



HHPS 400 – Management of Sport and Recreation Organizations

COURSE SYLLABUS: Fall 2026

INSTRUCTOR INFORMATION

Instructor: Dr. Hoyeol Yu

Office Location: NHS 133

Office Hours: By appointment

Office Phone: 903-886-5549

University Email Address: hoyeol.yu@etamu.edu

Preferred Form of Communication: Email or Ask your professor in D2L

Communication Response Time: 2 business day

Course Schedule and Location: 100% Online

Course Dates: 8/20/26 to 12/11/26

Course Description

- Managerial principles and techniques are discussed applicable to a multitude of sport organizations. It addresses the four functions of management, strategy, organizational structure, resource management, and leadership theories.

Course Information

- Lussier, R. and Kimball, D. (2024). 4th Edition. Applied Sport Management Skills. Human Kinetics. ISBN: 978-1-7182-1322-7

Student Learning Outcomes

By the end of this course, students should be able to:

- Describe the role managers play in the proper functioning of sport organizations.
- Explain the four functions of management in sport organizations.
- Apply management skills to practical sport settings.
- Evaluate current issues facing managers in sport organizations.
- Develop real-world strategies for planning, organizing, leading, and controlling sport organizations.

The syllabus/schedule are subject to change.

GRADING

Final grades in this course will be based on the following scale: A = 90%-100%; B = 80%-89%; C = 70%-79%; D = 60%-69%; F = 59% or Below.

ASSIGNMENT	Points
Organizational Responses	100
Quizzes	30
Module Quizzes	120
Discussion Board Posts	50
Student Journal	50
Professional Portfolio	100
Professional Development	50
TOTAL	450

Assessments

Organizational Response (50 points each = 100 points)

Each team will select and research a department within intercollegiate athletics (e.g., development, marketing, ticketing, academic services, sports information, and compliance). Over the course of the semester, teams will be given various scenarios to which their group must respond. Groups will be asked to present their organizational responses on designated days throughout the semester. Teams are encouraged to be creative and to use sport industry resources and examples. Each response will be assigned roughly a week before it is due.

Quizzes

Quizzes are held during the scheduled course time. Questions are multiple choice, true/false, fill-in-the-blank, and/or short answer. Students are not permitted access to any kind of materials, notes, or interactions with others during the quizzes. Most of your preparation for quizzes should be given to lecture notes, discussions, and the textbook. The quizzes are not meant to be a primary study tool for preparing for Module Quizzes.

Module Quizzes

The module quizzes consist of multiple choice, true/false, fill-in-the-blank, and matching questions which are generated from the textbook and lectures. The function of the quizzes is to assist you in becoming familiar with the textbook, and to ease students into answering management questions about sport.

Discussion Board Posts (10 points each = 50 points)

Discussion board forums will be utilized throughout this course to engage students in critical thinking through communication and conversation. Each week, students are expected to:

- 1) Post an initial response to the discussion board prompt by Thursday night at 11:59 pm of each week assigned (5 points possible)
- 2) Respond to two separate posts (i.e., questions or comments) made by classmates by Sunday night at 11:59 pm of each week assigned (2 points per post possible)

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- 3) Reply to any posts (i.e., questions or comments) in your initial response. If you do not have any questions or comments on your initial response, you can respond one additional post made by classmates (1 point possible).

There is no character limit or requirement on discussion board posts, however, they should be substantive and express comprehension and critical thinking with points awarded accordingly. All posts will be critiqued from a grammar, spelling, and punctuation standpoint as well.

Student Journal (10 points each = 50 points)

Each student journal will be posted on discussion board and should find a current event in the sport industry that has been posted recently. Some useful resources that you can subscribe might be

- Front Office Sports (<https://frontofficesports.com/subscribe-2024/>)
- Yahoo Sports AM (<https://sports.yahoo.com/newsletters/yahoo-sports-am/>)
- Just Women's Sports (<https://justwomenssports.com/newsletter/>)
- Newspaper such as The New York Times, The Wall Street Journal, magazines such as Sports Illustrated, Forbes, or websites such as ESPN.com, CBSSports.com, and etc.

Each student journal discussion should upload a picture of news, title, original link of the article and brief summary of the article. Then, you can provide thoughtful insights with a minimum of 150 words. Similar to discussion board posts assignments, you should meet the following requirements:

- 1) Post a student journal by Thursday night at 11:59 pm of each week assigned (5 points possible)
- 2) Respond to two separate posts (i.e., questions or comments) made by classmates by Sunday night at 11:59 pm of each week assigned (2 points per post possible)
- 3) Reply to any posts (i.e., questions or comments) in your original student journal. If you do not have any questions or comments on your initial student journal, you can respond one additional post made by classmates (1 point possible).

Professional Portfolio (100 points)

Each student will be responsible for preparing a portfolio designed to illustrate a personal and professional understanding of self in a selected sport organization/industry segment. This portfolio will include the following **components**:

- 1) PART 1-2: Career Considerations, Skills/Abilities Identification
- 2) PART 3-4: Personality Assessment/ Leadership Style, Motivations and Organizational Values

Part 1-2 will be assigned at the beginning of the semester and will be due . Part 3-4 will be assigned in the middle of the semester.

Professional Development (30 points)

Professional development points are opportunities for you to earn experience and build your resume. I will post professional development opportunities for you in Announcements, but you will also have the opportunity to find professional development opportunities for yourself based

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on your schedule and interests. Depending on time, travel, and expense, professional development activities will be assigned different values.

To earn your points, you will be required to fill out the designated forms provided in the “Professional Development Points” folder in the Assignments tab on D2L. If you earn more than 30 points, only the extra points of 5 points **WILL** be added to your final grade.

(**If you are not a Sport and Recreation Management major, please let me know so we can work together to determine the best opportunities for you.)

Professional Development Point Breakdown

Volunteering for a sport-related event	3 points/ hr.
Sport-related internship (Unofficial)	3 points/hr.
Sport-related job	3 points/hr.
G.A.M.E. Association Meeting	3 points/ meeting
Facility Tour	3 points/ tour
Linked-In Profile	5 points
Informational Interview (w/ Sport Industry Pro)	5 points
Resume Review by Industry Professional or faculty	5 points
Consulting with Student Career Preparedness	5 points

***Other activities and points must be approved by Dr. Yu.**

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.

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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

The best way to reach me is via email Hoyeol.Yu@etamu.edu as I check it frequently. When emailing me, please include your First & Last Name along with the class name! I will aim to reply with 24 hours to your MyLeo email address. Please be courteous and professional in all of your interactions with me and fellow students.

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>

Minimal Technical Skills Needed

- Using the learning management system, using Microsoft Word, PowerPoint, and Excel, using university email, and using Google Docs / Slides.

Instructional Methods

- Students will access course materials via D2L. All notes, recorded lectures, discussions, announcements, assignments, and exams will be accessed and submitted via D2L. Course participation will include reading material, completing discussions, writing reports individually and as a group, exams over course content covered in each section. Students can reach the instructor via email.

COURSE AND UNIVERSITY 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.
- Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum.

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- 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

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/documents/13.99.99.R0.03UndergraduateStudentAcademicDishonestyForm.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](http://www.tamuc.edu/student-disability-services/)

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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>

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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

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