

KIN 340: Organization/ Management

Department of Applied Health
School of Education, Health and Human Behavior



Erin Vanderbunt, EdD

Office Hours: Thursdays: 11:00 – 12:00

- This time will be reserved for OPEN office hours via ZOOM.
- Additional appointments may be set up by contacting Dr. Vanderbunt.

Email: The preferred method of contact is by sending a TEAMS chat (tutorial in the Blackboard course); second best option is via the email tool from the Blackboard class page. If for some reason you can't do either above the above, email is: evander@siue.edu



Welcome to KIN 340: Organization and Management of Exercise Related Professions! This course reviews the theoretical and practical aspects of selected management and administrative procedures for exercise related professionals. Additionally, this course is designed to emphasize developing a leadership mindset by understanding critical leadership issues and developing appropriate leadership skills. In this class, your past experiences and your future goals will collide...thus creating a roadmap for you to create the future you want to build.

You have **BRAINS** in your **HEAD**.

You have **FEET** in your **SHOES**.

You can **STEER** yourself any

DIRECTION you **CHOOSE**.

~ Dr. Seuss

Course Materials

COURSE MATERIALS: There is NO textbook for this class. All reading materials, as well as supplemental material, will be posted on Blackboard. Students are required to access blackboard often, as new material will be uploaded often and students are responsible for all online material. NOTE: Sometimes, course content looks very different on a computer vs. a phone. Some content may appear distorted or may possibly be even missing when viewing from a phone (I do not know why). Therefore, students are expected to complete this class via a COMPUTER.

A major component of this course is "information gathering". Therefore, students should expect to conduct their own online search for additional course materials that will be shared with the class.

MICROSOFT TEAMS: Students are asked to communicate with the instructor via Microsoft TEAMS Chat instead of email, when possible. All SIUE students have access to Office 365, which gives them access to this and other Office 365 programs. This can be accessed through the web application, a desktop application, or a phone/tablet application.

Course Objectives and KSA's

COURSE OBJECTIVES

1. Demonstrate an understanding of the policies and procedures of exercise-related administration with practical techniques for real life situations.
2. Develop an understanding of the organizational process and be able to create a successful business plan.
3. Identify and discuss the principles of effective administration, including communication techniques and conflict resolution.
4. Demonstrate an understanding of performance based objectives and program evaluation and shall develop successful objectives and evaluations.
5. Demonstrate an understanding of budget procedures and facility planning and management.
6. Demonstrate an understanding of risk management and the legal concepts / implications for exercise related professions.
7. Develop an understanding of marketing and sales, including the use of social media, and be able to create an online presence through the use of blogs, websites, and social media.

KNOWLEDGE, SKILLS, AND ABILITIES

1. Knowledge of specific group exercise leadership techniques appropriate for working with participants of all ages.
2. Knowledge of the exercise programs that are available in the community and how these programs are appropriate for various populations.
3. Knowledge of the legal implications of documented safety procedures, the use of incident documents, and ongoing safety training documentation for the purposes of safety and risk management.
4. Ability to identify the components that contributes to the maintenance of a safe environment including equipment operation and maintenance, proper sanitation, safety and maintenance of exercise areas, and overall facility maintenance.
5. Knowledge of the health/fitness instructor's role in administration and program management within a health/fitness facility.
6. Knowledge of and the ability to use the documentation required when a client shows signs or symptoms during an exercise session and should be referred to a physician.
7. Knowledge of how to manage of a fitness department (e.g., working within a budget, interviewing and training staff, scheduling, running staff meetings, staff development).
8. Knowledge of the importance of tracking and evaluating member retention.
9. Ability to administer fitness-related programs within established budgetary guidelines.
10. Ability to develop marketing materials for the purpose of promoting fitness-related programs.
11. Ability to create and maintain records pertaining to participant exercise adherence, retention, and goal setting.

12. Ability to develop and administer educational programs (e.g., lectures, workshops) and educational materials.
13. Knowledge of basic sales techniques to promote health, fitness, and wellness services.
14. Knowledge of networking techniques with other health care professionals for referral purposes.
15. Ability to provide and administer appropriate customer service.
16. Knowledge of the importance of tracking and evaluating health promotion program results.

Course Requirements



What is “Netiquette?”

