School of Human Sciences  
HMS 221.601, Club Management  
Spring 2020

Instructor: Dr. Mary Olle  
Office: HMS N 106 B  
Office Phone: 936-468-1873  
Email: ollemary@sfasu.edu  

Course Time and Location:  
EDAN 121 MWF 1:00 – 1:50  
Office Hours: MW 2:00 – 4:00; T/TH 3:30 – 4:30;  
Office: HMS N 106 B  
Office Hours: MW 2:00 – 4:00; T/TH 3:30 – 4:30;  
Email: ollemary@sfasu.edu  
Office Hours: MW 2:00 – 4:00; T/TH 3:30 – 4:30;  
Email course correspondence through D2L  
Credits: 3 Credit Hours  
Response to emails will be within 24-48 hrs. M-F

Prerequisite: None

I. Course Description:
Principles and practices of the general management procedures utilized in public and private clubs.

The hospitality administration program at Stephen F. Austin is poised to attract students, to enhance university visibility and to prepare students to compete in the 21st century. Specific objectives of the Hospitality Administration major are to:

- Deliver an academic program that attracts non-traditional students as well as traditional students seeking an education at Stephen F. Austin.
- Prepare individuals for entry-level employment in the vast hospitality industry.
- Meet needs of students desiring an academic area that prepares for multiple types of employment, flexible scheduling, and mobility.
- Provide industry with well-prepared, qualified personnel.

Course Justification:
HAMD 2317 Club Management (3 credits) meets either twice each week (T/TR) in 75-minute segments, or three days a week (MWF) for 50 minute segments for 15 weeks; also meets for a 2-hour final examination. Students have significant weekly reading assignments, are expected to take regular reading quizzes and a final examination, and are required to make a major class presentation in which they present research related to the management of a club. Additionally, they are required to complete 6 hours of service learning during the semester. These activities average at a minimum 6 hours of work each week to prepare outside of classroom hours.

James I. Perkins College of Education Diversity Statement is found at the following link:  
http://coe.sfasu.edu/about-us/

II. Intended Learning Outcomes/Goals/Objectives (Program/Student Learning Outcomes):
Upon completion of the course, students will be able to:

- Differentiate among club organizational structures.
- Identify the differences in service emphasis in clubs as opposed to public outlets.
- Explain the difficulties in marketing private organizations.
- Identify the differences in leadership opportunities between clubs and public facilities.
- Detail the human resource opportunities in clubs that public facilities do not have.
- Understand and construct basic club financial documents.
- Understand the basic recreational facilities that differentiate clubs.

Program Learning Outcomes:
1. The student will display the professional dispositions (academic excellence, life-long learning, collaboration, openness, integrity, and service) relative to the field of Human Sciences.
2. The student will exhibit the professional behavior (strong communication skills, a professional image, a good work ethic and adequate preparation for employment in his/her specific discipline) expected in the field of Human Sciences.
3. The student will demonstrate competence in his/her specific discipline using oral and written forms.
4. The student will calculate, interpret and understand key ratios, financial statements and budgets, related to the club management industry.

**Student Learning Outcomes:**
This course is designed to provide students with a basic understanding of public and private club management within the hospitality industry. Upon completion of this course, assessed by assignments, quizzes, and case study analysis, students should be able to:
1. Explain the purpose of public and private clubs. Assessed by assignments, quizzes, and case study analysis.
2. Identify trends affecting the club industry.
3. Demonstrate the systems approach of studying club management.
4. Describe future challenges and opportunities the club industry is facing.
5. Evaluate career prospects in the club industry.

**III. Course Assignments, Activities, Instructional Strategies, use of Technology:**
Method of Instruction: Lectures, interactive class discussions and activities, visual media (power point, internet, etc.) group and individual assignments, chapter quizzes, and guest speakers. Submitted assignments must be typed and include rubric when applicable. Assignment submission instructions will be given in class and within D2L. Late work will not be accepted; no makeup quizzes will be given.

Assignments are due at the beginning of class. Late work will not be accepted. Should illness or other circumstances occur which prevents class attendance; the instructor must receive documentation from the Office of Student Rights & Responsibilities. Three days will be allowed for missed work; make-up work will not be accepted after that date. Absolutely no work or documentation of previous absences will be accepted during dead week or final exam week.

Use of Technology includes D2L, internet readings, assignments, and word processing. Course content will be delivered via class lectures, discussions, presentations, and assigned readings. Assignment instructions will be delivered in class; instructions and rubrics will be posted on the homepage. Neglecting to check the homepage is not a valid excuse for missing an assignment due date. Students should check their grade points at least once a week. Any discrepancies in points must be resolved within one week after assignment grades have been posted otherwise the posted grade points are considered final and will not be reviewed at a later date. Semester grade discrepancies will not be reviewed during dead week or final exam week. Completing an assignment does not automatically merit a grade of A. Average work will receive a grade of C. To receive a grade of B or A, student must go above and beyond basic requirements of the assignment.

