Recreation & Sport Management (RSM)

Courses

RSM 1110. Leisure in Society (SS, GC). 3 Hours.
Fullfills 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. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Discuss the concept and use of leisure within the social and behavioral sciences. 2. Discuss how leisure behaviors have evolved over time and the impact it has on leisure attitudes today. 3. Identify and apply leisure theories and concepts in human behavior within society. 4. Discuss the differences of individual values and their influences on societal leisure behavior. 5. Compare and analyze the use of leisure from different groups, cultures, and societies. 6. Discuss the significance and importance of leisure in creating life-balance for proper development and continual wellness throughout the lifespan. 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. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Discuss the history and development of the recreation and sport profession. 2. Judge the value of professional associations within the industry. 3. Discuss the roles and inter-relationships of diverse leisure service systems. 4. Discuss how leisure services enhance individual, group, and community quality if life. 5. Discuss current issues and trends in the recreation, tourism, and sport profession. 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 LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Identify models of leadership (roles, functions, styles) used within the recreation and sport industries. 2. Discuss leadership techniques to enhance individual, group, and community experiences. 3. Develop leadership skills related to group dynamics, motivation, and conflict resolution. 4. Demonstrate leadership skills emphasizing group processing and facilitation techniques. 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. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. The historical and contemporary role of nonprofits in society. 2. The distinct components of nonprofit organizations and how they differ from for-profit and public organizations. 3. The theoretical foundations that affect the growth of and external influences on the nonprofit sector. 4. Key issues in nonprofit governance including: public trust, leadership, and boards. 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 LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Discuss a variety of programs and services to enhance individual, group, and community quality of life. 2. Design and implement successful events and programs. 3. Demonstrate the ability to conduct and analyze participant-oriented, program-oriented and organization-oriented evaluations. 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. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Discuss the cultural impact of sports on American identity. 2. Identify historical sporting events that helped shape American society. 3. Discuss how historical events influence society's leisure and sport pursuits today. 4. Examine ethics in sports to determine appropriate approaches for recreational and sport programming.
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. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Discuss the numerous career paths within the hospitality and tourism industry. 2. Discuss current trends in independently owned and chain-affiliated facilities in hospitality and tourism. 3. Demonstrate procedures applied to safety, security, and environmental issues. 4. Demonstrate skills for successful management and customer service within hospitality and tourism services. 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. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Discuss the principles and practices related to marketing and promotion. 2. Demonstrate knowledge of acquisition and utilization of non-traditional funding sources and grants. 3. Demonstrate expertise in using standard tools to analyze and manage projects and campaigns. 4. Examine the key considerations involved in a decision to either buy or start-up a commercial enterprise. 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. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Discuss the mission and purpose of intercollegiate athletics from the perspectives of the institution, NCAA, and community. 2. Discuss the unique structure of an intercollegiate athletic department and potential career paths. 3. Discuss the necessary components and current trends of a successful intercollegiate athletic department. 4. Demonstrate an understanding of event management, promotion, sales, fandom, and safety within an intercollegiate athletic event. 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. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Discuss the history, growth and development of resorts as well as current social, economic, and cultural concerns. 2. Discuss the demographic characteristics of resort patrons and tourists. 3. Discuss the concept of “destinations” and its importance in resort operations. 4. Discuss the key recreational activities and facilities common to resorts. 5. Discuss the process of resort planning and development, organizational structure, supervision and safety, and guest relations. 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. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Examine the administration, supervision, and day-to-day operations of the agency in which they are working. 2. Apply current knowledge and skills related to the recreation and sport industry in a possible career path.

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. For international travel, see studyabroad.dixie.edu for additional travel costs that may apply. Offered intermittently. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Describe the richness and diversity of the peoples and cultures of the region/country visited. 2. Describe the techniques and processes used by managers in the global sport and leisure market. 3. Examine the similarities and differences between American sport and global sport in regard to location and cultural perspectives.

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. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Demonstrate a detailed and current understanding of the principles and practices related to marketing and promotion. 2. Demonstrate knowledge of acquisition and utilization of non-traditional funding sources and grants. 3. Demonstrate knowledge of how to leverage personal relationships to influence decision making at all levels within the scope of the project. 4. Demonstrate expertise in using standard tools to analyze and manage projects and campaigns. 5. Demonstrate familiarity with legal and regulatory issues related to public sector funding and public relations. 6. Demonstrate a commitment to consistently enhancing the facility and service. 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. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Describe concepts, strategies, and systems needed to interacted effectively with others. 2. Demonstrate personnel management techniques including, job analysis, recruitment, selection, training, motivation, development, and evaluation. 3. Discuss components of a strategic human capital management plan and current issues that may affect such plan. 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. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Discuss or demonstrate outcomes depending on the chosen topic through an academic project or paper.

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, multitudes 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. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Describe how recreation and sport programs and facilities hold legal risk. 2. Demonstrate the ability to reduce programmatic and facility operation risk through well thought out strategies. 3. Define concepts and processes used by the United States legal system to minimize risk and protect staff and agencies. 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. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Discuss the governing bodies of sport nationally and internationally. 2. Discuss the external and internal influence on sport organizations. 3. Discuss the principles of good governance and policy including transparency, accountability, integrity, and ethics as applied in the context of the sport industry. 4. Discuss international views in relation to the intent and interpretation of rules and bylaws established by governing bodies in sport. 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. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Discuss the basic concepts that underlie budgeting and financial management, and an ability to apply these concepts to the analysis of financial issues within the recreation and sport industry. 2. Discuss the various pricing strategies and appropriate settings for their use. 3. Demonstrate the specific analytical techniques used by financial managers, and an ability to apply these techniques to financial issues. 4. Discuss current financial status of the various sectors of the recreation and sport industry. 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. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Discuss potential career paths within the recreation and sport industry. 2. Discuss potential graduate programs and institutions related to the students' professional aspirations. 3. Create a professional portfolio including personal philosophy, cover letters, resume, references and professional artifacts. 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 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. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Discuss the foundational concepts of recreation and sport management. 2. Discuss the programming and experience design concepts within recreation and sport management. 3. Discuss the planning and operational procedures and skills needed in recreation and sport management. 4. Discuss organizational and administrative concepts in recreation and sport management. 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 LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Examine the administration, supervision, and day-to-day operations of the agency in which they are working. 2. Integrate current knowledge and skills related to the recreation and sport industry in a possible career path. Course fee required. Prerequisites: RSM 3000 and RSM 4200 and Instructor Permission. FA, SP, SU.