- **Reflect** before you post an emotional response and reread what you have written to be sure it is professional. Communicate as if your comments are printed in a newspaper.
- **Communicate** effectively.
 - Do not use all caps or multiple punctuation marks (!!!, ???, etc.).
 - Be sure to define or explain acronyms, jargon or uncommon terms so everyone can understand and participate in the discussion.
- **Sign your name.** Take responsibility for your comments in order to build a strong classroom community.
- **Foster community.** Share your ideas and contribute to ongoing discussions. Make comments that add to, not detract from, a positive learning environment for the course.
- **Be constructive.** Challenge ideas and the course content, but do so in positive ways. It’s fine to disagree, but when done politely you stimulate and encourage helpful discussion, and you maintain positive relationships with fellow students.
- **Keep the conversation on topic.** Online dialogue is like conversation. If there is a particular dialogue going on, please add to it, but if you have something new to say, start a new thread.

Participation Requirements



It is vitally important that our classroom environment promote the respectful exchange of ideas, including being sensitive to the views and beliefs expressed during online discussions. Your success in this course will depend on your communication, consistent engagement and active participation in all course activities. Success in this course requires that adhere to the deadlines given below as you complete assignments, discussions and other course activities. Timely participation in online discussions is very important and is not optional. You are expected to post and reply to discussions in a timely manner consistent with the requirements contained within the course syllabus and discussion rubric.

An online student is expected to:

- Participate in the virtual classroom a minimum of 5 days a week

- Be able to work with others in completing projects
- Be able to use terminology properly
- Be able to complete assignments on time
- Enjoy communicating in writing
- Be self-motivated and self-disciplined
- Accept critical thinking and decision making as part of the learning process
- Be able to think ideas through before responding
- Contribute your ideas, perspectives, and comments to course discussions
- Be polite and respectful
- Be willing to “speak up” if problems arise
- Be able to apply what you learn
- Be open minded about sharing life, work, and educational experiences as part of the learning process

Grading Policy, Assessments, and Outline

GRADING POLICY: Your KIN 340 grade will be based entirely upon the total number of points you earn during the semester. Your final grade will be based on a 90, 80, 70% scale and there is NO ROUNDING!

<u>Total Points Possible</u>		<u>Grading Scale</u>	
Discussion Boards/Padlet	110	90%	= A
Journal Reflections	120	80%	= B
Assignments/Activities	70	70%	= C
Exams (3)	150	65%	= D
Business Plan Project	<u>300</u>	Under 65%	= F
Total:	750		

*NOTE: Points possible may change throughout the semester as assignments may be added, dropped, or adjusted as instructor deems appropriate.

Journals: There will be several journal topics built into the course content, as well as occasional learning activities. After each activity, or within the content area, discussion questions will be posted and students are required to write a reflection journal entry on the topic or activity. While there is no minimum word count for journal entries, they must be quality posts in order to receive full credit. Typically, quality posts are around 400 words. Additional journal topics/entries may be

assigned throughout the semester. Students will receive 10 points for completing the steps in the learning activities and 10 points for each journal entry.

Assignments: There will be several written assignments throughout the semester on various topics. Assignments will be required to be completed and submitted as a Word or PDF document in Blackboard, Google docs and Pages files will NOT be accepted. Specific information on each assignment will be posted on Blackboard along with the due dates. The total *anticipated* points for these assignments is 70.

Exams: There will be three exams for this course. The TOTAL of these will be 150 points.

Business Plan Project: Each student, on their own, will design a functional health/fitness/exercise related facility from scratch and will create a business plan for this facility. Specific instructions / guidelines will be posted on Blackboard, as well as reviewed via occasional live (optional) ZOOM calls. Many of the course assignments relate to the business project, but students will have the last week of the course to finish/revise all of the components of the business project. Additionally, students will conduct a peer review of two of their classmate's portfolios. The combined total of the Business Project and related components (topic selection, peer review, document uploads, etc.) will be 300 points.

