

## **KNLS/SPMT 250**

### **Management of Fitness and Sports Facilities and Programs**

3 Credits

## Community College of Baltimore County

### Common Course Outline

#### **Description**

**KNLS/SPMT 250 – Management of Fitness and Sports Facilities and Programs:** provides students with comprehensive information on the organization and administration of programs and facilities in the profession. The course includes concepts of management such as policy development, budgeting, personnel, programming, facilities, legal considerations, and marketing.

**Pre-requisites:** ACLT 052 or ACLT 053 or (ESOL 052 and ESOL 054)

#### **Overall Course Objectives**

Upon completion of this course, students will be able to:

1. define the terms 'management' and 'leadership,' as they apply to fitness and sports facilities and programs;
2. explain the roles and functions of today's managers and leaders in relation to coordinating activities, personnel recruitment, hiring, training, and supervision;
3. formulate an organizational chart;
4. explain the process of determining an agency's mission statement, vision statement, policies, and goals;
5. compare different techniques for staff recruitment, training and development, management, and compensation;
6. incorporate multiple social media platforms for marketing and promotion of membership and program sales;
7. develop an evidence-based best practices program for customer service and membership retention;
8. design and present a fitness or sports facility business plan, including facility design, equipment selection, staffing, marketing, and programming;
9. evaluate software packages that enhance the efficient membership management of a fitness or sports facility;
10. identify appropriate risk management practices and areas of vulnerability;
11. apply federal policies to the design and maintenance of a facility;
12. identify types of financial management accounting practices;
13. create a facility maintenance plan;
14. incorporate strategic planning and evaluation practices within a business plan; and
15. analyze federally-recognized business structures.

The Common Course Outline (CCO) determines the essential nature of each course.  
For more information, see your professor's syllabus.

## **Major Topics**

- I. Leaders and Managers
- II. Understanding Organizational Design
- III. Personnel Recruitment and Development
- IV. Marketing and Promotion
- V. Membership and Profit Center Revenue
- VI. Customer Service and Retention
- VII. Financial Management and Business Structures
- VIII. Risk Management
- IX. Facility and Equipment Maintenance
- X. Legal and Insurance Issues
- XI. Strategic Planning and Evaluation

## **Course Requirements**

Grading will be determined by the individual faculty member, but shall include the following, at minimum:

- Active participation
- Two written exams, including the final exam
- One comprehensive business plan for a new business
- Four written assignments

Written assignments and research projects: Students are required to use appropriate academic resources in their research and cite sources according to the style selected by their professor.

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