

# SES-2360: FITNESS AND SPORT MANAGEMENT

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## Cuyahoga Community College

**Viewing: SES-2360 : Fitness and Sport Management**

**Board of Trustees:**

December 2023

**Academic Term:**

Fall 2024

**Subject Code**

SES - Sport and Exercise Studies

**Course Number:**

2360

**Title:**

Fitness and Sport Management

**Catalog Description:**

Introduces the health and fitness professional to fitness and sport management. Topics include market and industry analysis, budget, finance, membership, sales, marketing, risk management, liability, and operation of a fitness or sport business. Students will conduct a professional interview and learn how to develop a personal business plan related to fitness, sport, or recreation.

**Credit Hour(s):**

3

**Lecture Hour(s):**

3

## Requisites

**Prerequisite and Corequisite**

SES-1040 Teaching Exercise Training Techniques, or departmental approval.

## Outcomes

**Course Outcome(s):**

Discuss concepts and theories of fitness and sport management and professional preparation for a career in fitness and sport management.

**Essential Learning Outcome Mapping:**

Not Applicable: No Essential Learning Outcomes mapped. This course does not require application-level assignments that demonstrate mastery in any of the Essential Learning Outcomes.

**Objective(s):**

1. Compare and contrast definitions of fitness and sport management.
2. Examine the history of fitness and sport management in the health/fitness clubs and sport/athletic facilities.
3. Examine the theoretical models of fitness and sport management.
4. Discuss trends in the fitness and sport management field.
5. Compare and contrast fitness, and sport management settings including corporate, commercial, private, hospital-based, community, and athletics.
6. Identify several resources that are useful in planning a career in fitness and/or sport management.
7. Complete a career interview with a professional who manages and/or owns a fitness or sport management facility.
8. Identify aspects of a business plan.

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**Course Outcome(s):**

Examine the legal, ethical, and risk management aspects of fitness and sport management.

**Essential Learning Outcome Mapping:**

Not Applicable: No Essential Learning Outcomes mapped. This course does not require application-level assignments that demonstrate mastery in any of the Essential Learning Outcomes.

**Objective(s):**

1. Examine the legal business structure of health/fitness clubs and sport/athletic facilities.
2. Recognize the most common potential areas of professional liability.
3. Describe the essentials of risk management planning.
4. Explain the need for effective risk management in health/fitness facilities and sport/athletic facilities.
5. Recognize the need for ethical awareness in fitness and sport management.

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**Course Outcome(s):**

Examine the roles and responsibilities of a manager or business owner of a fitness facility and sport management facility.

**Essential Learning Outcome Mapping:**

Not Applicable: No Essential Learning Outcomes mapped. This course does not require application-level assignments that demonstrate mastery in any of the Essential Learning Outcomes.

**Objective(s):**

1. Identify the necessary steps in managing a health/fitness facility or sport/athletic facility.
2. Define the role of a manager in the tasks of operation, administration and management.
3. Demonstrate an understanding of basic personnel management for hiring and developing employees.
4. Identify basic business structures for becoming a fitness business owner or sport entrepreneur.
5. Examine the program offerings at fitness facilities and sport/athletic facilities.
6. Compare and contrast employees and independent contractors in the health/fitness club industry and sport/athletic industry.

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**Course Outcome(s):**

Obtain and apply knowledge of fitness and sport management functions and apply these functions to the development of a fitness, sport, or recreation facility business plan.

**Essential Learning Outcome Mapping:**

Not Applicable: No Essential Learning Outcomes mapped. This course does not require application-level assignments that demonstrate mastery in any of the Essential Learning Outcomes.

**Objective(s):**

1. Describe steps and key considerations involved in developing a fitness and/or sport facility business plan.
  2. Identify components of an executive summary.
  3. Compare and contrast a mission and a vision statement.
  4. Identify components of short- and long-term SMART goals.
  5. Describe the process of identifying a target market and products/services.
  6. Describe the process of identifying a business location.
  7. Demonstrate the development of a market analysis and industry analysis.
  8. Identify the basic steps of marketing as it relates to the fitness club and/or sport facility.
  9. Examine marketing approaches and strategies in the fitness club and/or sport industry.
  10. Develop marketing materials for the purpose of promoting fitness or sport-related programs.
  11. Describe the process required in the selection, purchase, and maintenance of equipment for fitness and/or sport facilities.
  12. Examine the process involved in developing budgets for a fitness or sport facility. budgeting,
  13. Discuss the types of products/services to offer and pricing strategies for these products/ services.
  14. Demonstrate basic strategies for selling common fitness services including membership, personal training, and ancillary products and services.
  15. Explain basic customer service skills including approachability, professional appearance, good communication skills, and in-depth understanding of the company's mission and policies.
  16. Demonstrate the development of a fitness, sport and/or recreation business plan.
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**Methods of Evaluation:**

1. Class participation
2. Quizzes
3. Written examinations
4. Written assignments
5. Case study assignments
6. Business plan assignment
7. Client interview assignment

**Course Content Outline:**

1. Introduction to fitness and sport management
  - a. Defining fitness and sport management
  - b. History of fitness and sport management
  - c. History of health/fitness club industry
  - d. Theories related to fitness and sport management.
  - e. Career opportunities in fitness and sport management
  - f. Career interview
2. Selected fitness and sport management sites
  - a. Health clubs
  - b. Fitness centers
  - c. Recreational facilities
  - d. Personal training business
  - e. Corporate and hospital-based wellness centers
  - f. College facilities
  - g. Professional sport
  - h. Sport management and marketing agencies
3. Products/services/membership
  - a. Role of fitness professional in sales and membership
  - b. Types of products, services, and memberships
  - c. Sales techniques
  - d. Pricing strategies
  - e. Membership retention
  - f. Ancillary service and product sales
4. Marketing
  - a. Types of marketing
  - b. Marketing approaches
5. Professional service delivery
  - a. Approachability
  - b. Appearance
  - c. Knowledge
  - d. Communication
  - e. Problem-solving skills
  - f. Professionalism
6. Operations, administration and management
  - a. Responsibilities of a manager
  - b. Human resources
  - c. Employing staff
7. Business policy development and risk management
  - a. Legal issues
  - b. Ethics
  - c. Risk management
  - d. Professional liability
8. The fitness club and sport facility business
  - a. Business structure
    - i. Sole proprietorship
    - ii. Independent contractor
    - iii. Partnership
    - iv. Corporation

- v. Subchapter S corporation
  - vi. Limited liability corporation
9. Developing and starting a business plan
- a. Executive Summary
  - b. Vision and mission statement
  - c. Short- and long-term goals
  - d. Products and services
  - e. Market analysis
  - f. Industry analysis
  - g. Location
  - h. Finances
  - i. Purchasing or leasing equipment
  - j. Operating expenses and budget
  - k. Staffing
  - l. Management
  - m. Marketing
10. Development of a fitness, sport or recreation business plan

## Resources

Chelladurai, P. (2022) *Human Resource Management in Sport and Recreation*, Human Kinetics.

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Fried, G. & Kastel, M. (2020) *Managing Sport Facilities*, Human Kinetics.

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Pire, N. (2019) *ACSM's Health/Fitness Facility Standards and Guidelines*, NY: Lippincott Williams & Wilkins.

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Masteraslexis, L.P., Barr, C.A., & M.A. Hums. (2018) *Principles and Practice of Sport Management*, Sudbury. Jones and Bartlett.

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