

Grant MacEwan College
PERLS 105
Administration of Sport,
Section 230
FALL 2009

PERLS 105

- **Instructor:** Timothy A. Enger, B.P.E., M.A.
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<http://footballalberta.ab.ca/web/programs/PERLS105.php>
- **Office Hours:** Fridays (by appointment only)
- **Lecture Time:** MWF 10-11 a.m.
- **Lecture Room:** 8-211

PERLS 105

- **Course Objectives:**
- To present a broad overview of Sport and Recreation in Canada and possibly other countries as well
- To provide students with opportunities to apply concepts of planning into real life situations via the Practicum.
- To familiarize students with the process of volunteer Board of Director organization through the Roberts Rules of Order.
- To give students insight into the future job market in the Amateur Sport Administration scene in Alberta.

PERLS 105

- **Required Learning Materials:**
- "Roberts Rules of Order Newly Revised, In Brief" – Bookstore
- Class Lecture Notes – Posted on the Football Alberta website each week.
- **Other Learning Resources:**
- 1. "Sport Tourism Document" – on website
- 2. "Structure and Governance in the Alberta Sport System" – on website
- 4. "Risk Management Handbook" – on website
- 5. "Canadian Sport Policy" – on website
- 6. "Alberta Sport Plan" – on website

PERLS 105

Labs:

- Sept. 25 – Canadian Sport System
- Oct. 16 – Roberts Rules of Order
- Nov. 6 – Emergency Action Plan
- Nov. 27 - Sponsorship

Two Sections:

8:00 – 9:00 in 5-266
or 11:00 – 12:00 in 5-212.

PERLS 105

Lecture Topics for PERLS 105:

Planning

- Planning is the foundation of management. We will introduce PERLS 105 students to the basic concepts. There are major and important differences between strategic plans and operating plans, and students will be required to understand those differences.
- *Resources: Lecture notes*

PERLS 105

Canadian Sport for Life / Long Term Athlete Development

- Sport organizations in Canada are being required by the federal and provincial governments to develop plans for long term athlete development and sport for life. Students should be familiar with the content and process in the development of these plans.
- Resources: *Lecture Notes and Website:* www.ltad.ca

PERLS 105

Canadian Sport System in Context

- The Canadian sport system is complex and difficult to understand. The study of this context is critical to recreation and sport management. The organizations that deliver recreation and sport services at the various levels of sport need to be understood.
- Resources: *Lecture notes and Web Sites: Structure and Governance in the Alberta Sport System, Alberta Sport Plan, Canadian Sport Policy*

PERLS 105

Public/Private/Non-Profit Associations

- Study of the different entities offering sport in Canada and the type of administration they need to conduct themselves
- Resources: *Lecture notes*

PERLS 105

Volunteer Board Meetings

- A look at how Volunteer Boards (which run the PSO's and NSO's in Canada) operate and the things future administrators should be aware of.
- *Resources: Lecture notes*

PERLS 105

Robert's Rules of Order

- The one book that all sport administrators should know regarding how to conduct the business of any sport controlled by a Board of Directors.
- *Resources: Lecture Notes and Text*

PERLS 105

Event Management

- A discussion of event management in order to provide examples for future discussion and reference throughout the class. Events are at the core of recreation and sport management.
- *Resources: Lecture notes and Practicum*

PERLS 105

Program and Event Evaluating

- Managers must constantly evaluate their organization, its programs and services, and its people. Therefore, evaluation is a central concept for sport and recreation managers. In fact, evaluation in our profession is unique because we cannot rely on profit and loss statements for an evaluation.
- *Resources: Lecture notes*

PERLS 105

Risk Management

- An ever increasing important part of administration of any activity. A in-depth discussion of this area will take place.
- *Resources: Lecture notes and Web Site*

PERLS 105

Policy and Procedures

- Managers and administrators of sport cannot fly by the seat of their pants. There must be accountability and a structure of program delivery that is consistent with the direction stated in the Mission. This area will cover how to do that.

PERLS 105

Marketing/Fundraising and Development

- Individuals interested in careers in sport and recreation must be capable of generating revenue and aware of the strategies for doing so. A brief overview of the components of fundraising and development will be provided.
- *Resources: Lecture notes*

PERLS 105

Organizing

- To implement a plan, a manager must get organized. We will briefly discuss the fundamental concepts that are dealt with in more detail in PERLS 350.
- *Resources: Lecture notes*

PERLS 105

Sport Tourism

- A brief look at an example of sport used as a tourism mechanism for brand marketing of certain locations. Students will deal with a case study and see its real world application. This area of study is becoming more important in the world of sport administration.
- *Resources: Lecture notes and Sport Tourism Document*

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- **NOTE:** The course will periodically discuss international, national and provincial sport issues when current events dictate. The instructor reserves the right to modify the delivery of the course on any given day based on current events.

PERLS 105

Practicum:

- The Practicum assignments in PERLS 105 will come in two sections. Students will have to choice to participate in either one or the other on a first come – first served basis. Sign up sheets will be present 30 minutes prior to the second class of the semester to sign up for the Assignment of their choice. The options are:

PERLS 105

- **A) Long Term Data Collection:** Students will be assigned a high school football league in Alberta at random and they will be responsible each week of collecting and reporting the scores from all the games from the prior week to the instructor via his email address by 6:00 p.m. on Saturday.
- Marks will be given each week over a ten week period (2% of your final grade each week) on simply whether they accomplished the task or not on a pass or fail basis. Incomplete or inaccurate scores will result in a zero that week.

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- **B) Short Term Event Management:** Students will be assigned a volunteer role at the Alberta Bowl High School Football Championships scheduled for November 20-21, 2009 at Foote Field in Edmonton. Roles may range from team hosting, results dissemination and media liaisons, security, event set-up and breakdown, VIP hosting, Awards Ceremony protocol, etc.
- Participating Students will be expected to attend two preliminary meetings and the entire event. Roles will be assigned in a random manner by the Instructor and Students will be graded on how well they performed their assigned duties, their enthusiasm (real or otherwise ☺) for the project, and general deportment while on-site at the event.

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Grade Evaluation:

- **Mid-Term Exam** 20%
- **Final Examination** 40%
- **Labs** 20%
- **Practicum** 20%

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Examination Dates:

- **Mid-Term:** Monday, October 19
- **Final Examination:** Wednesday, December 16 9:00 a.m. in the Gym.

(Note: Students are responsible for verifying the date of the final examination when the final examination schedule is posted later in the term.)

- **Format of Examinations:** Multiple Choice and Short Answer

PERLS 105

**READ
STUDENTS
RESPONSIBILITIES!**
