

GRANDE PRAIRIE REGIONAL COLLEGE  
DEPARTMENT OF PHYSICAL EDUCATION AND ATHLETICS

PHYSICAL EDUCATION 1500  
ADMINISTRATION OF PHYSICAL EDUCATION AND ATHLETICS  
F. 1992

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I. GENERAL INFORMATION

Instructor: Harry Stevens  
Office: K218  
Phone: 539-2974

Class Times: M 13:00 - 13:50  
T Th 13:30 - 14:50  
F 13:00 - 13:50

Classroom D 208

Credit: 3 credits

Transferability: Equivalent to PESS 150 - University of Alberta, Junior PE Option (3 credits) - University of Calgary, Unspecified PE Options - University of Lethbridge (3 credits), Camrose Lutheran, The King's College and Athabasca University.

II. COURSE OBJECTIVES

1. To examine the macro issues in sport management.
2. To give students an opportunity to apply their skills to an administrative practical experience.
3. To develop a basic understanding of the concepts involved in being a successful manager.

III. RESOURCES

- Required text:
1. Management 92/93, Annual Editions. Guilford, Conn: Dushkin Publishing, 1992.

## Reference Material:

**BIBLIOGRAPHY FOR PE 1500**

- Bolles, Richard Nelson.; What Color is Your Parachute?  
Berkeley, CA: Ten Speed Press, updated annually
- Brown, Alan C.; Maximizing Memory Power  
New York, NY: Wiley, 1986.
- Carnegie, Dale.; How to Win Friends and Influence People.  
Pocket, 1981.
- Castaneda, Carlos.; A Separate Reality  
New York, NY: Pocket Books, 1981
- Chelladurai, P.; Sport Management.  
London, Ontario: Sport Dynamics, 1985.
- Covey, Stephen R.; The Seven Habits of Highly Effective People  
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- Emery, Stuart.; Actualizations: You Don't Have to Rehearse to Be Yourself.  
Garden City, NY: Doubleday, 1978.
- Frank, Milo, O.; How to Run a Successful Meeting in Half the Time.  
Toronto, Ontario, 1989.
- Gawain, Shakti.; Creative Visualization  
Mill Valley, CA: Whatever, 1978.
- Gordon, Thomas.; Parent Effectiveness Training: The Tested New Way to Raise Responsible Children, New York, NY: New American Library, 1975.
- Higbee, Kenneth L.; Your Memory - How it Works and How to Improve It  
Englewood Cliffs, NJ: Prentice-Hall, 1977.
- Hoff, Ron.; I Can See You Naked.  
Kansas City, Missouri. Andrews & Michael U.P.S. 1988.
- Horine, Larry.; Administration of Physical Education and Sport Programs.  
Toronto, Ont., Saunders College Publishing, 1985.
- James, Muriel and Jongeward, Dorothy.; Born to Win  
Reading, MA: Addison-Wesley, 1971.

- Keyes, Ken, Jr.; *A Conscious Person's Guide to Relationships*  
Coos Bay, OR: Living Love, 1979
- Lakein, Alan.; *How to Get Control of Your Time and Your Life*  
New York, NY: New American Library, 1974.
- Le Clair, Jill.; *Winners and Losers Sport & Activity in the 90's*  
Toronto, Ont.: Thompson Publishing, 1992.
- McCarthy, E.J. & Stanley, J.S. & Perreault, W.D.; *Essentials of Marketing*.  
Homewood, Illinois: Irwin, 2nd edition. 1988.
- McGregor, Douglas.; *The Human Side of Enterprise*.  
Toronto, Ont. McGraw-Hill, 1960.
- Peters, Thomas J. Waterman; Re # Jr.  
*In Search of Excellence*, New York, NY: Warner Books Ltd: 1982.
- Peters, Thomas J. Waterman; *Thriving on Chaos*.  
New York, NY: Random House Inc. 1987.
- Peters, Thomas J. Waterman & Austin, Nancy; *A Passion for Excellence*.  
New York, NY: Random House Inc. 1985.
- Rial, Arlyne F.; *Speed Reading Made Easy*  
Garden City, NY: Doubleday, 1985.
- Ries, Al and Trout, Jack.; *Positioning: The Battle for Your Mind*.  
New York, NY: McGraw-Hill, 1980.
- Robbins, Stephen P.; *Organization Behavior*.  
Toronto, Ont. Prentice-Hall Co. 1979.
- Rogers, Carl.; *Freedom to Learn*  
Columbus, OH: Merrill, 1982.
- Sher, Barbara with Gottlieb, Annie.; *Teamworks! Building Support Groups that Guarantee Success*. New York, NY: Warner, 1989.
- Sinetar, Marsha.; *Do What You Love. The Money Will Follow*,  
New York, NY: Dell, 1987.
- Stein, Ben.; *Bunk House Logic*.  
New York, N.Y.: Avon Printing, 1981.
- Stottlar, David K.; *Successful Sport Marketing & Sponsorship Plans*  
Dubuque, Iowa: WMC Brown, 1989.

Tracey, Brian; Psychology of Success, cassette  
Success Source International, Ottawa, Canada: 1990.

Voltmer, E.F.; Esslinger, A.A.; McCue, B.F.; Tillman, K.G.; The Organization and Administration of Physical Education. Englewood Cliffs, New Jersey: Prentice-Hall Inc., 1979

Waitley, Dennis E.; The Psychology of Winning, cassette  
Chicago, IL: Nightingale-Conant, n.d.

Walton, Mary; The Deming Management Method  
New York, NY: Putman Group, 1986.

Winston, Stephanie.; Getting Organized  
New York, NY: Warner, 1978.

Zeiler, Ed & Bowie, G.W.; Management Competency Development in Sport and Physical Education. Philadelphia. Lea and Febiger, 1983.

PERIODICALS (on shelf references)

Athletic Business  
Athletic Administration  
ATA magazine  
Alberta Report  
Business Review  
Business Week  
C.A.H.P.E.R. Journal  
Canadian Business Review  
Harvard Business Review  
Harvard Education Review  
Journal of Marketing  
J.O.P.H.E.R.  
Macleans  
Marketing  
Optimum  
Physical Educator  
Research Quarterly Health, PE  
Sales Management Canada

**IV. CLASS FORMAT**

1. Course Requirements/Evaluation

Class Presentation(s) by group	10%
Quizzes/Assignments	40%
Practical/Report/Presentation	20%
<u>Final Exam</u>	<u>30%</u>
	100%

**V. COURSE CONTENT**

- Unit #1
- a) Brian Tracey's "Principles of Success" (Group Presentation)
  - b) Time Management (Time Analysis Assignment)
  - c) Motivation - Striving for Excellence (Ed Deming's Method) (Group #1 Presentation)
- Unit #2
- a) Marketing Principles
  - b) Sport Marketing/Promotion
  - c) Sponsorship/Fundraising (Group #2 Presentation)
- Unit #3
- a) Tournaments
  - b) Scheduling
  - c) Intra/Inter Scholastics
  - d) Legal Issues
  - e) Planning and Decision Making (Group #3 Presentation)
- Unit #4
- a) Communication
  - b) Leadership/Facilitation
  - c) Meetings (Group #4 Presentation)
- Unit #5
- a) Theory X & Y
  - b) Theory Z
  - c) Tom Peter's
  - d) Ed Deming (Group #5 Presentation)
- Unit #6
- a) Evaluation
  - b) Objective Writing
  - c) Sports Organizations
  - d) Career in Management (Group #6 Presentation)