommodations should be directed to the DRES Student Services Office (333-4603 or disability@uiuc.edu). The determination of reasonable accommodations will be based upon an individual student's needs. Academic accommodations shall be developed in consultation with the faculty member for whose course the accommodations are sought.

To contact DRES, you may visit 1207 S. Oak Street, Champaign, IL, Call 333-44603 (V/TDD), or email a message to: disability@uiuc.edu. Students are also reminded that academic adjustments may be possible for temporary disabilities (broken hand, visual impairment, etc.).

Please note that my office (204S Huff) is located in a non-ADA accessible area. The RST department and the AHS college have private meeting rooms that can be used to meet with students if necessary. Please do not hesitate to contact me as early as possible if there is anything I can do to enhance your learning experience.

COURSE EXPECTATIONS

This is an upper-level course. Accordingly, students should expect to devote at least four to six hours per week to readings and preparing assignments outside of class time. Students should be prepared to read *at least* 60 pages per week in RST 351. Lastly, I trust students will find the following words from one of the greatest minds of our generation inspirational:

"I am driven by two main philosophies: Know more about the world than I did yesterday; And lessen the suffering of others. You will be surprised by how far that gets you." – Neil DeGrasse Tyson

**RST 410 - Administration of Leisure Services
Spring 2016**

Course Schedule* - updated March 16th, 2016

Date	Topic	Readings	Assignments due	Observations
Monday, January 20	Welcome! Introductions and Expectations	Syllabus		
Friday, January 22	Assessing Class Knowledge of the RST Environment		Assessment Quiz	Laptop required
Monday, January 25	Future Challenges for the RST Profession			
Wednesday, January 27	Future Challenges for the RST Profession II			
Friday, January 29	Introduction to Management in RST	Chapter 1 & 15	Writing Assignment 1	
Monday, February 1	Management & Motivation	Chapter 2 & 4	Readings Quiz 1	
Wednesday, February 3	Networking and etiquette	St. Mary's Workshop on Business Etiquette		
Friday, February 5	Professional Development Day – Business Mixer	Chapter 6		Business attire required
Monday, February 8	Networking II Business Portfolio - Introduction		Writing Assignment 2	Laptop required
Wednesday, February 10	Business Portfolio Day		Portfolio draft	Laptop required
Friday, February 12	Leading and Planning	Chapter 7 & 8		
Monday, February 15	Leading and Planning II	Chapter 10	Writing Assignment 3	
Wednesday, February 17	Human Resources	Chapter 13	Readings Quiz 2	
Friday, February 19	Human Resources II			
Monday, February 22	Legal Considerations /Catch up Day/Review	Review Guide #1	Writing Assignment 4	
Wednesday, February 24	Professional Development Day – Networking			Business attire required

Friday, February 26	Exam 1		Exam 1	
Monday, February 29	Brief introduction to Unit	Chapters 11 & 12	Writing Assignment 5	
Wednesday, March 2	Financial Overview	Financial – 13 & 14	Readings Quiz #3	
Friday, March 4	Accounting	Chapter 11 & 12		
Monday, March 7	Marketing	Chapters 11 & 12	Writing Assignment 6	
Wednesday, March 9	Business Portfolio Day			Laptop required
Friday, March 11	Professional Development Day – Interviews			Business attire required
Monday, March 14	Budgets – Fixed/Variable Costs	Financial – Chapter 7 & 9	Writing Assignment 7	Laptop required
Wednesday, March 16	Budgets – Line Item/Zero Balance			Laptop required
Friday, March 18	Introduction to Pricing	Financial – Chapter 9	Budgeting Exercise 1	Laptop required
Monday, March 21	SPRING BREAK – NO CLASSES			
Wednesday, March 23	SPRING BREAK – NO CLASSES			
Friday, March 25	SPRING BREAK – NO CLASSES			
Monday, March 28	Pricing	Financial - Chapter 9		Laptop required
Wednesday, March 30	Unit Pricing	Financial – Chapter 9	Budgeting Exercise 2	Laptop required
Friday, April 1	Contingency Pricing	Financial – Chapter 9		Laptop required / Halloween
Monday, April 4	Contingency Pricing II	Financial – Chapter 9	Budgeting Exercise 3	Laptop required
Wednesday, April 6	Break Even Point			Laptop required
Friday, April 8	Break Event Point II			Laptop required
Monday, April 11	Catch-up day/Review	Review Guide #2	Budgeting Exercise 4	

Wednesday, April 13	Professional Development Day – Business Lunch & Fundraising			Business attire required
Friday, April 15	Exam 2		Exam 2	
Monday, April 18	Philanthropy	Financial – Chapter 10, 11, 12	Writing Assignment 8	
Wednesday, April 20	Sponsorships	Mowen et al_2007		
Friday, April 22	Grant-seeking	Bauer (2011; pp. 7- 21)	Readings Quiz 4	Laptop required
Monday, April 25	Business Portfolio Day		Writing Assignment 9	Laptop required
Wednesday, April 27	Catch-up day/Review	Review Guide #3	ICES Evaluations	
Friday, April 29	Exam 3		Exam 3	
Monday, May 2	Professional Development Day – Student Choice			Business attire required?
Wednesday, May 4	Final Class and Goodbye		Writing Assignment 10	last day of classes
Friday, May 6	Business Portfolio		Business Portfolio	

* This is a tentative course schedule. It is subject to change. Changes to the course schedule will be communicated to the students in class and via compass2g/email.

EMERGENCY PLANNING AND PREPAREDNESS

In an emergency in this building, we'll have three choices: **RUN** (get out), **HIDE** (find a safe place to stay inside), or **FIGHT** (with anything available to increase our odds for survival).

First, take a few minutes this week and learn the different ways to leave this building. If there's ever a fire alarm or something like that, you'll know how to get out, and you'll be able to help others get out too.

Second, if there's severe weather and leaving isn't a good option, go to a low level in the middle of the building, away from windows.

If there's a security threat, such as an active shooter, we'll **RUN** out of the building if we can do it safely or we will **HIDE** by finding a safe place where the threat cannot see us. We will lock or barricade the door and we will be as quiet as possible, which includes placing our cell phones on silent. We will not leave our area of safety until we receive an Illini-Alert that advises us it is safe to do so. If we cannot run out of the building safely or we cannot find a place to hide, we must be prepared to fight with anything we have available in order to survive. **Remember, RUN away or HIDE if you can, FIGHT if you have no other option.**

Finally, if you sign up for emergency text messages at emergency.illinois.edu, you'll receive information from the police and administration during these types of situations.

If you have any questions, go to police.illinois.edu, or call [217-333-1216](tel:217-333-1216).

The floor plans for the building wherein our classroom is located (Huff Hall) can be found here: <http://police.illinois.edu/emergencyplanning/floorplans/u0058.pdf>