Recreation & Sport Management (RSM)

Courses

RSM 1110. Leisure in Society (SS, GC). 3 Hours.
Fulfills General Education Social and Behavioral Sciences and is an approved Global and Cultural Perspectives course. Focuses on conceptual foundations for understanding the role of leisure in the quality of life. The significance and meaning of leisure will be explored with emphasis on factors influencing leisure, analysis of leisure values, and the study of the social, historical, cultural, psychological, political, and economic points of view. FA, SP, SU.

RSM 2070. Fundamentals of Sport Management. 3 Hours.
Designed to provide students with fundamental knowledge and skills related to planning, organizing, directing, budgeting, and marketing sport venues and events. Best practices for sport management will be examined in the context of professional sports; collegiate, intercollegiate, and interscholastic sports; community and youth sports; and special events and festivals. FA, SP.

RSM 2500. Introduction to Recreation and Sport Management. 3 Hours.
This course is designed to introduce students to the recreation and sport management industry. The historical and philosophical perspectives of sport and leisure will be discussed with a specific emphasis on service areas and career options in recreation, sport and tourism. FA, SP.

RSM 2600. Recreation and Sport Leadership. 3 Hours.
This course will explore the development of knowledge related to leadership theory, group dynamics, and face-to-face leadership techniques. Students will gain an understanding of leadership theories as they are applied in a field setting. Course fee required. SP.

RSM 2700. Recreation Program Planning. 4 Hours.
Overview of the unique goals and challenges associated with the design, development, operations, and utilization of recreation facilities, including recreation centers, pools, water parks, playgrounds, parks, fitness centers, sports complexes, trails, resorts, and cemeteries. SP.

RSM 2800. Introduction to Nonprofit Organizations. 3 Hours.
Introduces the nonprofit sector and its role in developing cultural, economic, and social impact in society with specific focus on meeting the needs of youth, adults and underrepresented groups. FA (odd).

RSM 3000. Program and Experience Design. 3 Hours.
The course provides practical knowledge and experiences as it guides students through the assessment, planning, implementation, and evaluation process for designing experiences through managing events and programs. Course fee required. FA, SP.

RSM 3010. Event Management. 3 Hours.
Designed to expose students to special event and festival management through planning, implementation, and evaluation with a service learning approach. SP.

RSM 3120. Sport and Society. 3 Hours.
Examines the contemporary issues in sport and the impact sport has on society. Topics will include the development of sport, institutions of sport, sport as a business, and socio-cultural concerns within American sports.

RSM 3201. Hospitality Management. 3 Hours.
Provides an overview of the hospitality and tourism industry with emphasis on lodging, food and beverage operations, leisure travel markets, convention services, and hospitality trends. SP (even).

RSM 3310. Leisure Behavior and Human Diversity. 3 Hours.
Exploration of issues related to leisure, recreation, and tourism behavior across a wide variety of dominant and non-dominant populations, including ethnicity, physical and intellectual ability, gender, age, religious and nationality identity, among many others. FA.

RSM 3430. Tourism and Commercial Enterprises. 3 Hours.
Introduction to commercial enterprises within recreation, sport and tourism profit-making or self-supporting organizations, including history, types of services, trends, careers, revenue management, services and products, and the relationship between business and leisure programs. SP.

RSM 3600. Intercollegiate Athletic Administration. 3 Hours.
The course provides a comprehensive view of management process such as hiring coaches, generating revenue, recruiting regulations, federal compliance, and ensuring the well-being of student-athletes. SP (odd).

RSM 3620. Resort Management. 3 Hours.
Surveys effective practices in managing tourism and resort recreation enterprises including operations, facility management, activities, and customer service. FA (even).

RSM 3820R. Practicum in Recreation and Sport. 1-3 Hours.
This repeatable course provides students with professional fieldwork experiences in the field of recreation and sport management. Offered intermittently based on student demand.
RSM 3860R. Global Sport and Leisure Perspectives. 3 Hours.
Explores global issues and perspectives within the sport and leisure industry through travel abroad trips that immerse students in the cultural, social, and political environments of foreign countries. Trip destinations and fees will vary year to year. Open to all majors. Additional cost will be required for trip expenses. Offered intermittently.

RSM 3900. Recreation and Sport Marketing. 3 Hours.
An in-depth study of the application of recreation and sport marketing principles, techniques and sales. Focuses on research and development, marketing plans, promotion strategies, sponsorship, advertising, branding, and public relations within recreation, sport and tourism services. SP.

RSM 3950. Supervision and Human Resources in Recreation and Sport. 3 Hours.
Concepts and techniques of supervision and human resources will be explored with emphasis on recruitment, assignment, evaluation, motivation, and in-service training of personnel. FA.

RSM 3960. Special Topics in Recreation and Sport. 1-3 Hours.
Provides an opportunity to offer unique traditional and nontraditional instruction that is not available through other regularly scheduled courses. Topics and content vary depending on student needs and instructor approval. Offered intermittently.

RSM 4000. Legal Foundations in Recreation and Sport. 3 Hours.
Covers the potential for legal issues regarding recreation and sport activities, including the nature of the programs and facilities, wide-ranging clientele, multitude of paid and volunteer staff. Risk management procedures to prevent unfortunate circumstances from occurring and how best to protect clientele and defend staff, administrators, programs, and agencies will be the focus. SP.

RSM 4010. Administration in Recreation and Sport. 4 Hours.
A summative course covering operations, philosophies, policies and procedures, personnel management, professional competence, management styles, personnel laws, financial analysis, working capital management, budgeting, cost of capital, and policy in recreation, sport and tourism agencies and businesses. Prerequisite: Successful completion or concurrent registration equivalent to any 9 semester credit hours in the program courses (RSM 2500-RSM 3900, Grade C or higher). SP.

RSM 4020. Sport Governance and Policy. 3 Hours.
Examines current governance practices and policy issues in sport with emphasis on how policy development and strategic planning affect sport organizations, both amateur and professional. FA.

RSM 4100. Financial Management in Recreation and Sport. 3 Hours.
Principles and practices of financial management in recreation and sport settings with emphasis on budgeting, income sources, pricing, fundraising, business planning, and capital projects. FA.

RSM 4200. Professional Development. 1 Hour.
Assists in helping students develop the skills necessary to succeed in the recreation and sport industry. Students will access a variety of professional resources, identify potential employers and graduate programs, and develop specific internship and career goals. FA, SP.

RSM 4400. Research Methods. 3 Hours.
Provides an overview of the process of research and evaluations within recreation and sport management. Focuses on research problem identification and literature review as well as designing and implementing tools for systematic gathering of information about programs, personnel, facilities, and potential projects in order to make the best possible administrative decisions. Offered intermittently.

RSM 4620. Senior Seminar. 2 Hours.
Designed to draw on the information and skills developed over the course of the recreation and sport program by reinforcing concepts including foundational theories and philosophies, programming and leadership, and management, operations and marketing. FA.

RSM 4820R. RSM Internship. 3-12 Hours.
Facilitates professional experiences with a cooperating recreation and sport agency. Students must complete a minimum of 400 hours over a 10-week period. Minimum of 6 credit hours is required with a maximum of 12 credits. Course fee required. FA, SP, SU.