

# Recreation & Sport Management (RSM)

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## **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. **\*\*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. Inclusive Access Course Material (electronic book) fees may apply, see Fees tab under each course section for details. **\*\*COURSE LEARNING OUTCOMES (CLOs)** At the successful conclusion of this course, students will be able to: 1. Identify the basic principles and best practices in the sport management profession. 2. Demonstrate knowledge related to various careers in sport management. 3. Discuss the cultural impact of sports and the responsibility sport management has on society. FA, SP.

## **RSM 2430. Tourism and Commercial Enterprises. 3 Hours.**

Examines the fundamentals of tourism within the hospitality, sport, and leisure industry. The initiation and management of the commercial recreation and tourism enterprises as well as the status, operations, trends, and opportunities in hospitality are emphasized. **\*\*COURSE LEARNING OUTCOMES (CLOs)** At the successful conclusion of this course, students will be able to: 1. Discuss the historical and current dimensions and components of tourism and commercial leisure enterprises. 2. Evaluate the environmental, social-cultural, and economic impacts of the hospitality and tourism related industries. 3. Identify entrepreneurial leadership and management techniques in business ventures related to hospitality, sport, leisure, and tourism. 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. Inclusive Access Course Material (electronic book) fees may apply, see Fees tab under each course section for details. **\*\*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 of 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. FA, SP.

## **RSM 2700. Recreation Program Planning. 3 Hours.**

Examines the conceptual and practical framework for effective design and evaluation of recreation programs and services. The total programming process is the focus including needs assessment, planning, implementation strategies and evaluation of leisure services. **\*\*COURSE LEARNING OUTCOMES (CLOs)** At the successful conclusion of this course, students will be able to: 1. Describe the process of needs assessment to analyze leisure behavior and decision making. 2. Design program plans including goals and objectives, planning components and strategies, and operational details. 3. Discuss implementation strategies for successful leadership and programming. 4. Outline program evaluation methods and strategies. Prerequisites: RSM 1110 or RSM 2070 or RSM 2500 (Courses can be taken concurrently or grade C- or higher). FA.

## **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. Discuss the historical and contemporary role of nonprofits in society. 2. Analyze the theoretical foundations that affect the growth of and external influences on the nonprofit sector. 3. Evaluate key issues in nonprofit governance including: public trust, leadership, and boards. FA, SP.

**RSM 2850. Venue Management. 3 Hours.**

Examines the management and operation of venues for public assembly events such as sport arenas, performing arts centers, convention centers, and open space facilities. Topics addressed include technical, financial, contractual, risk, and political implications. A full day, out of the area, field trip is required. **\*\*COURSE LEARNING OUTCOMES (CLOs)** At the successful conclusion of this course, students will be able to: 1. Examine the differences and similarities between different public assembly facilities. 2. Identify career opportunities in the event industry as well as the skills and competencies to be a successful venue manager. 3. Demonstrate how to effectively plan a special event while considering factors that contribute to, or detract from, an "experience" in event production. SP.

**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. **\*\*COURSE LEARNING OUTCOMES (CLOs)** At the successful conclusion of this course, students will be able to: 1. Apply principles for planning, organizing, marketing, and evaluating events. 2. Discuss considerations in the management and presentation of an event. 3. Exhibit problem-solving and creative skills for event management. SP.

**RSM 3030. Special Event Design. 3 Hours.**

Examines strategies and successful practices in special event planning with emphasis on conceptualization, strategy, analysis, and planning considerations of small-to-large scale events. Explores the interaction between attendee and the environment that enhances the event experience. Offered intermittently. **\*\*COURSE LEARNING OUTCOMES (CLOs)** At the successful conclusion of this course, students will be able to: 1. Conceptualize and develop an effective framework for planning a special event. 2. Modify and leverage environments to enhance special event experiences for patrons. 3. Demonstrate an understanding of special event planning concepts and their applications to hypothetical and real-world settings. 4. Analyze special event planning practices with industry dynamics and current trends in the industry.

