



HHPs 584 01W – Administration in Sport and Recreation Programs
Fall 2025

Credit Hours: 3

Course Dates: 8/25/25 to 12/5/25

Course Location: Online

Instructor: Dr. HoYeol Yu

E-mail: Hoyoel.Yu@etamu.edu

Office: NHS 133

Office Hours: Online or by appointment

Required Text:

Lussier, R. N., Kimball, D. C. (2019). Applied Sport Management Skills (3rd Ed). Human Kinetics.
ISBN-10: 149257015X

Additional readings will be assigned/provided by the instructor through D2L. Be sure to check your email and D2L for announcements and assignment details.

Course Description:

This class is designed as an introductory graduate level administration and management course for prospective sport and rec managers, and encompasses both theory and practice, with the focus on management practice in sport organizations. Students will be introduced to an array of theories, research, and applied management techniques that will serve to lay a foundation for their sport management career. In this course, we will seek to enhance the development of leadership and critical thinking skills necessary for success in the professional workplace. The content focuses on the challenges that manager's face stemming from organizational issues, complex environmental conditions, new technological developments, and increasingly diverse workforces. Critical management issues related to the management functions of planning, organizing, controlling, and leading an organization will be highlighted. The goal of the course is to strengthen students' managerial potential by helping them develop the skill set needed to analyze, diagnose, and respond to both fundamental and complex problems found in sport organizations. It also provides opportunities for students to enhance their communication and interpersonal skills, both of which are essential to effective management and to success in the workplace.

Class Format and Expectations:

Throughout the delivery of the course a variety of methods to stimulate students' intellectual curiosity and critical thinking skills will be used, including readings, instructor led PowerPoints, discussion forums, assignments, and individual and small team projects and papers. Even though this course is online, students are still expected to be active participants in the learning process. Assignments will be largely devoted to discussing the assigned readings and completing activities associated with the current topic. Participation is **MANDATORY!**

I expect that you will take ownership of your learning, complete all of the course readings and reflect on the application of these readings to your current or future jobs. I expect that you will master the material, as well as how it is (or could be) applied to the sport industry. I also expect you to ask questions in a timely fashion and to submit your assignments on time. Late assignments will receive a **ZERO** unless permission is granted beforehand. I also expect you to be familiar with the course syllabus and schedule, which includes my contact information and office hours, required readings, learning outcomes, course requirements and evaluation, and course policies.

Course Objectives:

This course provides a focused exploration of topics that will promote students' knowledge and understanding of the following objectives. Upon successful completion of this course, students should be able to...

- Identify the strengths and weaknesses of management theories as they pertain to contemporary sport and recreation organizations.
- Distinguish how organizational structures and environmental conditions impact the decisions of sport/rec administrators.
- Create a vision to improve an organizations functionality by examining the current external environment and internal factors.
- Evaluate a sport and rec organization's current structure, environment, and internal culture.
- Design and deliver oral presentations that summarize research and/or experiences.

Course Requirements and Expectations:

- Regular participation is expected. Participation is part of the academic requirement of a course and reflects a commitment to your academic career. **If you are unable to complete course assignments for any reason, you are expected to get in touch with me and determine a timeline. General absence is not an excuse for missing work.**
- Class participation is demonstrated by being prepared to discuss the assigned readings (and other course materials) in a thoughtful and detailed manner, whether through discussion forums, assignments, projects, or papers. Peer interactions enhance the development of listening, analytical and critical thinking skills. Class discussion via online participation expands one's knowledge and often compels one to embrace another's perspective. Students are expected to ask questions and participate in class discussions online.

- Thoughtful completion of all assignments, examinations, and projects. **All work must be the original work of the student, developed specifically for this class.** Students should plan to complete their assignments on time. **Late assignments will receive a ZERO unless previous permission is granted.**

Assessment:

Foremost in the determination of the final grade is the **preparation, quality, and comprehensiveness** of your work, as well as your participation in class discussion. Points and grades will be **earned**, not **given**. Grades will be calculated on a point basis. This is directly related to percentages, which are determined by computing points earned out of total points possible (refer to assignment weighting below). A: 90.0%+; B: 89.99-80.0%; C: 79.99-70.00%; D: 69.99-60.00%; F: 60.00%>.

