

# COURSE SYLLABUS



COURSE TITLE: KIN 415, Management & Professional Practice

CLASS SECTION: 001

TERM: Winter 2022

COURSE CREDITS: 3

DELIVERY METHOD(S): Lecture

Camosun College campuses are located on the traditional territories of the Lək̓ʷəŋən and W̱SÁNEĆ peoples. We acknowledge their welcome and graciousness to the students who seek knowledge here.

Learn more about Camosun's [Territorial Acknowledgement](#).

For COVID-19 information please visit <https://legacy.camosun.ca/covid19/index.html>.

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*Camosun College requires mandatory attendance for the first class meeting of each course. If you do not attend, and do not provide your instructor with a reasonable explanation in advance, you will be removed from the course and the space offered to the next waitlisted student.*

## INSTRUCTOR DETAILS

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NAME: Charles Parkinson

EMAIL: [parkinsonc@camosun.bc.ca](mailto:parkinsonc@camosun.bc.ca), [cparkinson@shaw.ca](mailto:cparkinson@shaw.ca)

OFFICE: 305

HOURS: Tues 11-12 pm, Wed 12-1 pm, Thurs 12-1 pm

*As your course instructor, I endeavour to provide an inclusive learning environment. However, if you experience barriers to learning in this course, do not hesitate to discuss them with me. Camosun College is committed to identifying and removing institutional and social barriers that prevent access and impede success.*

## CALENDAR DESCRIPTION

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Advanced management of programs, facilities, clinics and corporations related to health, fitness, sport and health promotion. Focus is on the organization and structure of health and fitness industry in Canada, certification, licensing and educational opportunities in the profession, personnel recruitment, supervision and retention, as well as marketing and program promotion.

PREREQUISITE(S): C in KIN 315

CO-REQUISITE(S): None

EXCLUSION(S): None

## COURSE LEARNING OUTCOMES / OBJECTIVES

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At the completion of this course, students will be able to:

- Describe key characteristics and trends in the sport, health and fitness industry.

- Explain the structure associated with health care system in Canada and specifically British Columbia and develop an understanding of the principles and concepts of multidisciplinary teamwork in a healthcare context.
- Discuss the concepts, purpose and applications of various certifications and licenses available in sport, health and fitness industry across Canada and specifically in British Columbia.
- Differentiate amongst the qualification and skills of various professions and occupations associated with the sport, health and fitness industry.
- Summarize key concepts related to budgeting, accounting, communications, web-based marketing, public relations, and its application to the management of health and fitness business.
- Identify processes related to the coordination of service delivery, referral pathways, and interprofessional communication in a multidisciplinary healthcare setting.
- Discuss the key components of managing a kinesiology practice, including third party billing, payment and fee structures, professional regulations and operating within an appropriate scope of practice.

#### REQUIRED MATERIALS & RECOMMENDED PREPARATION / INFORMATION

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- a. Carpenter, Mason, Bauer, Talya, Erdogan, Berrin, (2012). *Management Principles (v.1.0)*. The Creative Commons by-nc-sa 3.0 license
- b. Rothaermel, Frank R., (2015). *Strategic Management (2<sup>nd</sup> Edition)*. McGraw-Hill Education, 2 Penn Plaza, New York, NY.

#### COURSE SCHEDULE, TOPICS, AND ASSOCIATED PREPARATION / ACTIVITY / EVALUATION

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The following schedule and course components are subject to change with reasonable advance notice, as deemed appropriate by the instructor.

WEEK or DATE RANGE	ACTIVITY or TOPIC	OTHER NOTES	ROOM
Tues, Jan 11	Course Outline & Introductory Exercise	1:30-2:50	PISE 330
Thurs, Jan 13	Strategic Management in Brief 1	1:30-2:50	CHW 349
Tues, Jan 18	Strategic Management in Brief 2	1:30-2:50	PISE 330
Thurs, Jan 20	Decision Making	1:30-2:50	CHW 349
Tues, Jan 26	Considerations on Managing a Practice	1:30-2:50	PISE 330
Thurs, Jan 28	Professional Standards	1:30-2:50	CHW 349
Tues, Feb 1	Practitioner Case Study	1:30-2:50	PISE 330