**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. FA, SU.

**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 3210. Sports Information Strategies. 3 Hours.**

Explores contemporary strategies in the sports information industry while developing students' sport communication skills. Topics include in-game statistical strategies, social media content creation, information distribution including written and multi-media platforms, and media relations in sports. Course is offered intermittently. **\*\*COURSE LEARNING OUTCOMES (CLOs)** At the successful conclusion of this course, students will be able to: 1. Generate multi-media content utilizing sport communication perspectives and sports journalism. 2. Manage sports statistics including in-game statistical strategies, historical records, and trending statistics. 3. Facilitate sport communication operations in day-to-day responsibilities, issues, and challenges within the sports information professions.

**RSM 3330. Foundations of Recreational Therapy. 3 Hours.**

This class examines the multifaceted aspects of the profession and practice of Recreational Therapy (RT). Course content focuses on an understanding of RT definitions, philosophical and theoretical perspectives, service delivery models, and the RT process. **\*\*COURSE LEARNING OUTCOMES (CLOs)** At the successful conclusion of this course, students will be able to: 1. Describe the concepts that form the philosophical foundation of recreation therapy. 2. Outline the importance of understanding the history and development of recreation therapy. 3. Discuss strategies to implement inclusive recreation therapy processes for persons with disabilities. 4. Identify a variety of careers and organizations within the recreation therapy industry. SP.

**RSM 3360. Assessment and Documentation in Recreational Therapy. 3 Hours.**

This class is designed to teach the critical components of assessment, documentation, and evaluation in the RT process. Course content includes protocol development, client assessment, (standardized assessment, interview, observation and record review), and the process of treatment planning, documentation and evaluation. Client evaluation will be discussed as it relates to client assessed outcomes. Course is offered intermittently. **\*\*COURSE LEARNING OUTCOMES (CLOs)** At the successful conclusion of this course, students will be able to: 1. Select, conduct, analyze and interpret a variety of assessment techniques and procedures to determine client and program needs. 2. Integrate assessment data for developing an individual program that appropriately addresses treatment issues. 3. Outline the referral, discharge, and transition processes in a continuum of client care.

**RSM 3500R. Field Experience for Child and Youth Programs. 1-12 Hours.**

Designed to provide hands on experience in an organized child and youth program setting to include, but not limited to, child development centers, school-age care, and youth center setting. Students are evaluated on the implementation of programming, professionalism, and other areas conducted by self-evaluations and performance evaluations by program supervisors. Students must successfully complete the assigned programs dates of approximately 12 weeks (40 hours per week) to earn credit. Course is repeatable up to 12 credits. Additional repeats are allowed with instructor permission. **\*\* COURSE LEARNING OUTCOMES (CLOs) \*\*** At the successful Conclusion of this course, students will be able to: 1. Demonstrate applied skill to design and implement age and stage appropriate programming. 2. Design and teach program related activities such as arts and crafts, songs, games, aquatics, etc. 3. Apply effective and appropriate behavior management strategies and procedures. 4. Demonstrate knowledge of risk management policies and procedures and the ability to implement them if necessary.

**RSM 3550R. Recreation and Leisure Field Experience. 1-12 Hours.**

Explores issues and perspectives within a designated leisure, youth, and human services program area. Provides supervised observation and leadership experience that immerse students in cross cultural opportunities and experiences. Course is repeatable up to 12 credits. **\*\* COURSE LEARNING OUTCOMES (CLOs) \*\*** At the successful conclusion of this course, students will be able to: 1. Demonstrate knowledge and understanding of leisure and cultural activities, environments and of people in the host country. 2. Develop personal and professional goals that will result in growth throughout the course experience. 3. Analyze and reflect on achievement of personal and professional goals relative to your future life decisions including career and personal choices. 4. Develop positive relationships with co-workers and clients that demonstrate an understanding of diversity, personal choice, responsibility, and accountability. 5. Articulate the value and importance of cross-cultural opportunities and experiences.