Discussion Board/Padlets: Students are placed into small groups where they will interact with their peers. Each week, there will be threaded discussions with one or more questions posted by the instructor. You will be asked to post an original response to the discussion question and then to comment on at least two other posts from your peers. Original posts must be a minimum of 250 words and all peer replies must be 150 words or more. Unless otherwise announced, all ORIGINAL responses to discussion topics will be due by end of day (11:59) Fridays and all subsequent peer comments/replies are due by end of day on Mondays (11:59 PM). The purpose of these replies is to encourage student engagement, so thoughtful posts and follow up dialogue are expected. The total *anticipated* points for these posts are 110 points (5 points for your original post and 2.5 points for each of your peer comments/replies). Occasionally, we will use Padlet for whole class discussions in place of small group discussions and the same rules/timeframes will apply. Please note, while I continually monitor and grade the discussion boards, I try not to post very much from week to week to allow the students to direct the conversations. Instead, I will add feedback to individual students in the grading notes.

COURSE OUTLINE: The course content will be organized by weeks within each unit on Blackboard. For the purposes of this course, the weeks will be organized from Monday – Sunday, meaning that new content will be posted every Monday and all material is due by *end of day Sunday*

nights (11:59 PM) (except for your original discussion board posts). Note: ALL DUE DATES ARE SUBJECT TO CHANGE – Blackboard will always have all the details listed.

Dec. 19 - 26	Reflection Journals	Discussions	Assignments/Padlets	Exams
Intro Post			Introduction (5)	
Effective Admin / Leadership	Leadership (10)	Admin Exp (10)		
Communication	Bad Listening (10)	Communication (10)		
Problem Solving				
Conflict				
Diversity	Implicit Bias (10)	Diversity (10)		Exam One (50)

Dec. 26 – Jan. 2	Reflection Journals	Discussions	Assignments/Padlets	Exams
Overview of Org.			Biz Idea (5)	
Planning		Mission (10) Goals (10)	SWOT (25)	
Org Culture & Climate		SIUE (10)		
Org Structure	Organization (10)		Org Chart (25)	
Your Time / Your Life	YT/YL (10)			
Staffing				
Evaluation	Ted Talk (10)			Exam Two (50)

Jan. 2 – Jan. 8	Reflection Journals	Discussions	Assignments/Padlets	Exams
Fiscal	Financial Wksht (10)		Pricing Padlet (10)	
Physical Resources	Inclusive Design (10)			
Target Market	Target Market (10)		Revised Mission (10)	
Marketing / Branding			Social Media Padlet (10)	
Negligence	Negligence (10)			
Risk Management	Risk Mgmt (10)			Exam Three (50)
Final Project (300)				

The Technical Stuff

TECHNOLOGY REQUIREMENTS

At a minimum, you will need the following software/hardware to participate in this course:

- Computer with an updated operating system (e.g. Windows, Mac, Linux)
- Updated Internet browsers (Apple Safari, Internet Explorer, Google Chrome, Mozilla Firefox)
- DSL or Cable Internet connection or a connection speed no less than 6 Mbps.
- Media player such as, QuickTime or Windows Media Player.
- Adobe Reader or alternative PDF reader (free):
<http://get.adobe.com/reader/?promoid=HRZAC>
- Java plugin (free): <http://java.com/en/download/index.jsp>
- Any other specialized software or basic software (e.g., MS Office, etc.). Students can download MS Office at no charge here: <http://office365.siue.edu>
- ZOOM software, installed on either computer, tablet, or phone. Students can download zoom from the App Store (phones/tablets) or from www.siue.edu/zoom/
- Microsoft TEAMS desktop app and/or mobile app: <http://office365.siue.edu>

TECHNOLOGY CAPABILITIES

Students in an online course should be able to:

- Access a computer daily.
- Use a word processor, such as MS Word, to compose assignments and communicate with others in class.
- Attach files to emails or course areas
- Navigate websites and course materials
- Reach out to tech support staff when issues arise and troubleshoot to resolve problems

***Since this is an online course, you are expected to have reliable Internet access on a regular basis. It is your responsibility to address any computer problems that might occur. Such problems are not an excuse for delays in meeting expectations or for missing course deadlines. Blackboard support is available by calling ITS at 618-560-5500, emailing help@siue.edu, or by visiting: <http://www.siue.edu/its/bb/help.shtml>. Urgent tech support requests should be made by phone.*

University and Instructor Policies

ATTENDANCE/WITHDRAWAL POLICY:

1. The general attendance policy outlined by the University will be followed.
(<http://www.siue.edu/policies/1i9.shtml>)

This policy states: “Upon registration, students accept the responsibility for attending classes and completing course work. It is the responsibility of students to ascertain the policy of instructors with regard to absence from class, and to make arrangements satisfactory to instructors with regard to missed course work. Students should

understand that it is particularly important to attend the first meeting of a course. Failure to attend the first session of a course may result in the student's place in class being assigned to another student."