WEEK or DATE RANGE	ACTIVITY or TOPIC	OTHER NOTES	ROOM
Thurs, Feb 3	Incorporation and Business Planning	1:30-2:50	CHW 349
Tues, Feb 8	Selling Yourself	1:30-2:50	PISE 330
Thurs, Feb 10	Starting with Why	1:30-2:50	CHW 349
Tues, Feb 15	Briefings and Briefing Notes	1:30-2:50	PISE 330
Thurs, Feb 17	Mid Term Exam	1:30-2:50	CHW 349
Tues, Feb 22	Reading Break	1:30-2:50	PISE 330
Thurs, Feb 24	Reading Break	1:30-2:50	CHW 349
Tues, Mar 1	Strategy, Tactics & Market Ideas	1:30-2:50	PISE 330
Thurs, Mar 3	Case Study Briefing – Peer Evaluation	1:30-2:50	CHW 349
Tues, Mar 8	The Balanced Scorecard 1	1:30-2:50	PISE 330
Thurs, Mar 10	The Balanced Scorecard 2	1:30-2:50	CHW 349
Tues, Mar 15	Target Markets	1:30-2:50	PISE 330
Thurs, Mar 17	Budgeting	1:30-2:50	CHW 349
Tues, Mar 22	HR & Staffing Considerations	1:30-2:50	PISE 330
Thurs, Mar 24	Marketing	1:30-2:50	CHW 349
Tues, Mar 29	Sales	1:30-2:50	PISE 330
Thurs, Mar 31	Emotional Intelligence	1:30-2:50	CHW 349
Tues, Apr 5	Dragons Den Presentations	1:30-2:50	PISE 330
Thurs, Apr 7	Dragons Den Presentations	1:30-2:50	CHW 349
Tues, Apr 12	Dragons Den Presentations	1:30-2:50	PISE 330
Thurs, Apr 14	Review	1:30-2:50	CHW 349

Students registered with the Centre for Accessible Learning (CAL) who complete quizzes, tests, and exams with academic accommodations have booking procedures and deadlines with CAL where advanced noticed is required. Deadlines scan be reviewed on the [CAL exams page](http://camosun.ca/services/accessible-learning/exams.html). <http://camosun.ca/services/accessible-learning/exams.html>

## EVALUATION OF LEARNING

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DESCRIPTION	WEIGHTING	DUE DATE
Professional Practice Standards Assignment	10	Thurs, Feb 3
Mid-Term Exam	20	Thurs, Feb 17
Case Study Briefing and Briefing Note – Peer Evaluation	15	Thurs, Mar 3
Business Plan & Dragons Den	35	Tues, Apr 5
Final Exam	20	TBA
<b>TOTAL</b>	100%	

If you have a concern about a grade you have received for an evaluation, please come and see me as soon as possible. Refer to the [Grade Review and Appeals](http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf) policy for more information.  
<http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf>

## COURSE GUIDELINES & EXPECTATIONS

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Commitment to your learning is a collaboration between yourself, your instructor, and your classmates. Please be prepared to participate fully.

You can expect your instructor to:

- Begin classes on time
- Be prepared for class every day
- Treat every member of the class with respect
- Engage in activities that will benefit your learning
- Foster an open and supportive environment in which to learn

Your instructor expects of you to:

- Be on time for class every day
- Treat others in the class with respect
- Take an active part in your own learning
- Be supporting and accepting of the views of others

## SCHOOL OR DEPARTMENTAL INFORMATION

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Final examinations may be scheduled at any time during the examination period by Camosun College. All students are expected to write the final exam at the time, date, and location set by the Office of the Registrar. Students should therefore avoid making prior travel, employment, or other commitments for this period. If a student is unable to write an exam through no fault of his or her own for medical or other reason(s), valid documentation must be provided, and it must be discussed with the instructor well in advance of the exam date. If the student is absent for an exam (written or practical) and has not made arrangements with the instructor in advance, a zero grade will be applied.

## STUDENT RESPONSIBILITY

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Enrolment at Camosun assumes that the student will become a responsible member of the College community. As such, each student will display a positive work ethic, assist in the preservation of College property, and assume responsibility for their education by researching academic requirements and policies; demonstrating courtesy and respect toward others; and respecting expectations concerning attendance, assignments, deadlines, and appointments.

## SUPPORTS AND SERVICES FOR STUDENTS

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Camosun College offers a number of services to help you succeed in and out of the classroom. For a detailed overview of the supports and services visit <http://camosun.ca/students/>.