Assignments and Weighting:

Discussion Posts	50
E-Portfolio	50
Case Study Response Papers (4) @ 25 each	100
Organizational Analysis	100
Journal Entry	50
Final Case Study Assignment	100
Total	450

Discussion Posts: This is a chance for you to interact with your fellow students. I ask that you provide a thoughtful response to the provided prompt. You will be placed in groups and the discussion posts will stay within your group. I also ask that you respond to at least two of your classmates' posts with thoughtful comments. What I would like to see from discussion posts are thoughtfulness and effort. If you put the work in, you will be rewarded. There will be 5 discussion questions throughout the semester. The discussion questions will be available to you and answered in the Discussions link via D2L. For every discussion questions are due, each student must answer the questions in 150-200 words in combined length by Friday AND post reactions that are 50-100 words in length each to at least two other students' posts by Sunday. Along with the 150-200 words, for the discussion questions (not reactions) must be answered by recording (not uploading) a 2–3-minute video recording via the “Add Video Note” icon in the Discussions link via D2L. If not completed, the last two discussions will be graded as a 0 and cannot be dropped.

E-Portfolio: E-portfolio is a form of a comprehensive exam for you to finish your degree. Details will be provided in D2L.

Case Study Response Papers: Students will write three 2-3-page response papers on broad theoretical principles. These papers will consist of both academic sources and popular press articles. The goal of each response paper is for you to demonstrate your understanding of the broad theories and then relate the theory to your career. These papers should NOT be a recap of discussion posts. It is strongly suggested that you review my feedback to you after each response paper. My expectations for your work will increase with each paper. The topics include Institutional Theory, Social Identity Theory, and Leadership.

Organizational Analysis: The organizational analysis assignment focuses on examining, in-depth, a sport organization and its culture. More information and a rubric is provided on D2L.

Journal Entry: Based on a list of journal articles provided by Dr. Yu, students are required to summarize three articles and submit them. Submission and Grading: Submit your journal entries as a document at assigned due dates.

Final Case Study Assignment: The literature review paper is akin to a term paper, but shorter and more focused. This assignment will give you practice in researching a sport management-related area of the academic literature.

TECHNOLOGY REQUIREMENTS

LMS

All course sections offered by East Texas A&M University have a corresponding course shell in the myLeo Online Learning Management System (LMS). Below are technical requirements

LMS Requirements:

<https://community.brightspace.com/s/article/Brightspace-Platform-Requirements>

LMS Browser Support:

https://documentation.brightspace.com/EN/brightspace/requirements/all/browser_support.htm

Zoom Video Conferencing Tool

https://inside.tamuc.edu/campuslife/CampusServices/CITESupportCenter/Zoom_Account.aspx?source=universalmenu

ACCESS AND NAVIGATION

You will need your campus-wide ID (CWID) and password to log into the course. If you do not know your CWID or have forgotten your password, contact the Center for IT Excellence (CITE) at 903.468.6000 or helpdesk@tamuc.edu.

Note: Personal computer and internet connection problems do not excuse the requirement to complete all course work in a timely and satisfactory manner. Each student needs to have a

backup method to deal with these inevitable problems. These methods might include the availability of a backup PC at home or work, the temporary use of a computer at a friend's home, the local library, office service companies, Starbucks, a TAMUC campus open computer lab, etc.

COMMUNICATION AND SUPPORT

If you have any questions or are having difficulties with the course material, please contact your Instructor.

Technical Support

If you are having technical difficulty with any part of Brightspace, please contact Brightspace Technical Support at 1-877-325-7778. Other support options can be found here:

<https://community.brightspace.com/support/s/contactsupport>

COURSE AND UNIVERSITY PROCEDURES/POLICIES

Course Specific Procedures/Policies

Syllabus Change Policy

The syllabus is a guide. Circumstances and events, such as student progress, may make it necessary for the instructor to modify the syllabus during the semester. Any changes made to the syllabus will be announced in advance.

University Specific Procedures

Student Conduct

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. The Code of Student Conduct is described in detail in the Student Guidebook.

<https://inside.tamuc.edu/admissions/registrar/documents/studentGuidebook.pdf>.

Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum: <https://www.britannica.com/topic/netiquette>

ETAMU Attendance

For more information about the attendance policy please visit the [Attendance](#) webpage and [Procedures 13.99.99.R0.01](#)

<http://www.tamuc.edu/admissions/registrar/generalInformation/attendance.aspx>

Academic Integrity

Students at East Texas A&M University are expected to maintain high standards of integrity and honesty in all of their scholastic work. For more details and the definition of academic dishonesty see the following procedures:

[Undergraduate Academic Dishonesty 13.99.99.R0.03](#)

[Undergraduate Student Academic Dishonesty Form](#)

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/documents/13.99.99.R0.03UndergraduateStudentAcademicDishonestyForm.pdf>

Graduate Students Academic Integrity Policy and Form

[Graduate Student Academic Dishonesty Form](#)

<https://inside.tamuc.edu/aboutus/policiesProceduresStandardsStatements/rulesProcedures/13students/graduate/13.99.99.R0.10.pdf>

Students with Disabilities-- ADA Statement

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

Office of Student Disability Resources and Services

East Texas A&M University

Velma K. Waters Library Rm 162

Phone (903) 886-5150 or (903) 886-5835

Fax (903) 468-8148

Email: studentdisabilityservices@tamuc.edu

Website: [Student Disability Services](#)

<https://www.tamuc.edu/student-disability-services/>

Nondiscrimination Notice

East Texas A&M University will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic information or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.

Campus Concealed Carry Statement

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in East Texas A&M University buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed

handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and East Texas A&M University Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations.

For a list of locations, please refer to the [Carrying Concealed Handguns On Campus](#) document and/or consult your event organizer.

Web url:

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf>

Pursuant to PC 46.035, the open carrying of handguns is prohibited on all East Texas A&M University campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.

East Texas A&M University Supports Students' Mental Health

The Counseling Center at East Texas A&M University, located in the Halladay Building, Room 203, offers counseling services, educational programming, and connection to community resources for students. Students have 24/7 access to the Counseling Center's crisis assessment services by calling 903-886-5145. For more information regarding Counseling Center events and confidential services, please visit www.tamuc.edu/counsel

Mental Health and Well-Being

The university aims to provide students with essential knowledge and tools to understand and support mental health. As part of our commitment to your well-being, we offer access to Telus Health, a service available 24/7/365 via chat, phone, or webinar. Scan the QR code to download the app and explore the resources available to you for guidance and support whenever you need it.



<http://telusproduction.com/app/5108.html>

AI use policy [Draft 2, May 25, 2023]

East Texas A&M University acknowledges that there are legitimate uses of Artificial Intelligence, ChatBots, or other software that has the capacity to generate text, or suggest replacements for text beyond individual words, as determined by the instructor of the course. Any use of such software must be documented. Any undocumented use of such software constitutes an instance of academic dishonesty (plagiarism). Individual instructors may disallow entirely the use of such software for individual assignments or for the entire course. Students should be

aware of such requirements and follow their instructors' guidelines. If no instructions are provided the student should assume that the use of such software is disallowed. In any case, students are fully responsible for the content of any assignment they submit, regardless of whether they used an AI, in any way. This specifically includes cases in which the AI plagiarized another text or misrepresented sources.

13.99.99.R0.03 Undergraduate Academic Dishonesty

13.99.99.R0.10 Graduate Student Academic Dishonesty

Course Specific Procedures

- 1) Because this is an online course, you may never meet me or your other classmates face-to-face. That means that written communication must be clear in all circumstances.
- 2) While completing assignments, chatting, etc within the eCollege environment (within this class), be professional. Write clearly with correct spelling, punctuation, and grammar. Actively prepare by reading the assigned materials. Share your thoughts (ask and answer questions). Have course materials with you when you are online (you can use materials during quizzes, etc).
- 3) Due dates: The "due dates" listed for sections are the LAST chance to submit them. Please submit your work early. I DO NOT accept late assignments. A zero grade will be given for any work not turned in on time.
- 4) If you have a question or concern, e-mail me. Please include in the subject of the e-mail ("HHPS 520") and the subject of the message. I will respond within 24hrs during the week.
- 5) Use the following e-mail address for me: Hoyoel.Yu@tamuc.edu
- 6) You **MUST** check your e-mail regularly in case I need to communicate with you.