**Assignment format:** All assignments must be typed in 12 point, Times New Roman font; using APA format, including a cover page.

**IV. Evaluation and Assessments (Grading):**

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<thead>
<tr>
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<th>Points</th>
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<tbody>
<tr>
<td>Module Quizzes</td>
<td>120</td>
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<tr>
<td>Assignments/Presentations</td>
<td>170</td>
</tr>
<tr>
<td>Final Exam</td>
<td>100</td>
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<tr>
<td>Attendance</td>
<td>50</td>
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<td>Service Learning</td>
<td>50</td>
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<tr>
<td><strong>Total Points</strong></td>
<td>490</td>
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**A (91%)** 490 – 441
**B (81%)** 440 – 392
**C (71%)** 491 – 343
**D (61%)** 342 – 294
**F** 293 – below

**Chapter Quizzes (120 pts)**
12 Chapter Quizzes worth (10 pts)
**Assignments, Case Studies, and Presentations (170 pts)**

**Case Studies – (20 pts each)**
- Investigating Careers in Club Management
- Millennials and Country Clubs
- Leadership

**Club Management Training Plan (50 pts)**
- Writing and developing Training and Professional Development

**Strategic Plan (30 pts)**
- Comparing and contrast County Club Strategic Plans

**Club Current Event Paper and Presentation (30 points)**
Research club membership for the past three years; what have been the trend lines for clubs related to membership? What type of activities are —Clubs attempting to generate more membership? Are these activities likely to be temporary or permanent?

**Final Exam (100 pts)**
The final exam will be comprehensive consisting of questions from Chapter quizzes.

**Service Learning Component (must complete 6 hours) – 50 points**
In order to prepare competent professionals for a global society the faculty of the hospitality program has implemented a service learning component across multiple courses. Students are required to sign up for APPROVED events outside of class time to fulfill this component. Hours will be documented by both the student and the approved site supervisor on the Service Hour Log Sheet located on the homepage of the course. Failure to complete a total of six hours of service learning, unprofessional behavior at the event, no shows, and/or removing your name after signing up will result in no points awarded. This is an “all or nothing” assignment. To receive credit, your completed Service Learning Log must be submitted under the Service Learning Log Assignment posted in Assignments in D2L not later than Monday, May 1, 2017 by 11:30 pm.

Additional information will be given in class for specific event times and dates. **This service learning opportunity will expose students to the important cross-cutting themes within the Body of Knowledge of Human Sciences. These themes include: communication skills, critical thinking, diversity, global perspectives, professionalism, independence and community development.**

**V. Tentative Course Outline/Calendar:** (This syllabus is subject to change. All changes will be announced in class and it is your responsibility to note them).