Support Service	Website
Academic Advising	<a href="http://camosun.ca/advising">http://camosun.ca/advising</a>
Accessible Learning	<a href="http://camosun.ca/accessible-learning">http://camosun.ca/accessible-learning</a>
Counselling	<a href="http://camosun.ca/counselling">http://camosun.ca/counselling</a>
Career Services	<a href="http://camosun.ca/coop">http://camosun.ca/coop</a>
Financial Aid and Awards	<a href="http://camosun.ca/financialaid">http://camosun.ca/financialaid</a>
Help Centres (Math/English/Science)	<a href="http://camosun.ca/help-centres">http://camosun.ca/help-centres</a>
Indigenous Student Support	<a href="http://camosun.ca/indigenous">http://camosun.ca/indigenous</a>
International Student Support	<a href="http://camosun.ca/international/">http://camosun.ca/international/</a>
Learning Skills	<a href="http://camosun.ca/learningskills">http://camosun.ca/learningskills</a>
Library	<a href="http://camosun.ca/services/library/">http://camosun.ca/services/library/</a>
Office of Student Support	<a href="http://camosun.ca/oss">http://camosun.ca/oss</a>
Ombudsperson	<a href="http://camosun.ca/ombuds">http://camosun.ca/ombuds</a>
Registration	<a href="http://camosun.ca/registration">http://camosun.ca/registration</a>
Technology Support	<a href="http://camosun.ca/its">http://camosun.ca/its</a>
Writing Centre	<a href="http://camosun.ca/writing-centre">http://camosun.ca/writing-centre</a>

If you have a mental health concern, please contact Counselling to arrange an appointment as soon as possible. Counselling sessions are available at both campuses during business hours. If you need urgent support after-hours, please contact the Vancouver Island Crisis Line at 1-888-494-3888 or call 911.

## COLLEGE-WIDE POLICIES, PROCEDURES, REQUIREMENTS, AND STANDARDS

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### Academic Accommodations for Students with Disabilities

The College is committed to providing appropriate and reasonable academic accommodations to students with disabilities (i.e. physical, depression, learning, etc). If you have a disability, the [Centre for Accessible Learning](#) (CAL) can help you document your needs, and where disability-related barriers to access in your courses exist, create an accommodation plan. By making a plan through CAL, you can ensure you have the appropriate academic accommodations you need without disclosing your diagnosis or condition to course instructors. Please visit the CAL website for contacts and to learn how to get started:

<http://camosun.ca/services/accessible-learning/>

### Academic Integrity

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.13.pdf> for policy regarding academic expectations and details for addressing and resolving matters of academic misconduct.

### Academic Progress

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.1.pdf> for further details on how Camosun College monitors students' academic progress and what steps can be taken if a student is at risk of not meeting the College's academic progress standards.

### Course Withdrawals Policy

Please visit <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.2.pdf> for further details about course withdrawals. For deadline for fees, course drop dates, and tuition refund, please visit <http://camosun.ca/learn/fees/#deadlines>.

### Grading Policy

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.5.pdf> for further details about grading.

### Grade Review and Appeals

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf> for policy relating to requests for review and appeal of grades.

### Mandatory Attendance for First Class Meeting of Each Course

Camosun College requires mandatory attendance for the first class meeting of each course. If you do not attend, and do not provide your instructor with a reasonable reason in advance, you will be removed from the course and the space offered to the next waitlisted student. For more information, please see the "Attendance" section under "Registration Policies and Procedures"

(<http://camosun.ca/learn/calendar/current/procedures.html>) and the Grading Policy at <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.5.pdf>.

### Medical / Compassionate Withdrawals

Students who are incapacitated and unable to complete or succeed in their studies by virtue of serious and demonstrated exceptional circumstances may be eligible for a medical/compassionate withdrawal. Please visit <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.8.pdf> to learn more about the process involved in a medical/compassionate withdrawal.

### Sexual Violence and Misconduct

Camosun is committed to creating a campus culture of safety, respect, and consent. Camosun's Office of Student Support is responsible for offering support to students impacted by sexual violence. Regardless of when or where the sexual violence or misconduct occurred, students can access support at Camosun. The Office of Student Support will make sure students have a safe and private place to talk and will help them understand what supports are available and their options for next steps. The Office of Student Support respects a student's right to choose what is right for them. For more information see Camosun's Sexualized Violence and Misconduct Policy: <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.9.pdf> and [camosun.ca/sexual-violence](http://camosun.ca/sexual-violence). To contact the Office of Student Support: [oss@camosun.ca](mailto:oss@camosun.ca) or by phone: 250-370-3046 or 250-3703841

### Student Misconduct (Non-Academic)

Camosun College is committed to building the academic competency of all students, seeks to empower students to become agents of their own learning, and promotes academic belonging for everyone. Camosun also expects that all students to conduct themselves in a manner that contributes to a positive, supportive, and safe learning environment. Please review Camosun College's Student Misconduct Policy at <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.5.pdf> to understand the College's expectations of academic integrity and student behavioural conduct.

**Changes to this Syllabus:** Every effort has been made to ensure that information in this syllabus is accurate at the time of publication. The College reserves the right to change courses if it becomes necessary so that course content remains relevant. In such cases, the instructor will give the students clear and timely notice of the changes.