Failure to Attend, Participate Actively, or Withdraw Properly

If a student fails to attend or stops attending class(es), he/she is expected to officially withdraw from the class(es) by following the University's procedures for withdrawing from a course. Failure to actively participate in classes or comply with University withdrawal procedures will result in the following:

Never attended - Faculty will either notify the Office of the Registrar during the first two weeks of the term to process an administrative withdrawal from the class or a grade of NS will be assigned at the end of the term. When students are withdrawn within the first two weeks of the term, no entry of the class is retained on the student's transcript.

Ceased attendance - Faculty will assign a grade of WR or UW (See Grading System - 1J1 for details) when a student has established a record of attendance or active participation without completing the requirements of the class. Active participation may include, but is not limited to, turning in an assignment, an exam or computer assisted instruction."

2. The instructor's policy for this course includes:
 - a. Students are expected to log in to Blackboard at least 4/7 days per week.
 - b. Extensions will NOT be given for missed deadlines and late work will not be accepted.
 - c. Students who experience technical issues (internet connectivity, etc.) should contact ITS immediately AND send Dr. V a chat outlining the problem (cc me if you send an email).
 - d. The preferred method of communication for this course is through Microsoft Teams Chat. Therefore, students should check their messages daily, but should check their SIUE email AND Blackboard announcements daily, so as not to miss course or program updates. Students are responsible for all course changes, updates, or announcements delivered through those means.

SUBJECT TO CHANGE NOTICE:

All material, assignments, and deadlines are subject to change. It is your responsibility to stay in touch with your instructor, review the course site regularly, and communicate with other students to adjust as needed if assignments of due dates change.

ACADEMIC DISHONESTY: Academic dishonesty will not be tolerated. For your protection, please avoid even the appearance of academic dishonesty. This includes all exams, quizzes, and assignments. SIUE Legal and Ethical Standards will be followed. Detailed information can be found at <http://www.siu.edu/policies/3c2.shtml> In particular, students should be aware of the definition of plagiarism as defined by university policy:

"Plagiarism includes either presenting someone else's words without quotation marks (even if you cite the source) or presenting someone else's ideas without citing that source. If you plagiarize, your instructor cannot evaluate your understanding of the topic. When paraphrasing

from another source, at the very least the student should change the wording, sentence syntax, and order of ideas presented in the paper. Ideally, the student will integrate ideas from multiple sources while providing critical commentary on the topic in a way that clearly identifies whether words and ideas are those of the student or are from another source. Plagiarism is one type of academic misconduct described in SIUE's Student Academic Code. University policy states that 'Normally a student who plagiarizes shall receive a grade of F in the course in which the act occurs. The offense shall also be reported to the Provost.' The University policy discusses additional academic sanctions including suspension and expulsion from the University."

STUDENT CONDUCT: "Students enrolled in online, as well as face-to-face and blended courses at SIUE have the responsibility to be good citizens of the University and the community, to pursue their educational goals with honesty and integrity, to contribute to an environment which encourages free inquiry and expression, to abide by all applicable laws and SIUE policies and procedures, and to respect the rights and responsibilities of fellow students, faculty and staff." The *SIUE Student Academic Code* can be found at: <http://www.siu.edu/policies/3c2.shtml>

Student Resources

ACADEMIC SERVICES AND SUPPORT

Academic support services on campus include access to library resources, readiness assessment, testing services, tutoring, a writing center, a math center, supplemental instruction programs, and teaching assistants. Students should seek out these resources when in need of support in addition to the instructor's support.

ACCESSIBILITY:

It is the policy and practice of the Southern Illinois University Edwardsville to create inclusive learning environments. If there are aspects of the instruction or design of this course that result in barriers to your inclusion or to accurate assessment of achievement—such as time-limited exams, inaccessible web content, or the use of non-captioned videos—please notify the instructor as soon as possible. Students are also encouraged to contact office for Accessible Campus Community and Equitable Student Support (ACCESS). The ACCESS office is located in the Student Success Center, Room 1270. You can also reach the office by e-mail at myaccess@siue.edu or by calling 618.650.3726. For more information on policies, procedures, or necessary forms, please visit the ACCESS website at www.siu.edu/access.

