

University of Florida  
College of Health and Human Performance  
Department of Tourism, Recreation and Sport Management

*Administration*

**LEI 3500**  
Spring 2009 (3 credit hours)

**Dr. Douglas DeMichele**  
**330C Florida Gym**

**Email:doug@hhp.ufl.edu**  
**392-4042 x1250**

**Office Hours:** TUES      2:30 – 4:30 pm  
                         THUR      8:30 – 11:30 am

**Class Meets:** M, W & F      11:45 – 12:35 pm in room 230 Florida Gym

Chairperson

Dr. Michael Sagas  
Department of Recreation, Parks and Tourism  
300 Florida Gym  
<http://www.hhp.ufl.edu/rpt/>

*Honor Code*

*We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity.*

*“The university requires all members of its community to be honest in all endeavors. A fundamental principle is that the whole process of learning and pursuit of knowledge are diminished by cheating, plagiarism and other acts of academic dishonesty.”*

**Course Description:**

The purpose of this course is to assist students in understanding key administrative responsibilities, managerial principles and personnel interaction related to leisure service settings (parks, clubs, YMCA, commercial entities). We will discuss and examine management strategies for various alternatives of resource allocation, assessing and determining program needs, decision making and problem solving, and management theory and practice. As available, guest speakers may complement the topic areas

**Cognitive Objectives:**

**At the end of the course successful students will:**

1. Comprehend the pros and cons of various management strategies and theories related to leisure service settings.
2. Demonstrate an understanding of managerial principles and procedures.

3. Demonstrate an understanding of personnel leadership, human resources and the procurement of staff.
4. Identify strategies for developing program goals, objectives and patron/user needs in the leisure service setting. .
5. Understand risk management strategies and effective methods for addressing challenging situations related to risk in leisure service settings.
6. Evaluate politically challenging situations and understand the value of including influential individuals in the decision making process.

**Required Text:** Russel, R., & Jamieson, L., (2008). *Leisure Program Planning and Delivery*. Human Kinetics: Champaign, IL.

**Supplemental Text:** Edginton, C., Hudson, S., Lankford, S., & Larson, D., (2008). *Managing Recreation, Parks, and Leisure Services (3<sup>rd</sup> Ed)*. Sagamore Publishing: Champaign, IL.

**Special needs:**

If any student has a need for a special accommodation, please let Dr. D. know ASAP or by the third class.

**Classroom guidelines:**

For the purpose of name recognition and class communication, new students are asked to submit a 2"x 2" photo by the second week of class. This will be stapled to an index card with your name, major, phone number and email address.

It is expected that all students arrive, on time, prepared for class and that all cellular phones and Internet connections are turned off during class (portable computers are not to be used unless you have note taking permission). Reading the newspaper or disrupting the class will not be tolerated. Eating in class is against HHP policies. If at any time you feel the need for assistance and/or information concerning the course, see Dr. D. as soon as possible.

**Course Evaluation:**

- |    |  |     |
|----|--|-----|
| 1. | Written Exams (2 @ 100).....               | 200 |
| 2. | Individual Project (1) .....               | 100 |
| 3. | Group Project .....                        | 150 |
| 4. | In-class quizzes and assignments (5) ..... | 50  |
|    | (Will be unannounced)                      |     |

**The final grade will be assigned according to the following percentages:**

A	=	450 - 500
B+	=	430 - 449
B	=	400 - 429
C+	=	380 - 399
C	=	350 - 379
D +	=	330 - 349
D	=	300 - 329
E	=	Below 300 points

**E-Learning will be used to post all grades, the syllabus and the notes/projects for the class with the final grade assigned according to the following percentages:**

The **group project** will provide student the opportunity to be creative and create a new leisure service facility and to operate the facility for one fiscal year. The group will complete the research to assess the facility and then prepare a hard copy document (approximate length 12-15 pages) and a multi-media presentation for the class (typed double spaced paper copy due at the beginning of class on the date scheduled). Proposals turned in after that time are considered late and result in a deduction of 5 points if submitted that day and 10 additional points for each day they are late. All proposals must also be email to Dr. D. at least two days prior to the presentation date. The group project guidelines which will be provided. **Projects will be due March 27** and time for discussion and group interaction will be provided in class.

Projects should be original and reflect the input of the group. Previous projects may be referenced however; the majority of the group project must be original and based upon the input of the members.

The **individual project** involves an innovation to be used in a recreation setting. The student will be asked to research an existing recreation situation (ex. YMCA, Boys/Girls club, private recreation entity) and determine a technological advancement or a new piece of equipment that will enhance the existing offerings or daily operation within the organization. Be sure to project all budgetary expenses related to the purchase, installation timelines and changes in the schedule due to the adjustment, as well as, the influence of the innovation on personnel and the user/s. In addition to a 4-5 page typed paper, please include the website research completed that helped you justify the innovation/expense. **Projects are due February 13<sup>th</sup>**

**Special needs:**

If any student has a need for a special accommodation, please let me know by the third class.

**Exams:**

Exams will be developed from the textbook readings, class assignments and lecture material. Students are expected to take the exams as scheduled and SHOULD NOT plan Holiday travel during the exam. Exceptions will be made only for documented illnesses and official university activities. Unexcused absences for an examination will result in a score of 0 (zero) for that exam.

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### **Spring 2009**

### **TENTATIVE CLASS SCHEDULE**

January 7	Course Introduction
January 12-14-16	The Profession of Leisure Programming (Chapter 2 LPP) Programming Principles (Chapter 3 LPP) Leisure Program Components (Chapter 4 LPP)
January 19-21-23	Recreation, Parks and Leisure (Chapter 1 MRPL) Management Theory and Practice (Chapter 2 MRPL) Project review
January 26-28-30	Project review and options
February 2-4-6	Vision, Mission and Goals (Chapter 3 MRPL) Program Goals and Objectives (Chapter 8 LPP)
February 9-11-13	Assessing Patron's program Needs (Chapter 8 MRPL) Leading and Supervising Programs (Chapter 11 MRPL) <b>Individual project due February 13</b>
February 16-18-20	Fiscal Resources (Chapter 10 LPP) Making Operational Decisions (Chapter 10 MRPL)
February 23	Program Monitoring (Chapter 12 MRPL)
February 25	<b>Mid-term Exam</b>
February 27 March 2-4	Managing Risk in Leisure Programs (Chapter 13 MRPL) Legal Issues and Risk Management (Chapter 13 LLP)
March 6	Out of class assignment
March 9-11-13	<b>Spring Break</b>
March 16-18-20	Marketing Resources (Chapter 12 LLP)

March 23	Evaluation Approaches (Chapter 14 MRPL)
March 25	Out of Class Assignment
March 27	<b>Group project due March 27</b>
April 1-3	Class presentations
April 6-8-10	Class presentations
April 13-15-17	Class presentations
April 20	Class presentations
April 22	<b>Last Exam</b>