**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. Articulate the unique structure of an intercollegiate athletic department and potential career paths. 3. Outline the necessary components and current trends of a successful intercollegiate athletic department. 4. Critique event management, promotion, sales, fandom, and safety within an intercollegiate athletic event. SP.

**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. Analyze 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. FA, SP, SU.

**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.utahtech.edu](http://studyabroad.utahtech.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. FA (even).

**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. Differentiate personnel management techniques including, job analysis, recruitment, selection, training, motivation, development, and evaluation. 3. Design a strategic human capital management plan while infusing current issues that may affect such plan. SP.

**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, 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. **\*\*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 and Finance in Recreation. 3 Hours.**

A summative course covering strategic management and operations within leisure services with a special attention on professional competence, management/leadership styles, financial analysis, working capital management, budgeting, cost of capital, and policies and procedures in recreation organizations. **\*\*COURSE LEARNING OUTCOMES (CLOs)** At the successful conclusion of this course, students will be able to: 1. Discuss management practices and principles used for successful business operations and for facilitating individual development within leisure services. 2. Analyze problems affecting the management and operations of organizations delivering leisure experiences. 3. Apply principles of organizing, allocating, and managing resources in order to provide effective and efficient delivery of leisure services. Prerequisites: RSM 2700 or RSM 3000 (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. Explain governing structures and practices for sport nationally and internationally. 2. Research and analyze external and internal influence on governing sport organizations. 3. Develop strategies for implementing good governance and policy in the context of the sport industry. 4. Assess and discuss ethical situations in relation to the rules and bylaws established by governing bodies in sport. FA.

**RSM 4050. Sales and Revenue Generation in Sport. 3 Hours.**

Examines the principles and significance of sales and revenue generation in sport. Focuses on developing revenue strategies through sales, multimedia, sponsorships, and fundraising, as well as cultivating corporate partnerships. **\*\*COURSE LEARNING OUTCOMES:** At the successful conclusion of this course, students will be able to: 1. Explain the role of sales in sport organizations across segments of the industry. 2. Apply the sales process in a sport business setting. 3. Identify industry best practices for ticket sales and revenue generation. 4. Evaluate fundraising strategies in sport organizations. 5. Develop strategies for increasing corporate partnerships in sport. Offered Intermittently.

**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 4300. Meetings and Convention Management. 3 Hours.**

Analyzes and explores the conventions and meetings market, the operational processes that underlie the successful production of meetings, and the corresponding relationship with convention and visitors bureaus. Covers various operational procedures in site selection, site layout and logistics, negotiations and contracts, food and beverage service, and convention sales. Offered intermittently. Fields trips may be required. **\*\*COURSE LEARNING OUTCOMES (CLOs)** At the successful conclusion of this course, students will be able to: 1. Discuss the basics of site selection, hotel and food negotiations, and meeting coordination. 2. Analyze the role played by professional associations, trade-shows, destination marketing organizations, and the meeting planner in producing conventions and events. 3. Demonstrate skills in contract negotiations, site selection, risk management analysis, entertainment recruitment, and CVB and hotel collaborations. 4. Identify the major associations that support the professional development of those responsible for producing meetings and conventions.

**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. **\*\*COURSE LEARNING OUTCOMES (CLOs)** At the successful conclusion of this course, students will be able to: 1. Identify the diverse areas of research in recreation and sport, including the relevant journals and scholarly professional associations. 2. Recognize and describe various research methods with particular emphasis on qualitative and quantitative research methods. 3. Analyze research in the fields of recreation, tourism and sport studies and determine alternative research methods appropriate for the research problem. 4. Demonstrate an understanding of the basic process of research from identifying the problem, planning and conducting the study, organizing and analyzing the data, and reporting the results and findings. 5. Develop a research proposal appropriate for a scientific investigation in recreation and sport management.

**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. Evaluate foundational concepts of recreation and sport management. 2. Integrate programming and experience design concepts within recreation and sport management. 3. Construct planning and operational procedures and skills needed in recreation and sport management. 4. Consider organizational and administrative concepts in recreation and sport management. Prerequisite: RSM 3000. 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.