COVID-19 Pandemic Policies Related to Classroom Instruction

HEALTH AND SAFETY

The measures outlined below are required and any student who does not comply may be in violation of the *COVID-19 People-Focused Health and Safety Policy*, as well as the University's *Student Code of Conduct*.

The full text of the *COVID-19 People-Focused Health and Safety Policy* can be found here: <https://www.siu.edu/policies/Covid.shtml>.

Classrooms, Labs, Studios, And Other Academic Spaces

Under current University policy, SIUE will only require masking in campus healthcare settings. See, <https://www.siu.edu/about/announcements/coronavirus/safety-guidelines-support/index.shtml>.

Individual faculty of record may determine that masking will be required in their classrooms and are asked to communicate accordingly with students. Face masks may be required in other campus sites following guidance from governing regulatory agencies.

- Students who forget to wear a face covering when masking is required will be reminded of their obligation to comply with SIUE's COVID-19 People-Focused Health and Safety Policy and temporarily asked to leave the class until they are able to conform to the policy. Students who forget or lose their face coverings when masking is required may be able to obtain replacements from a friend, a faculty member, or a nearby departmental office. Face coverings are also available for purchase in the Cougar Store (MUC).
- Students who refuse to wear a face covering when masking is required will be asked to leave the classroom and referred to the Dean of Students for non-compliance with community health and safety protocols. Repeated non-compliance may result in disciplinary actions, including the student being administratively dropped from an on-ground/face-to-face course or courses without refund if no alternative course format is available.
- If a student has a documented health condition which makes wearing a face covering medically intolerable, that student should contact ACCESS to explore options with the understanding that ACCESS will not grant accommodations which excuse the need for a face covering while on campus or in the classroom. ACCESS will work with qualifying individuals to find reasonable alternatives, whenever such solutions are available. Please call or contact the ACCESS Office via email to schedule an online appointment to

discuss potential alternatives. ACCESS office (Student Success Center, Room 1203, 618-650-3726, and myaccess@siue.edu).

General Health Measures

Students and employees are expected to review the [siue.edu/coronavirus](https://www.siue.edu/coronavirus) website (<https://www.siue.edu/about/announcements/coronavirus/>) to better understand prevention strategies and safety expectations.

- Students and employees are expected to maintain healthy hygiene practices.
- Students and employees are expected to follow COVID-related guidelines and directions.
- Students and employees are expected to conduct a daily health self-assessment and isolate themselves if COVID-related symptoms are present. COVID-related symptoms include:
 - Fever (100.4 degrees or above) or chills
 - Cough
 - Shortness of breath or difficulty breathing
 - Fatigue
 - Muscle or body aches
 - Headache
 - New loss of taste or smell
 - Sore throat
 - Congestion or runny nose
 - Nausea or vomiting
 - Diarrhea

ACADEMIC INTEGRITY

Students are reminded that the expectations and academic standards outlined in the Student Academic Code (3C2) apply to all courses, field experiences and educational experiences at the University, regardless of modality or location. The full text of the policy can be found here: <https://www.siue.edu/policies/3c2.shtml>.

RECORDINGS OF CLASS CONTENT

Faculty recordings of lectures and/or other course materials are meant to facilitate student learning and to help facilitate a student catching up who has missed class due to illness or quarantine. As such, students are reminded that the recording, as well as replicating or sharing of any course content and/or course materials without the express permission of the instructor of record, is not permitted, and may be considered a violation of the University's Student Conduct Code (3C1), linked here: <https://www.siue.edu/policies/3c1.shtml>.

POTENTIAL FOR CHANGES IN COURSE SCHEDULE OR MODALITY

As the COVID-19 pandemic continues, there remains a possibility that planned classroom activities will need to be adjusted. Depending on circumstances and following state-issued recommendations, potential changes include changes in course modality (e.g., transition from face-to-face to online) or in course scheduled meetings. These changes would be implemented to ensure the successful completion of the course. In these cases, students may be provided with an addendum to the class syllabus that will supersede the original version. If the course schedule or modifications significantly alter expectations, a new syllabus will be issued.