<table>
<thead>
<tr>
<th>Date</th>
<th>Monday</th>
<th>Wednesday</th>
<th>Friday</th>
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<tbody>
<tr>
<td>Week 1</td>
<td></td>
<td>Introductions, Course expectations, Syllabus,</td>
<td>APA format</td>
</tr>
<tr>
<td>January 15</td>
<td>MLK Holiday</td>
<td>Attendance, Syllabus Assignments</td>
<td><a href="https://www.youtube.com/watch?v=9pBUoNa5tyY">https://www.youtube.com/watch?v=9pBUoNa5tyY</a></td>
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<tr>
<td>15 - 17</td>
<td></td>
<td>Quiz Schedule Exams</td>
<td>Module 0 – Careers in Club Management</td>
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<td>Article Reading</td>
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<td>FYI</td>
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<tr>
<td>Week 2</td>
<td></td>
<td><strong>DUE:</strong> Careers Article By 1:00 pm Class</td>
<td>ONLINE</td>
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<tr>
<td>January 20</td>
<td>Houston Summit Field</td>
<td>Discussion of article</td>
<td>Module 1 – Overview of Club Operations/BOD,</td>
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<tr>
<td>20 – 22</td>
<td>Trip April 30</td>
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<td>GM, COO</td>
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<tr>
<td>Week 3</td>
<td>January 27 – 29 – 31</td>
<td>Module 1 – Overview of Club Operations/BOD, GM, COO Guest Speaker – Austin Dewitt, PWCC In class Case Study Discussion</td>
<td>Module 1 Quiz OPENS</td>
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<tr>
<td>ONLINE</td>
<td>Module 2 Leading Clubs Effectively Module 2 Quiz opens Module 1 Quiz closes Sun., 11:30 pm</td>
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<tr>
<td>Week 4</td>
<td>February 3 – 5 – 7</td>
<td>Module 2 Leading Clubs Discuss Leadership Article Module 3 Strategic Planning Assign Country Club</td>
<td>Work on Strategic Planning Assignment Module 2 Quiz Closes Sun., 11:30 pm Module 3 Quiz Opens</td>
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<tr>
<td>Week 5</td>
<td>February 10 – 12 – 14</td>
<td>Class time for Strategic Plan Assignment Class time for Strategic Plan Assignment</td>
<td>Module 4 Club Marketing Module 4 Quiz Opens Module 3 Quiz closes Sun., 11:30 pm</td>
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<tr>
<td>Week 6</td>
<td>February 17 – 19 – 21</td>
<td>Strategic Plan Presentations Module 4 Club Marketing Case Study Career Fair 1 – 4 pm</td>
<td>Module 4 cont.</td>
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<tr>
<td>Week 7</td>
<td>February 24 – 26 – 28</td>
<td>Present Club Marketing Case study Module 5 Membership Marketing Article Millennials and Members</td>
<td>Module 5 Membership Marketing Module 4 Quiz Closes, Sun. 11:30 pm</td>
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<tr>
<td>Week 8</td>
<td>March 2 – 4 – 6</td>
<td>Discuss membership article Module 6 Managing Human Resources</td>
<td>Module 6 Training and Professional Development in Clubs Module 6 Quiz opens Module 5 Quiz Closes Sun., 11:30 pm (Start, Stop, Continue)</td>
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<tr>
<td>Week 9</td>
<td>March 9 - 13</td>
<td></td>
<td>SPRING BREAK</td>
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<tr>
<td>Week 10</td>
<td>March 16 – 18 – 20</td>
<td>Guest Speaker Reflection from Guest Speaker Module 7 Food and Beverage Operations (Midterm)</td>
<td>Module 7 Quiz opens Module 6 Quiz closes Sun., 11:30 pm</td>
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<tr>
<td>Week 11</td>
<td>March 23 – 25 – 27</td>
<td>Food and Beverage cont. Module 8 Financial Management</td>
<td>Module 8 Quiz opens Module 7 Quiz closes Sun., 11:30 pm</td>
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<tr>
<td>Week 12</td>
<td>March 30 April 1 – 3</td>
<td>Class Discussion Module 9 Club Technology</td>
<td>Module 9 Quiz opens Module 8 Quiz Closes Sun., 11:30 pm</td>
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<tr>
<td>Week 13</td>
<td>April 6 – 8 - 10</td>
<td>Case Study Club Technology Module 10 Facilities and Entertainment Module 10 Quiz opens</td>
<td>EASTER</td>
</tr>
<tr>
<td>Week 14</td>
<td>April 13 – 15 - 17</td>
<td>Managing Entertainment Contracts Module 11 Golf Operations in Clubs Golf Course Maintenance</td>
<td>Module 10 Quiz closes Sun. 11:30 pm Module 11 Quiz opens</td>
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<tr>
<td>Week 15</td>
<td>April 20 – 22 - 24</td>
<td>Operations and Maintenance Module 12 Fitness/Spa/Tennis</td>
<td>Module 12 Fitness/Spa/Tennis Quiz opens Module 11 Quiz closes Sun., 11:30 pm</td>
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<tr>
<td>Week 16</td>
<td>April 27 – 29 May 1</td>
<td>Fitness/Spa/Tennis</td>
<td><del>Thursday</del> APRIL 30 Houston Tourism Summit Field Trip</td>
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VI. Readings (Required - including texts, websites, articles, etc.):
Readings, websites, and guest speakers will be utilized to present information in this course.

LiveText Statement:
This course collects assessments for students who are Perkins College of Education majors (undergraduate, graduate, and doctoral) or majors in other colleges seeking educator certification through the Perkins College of Education, using the LiveText data management system. Students who do not have an existing LiveText account will receive an access code via your SFA Titan email within the first week of class. You will be required to register your LiveText account, and you will be notified how to register your account. If you forward your SFA e-mail to another account and do not receive an e-mail concerning LiveText registration, please be sure to check your junk mail folder and your spam filter for these e-mails. If you have questions about LiveText, call ext. 1267 or e-mail SFALiveText@sfasu.edu.

VII. Course Evaluations:
Near the conclusion of each semester, students in the College of Education electronically evaluate courses taken within the COE. Evaluation data is used for a variety of important purposes including: 1. Course and program improvement, planning, and accreditation; 2. Instruction evaluation purposes; and 3. Making decisions on faculty tenure, promotion, pay, and retention. As you evaluate this course, please be thoughtful, thorough, and accurate in completing the evaluation. Please know that the COE faculty is committed to excellence in teaching and continued improvement. Therefore, your response is critical!

In the College of Education, the course evaluation process has been simplified and is completed electronically through MySFA. Although the instructor will be able to view the names of students who complete the survey, all ratings and comments are confidential and anonymous, and will not be available to the instructor until after final grades are posted.

VIII. Student Ethics and Other Policy Information:

Class Attendance and Excused Absence: Policy 6.7
Regular, punctual attendance, documented participation, and, if indicated in the syllabus, submission of completed assignments are expected at all classes, laboratories, and other activities for which the student is registered. Based on university policy, failure of students to adhere to these requirements shall influence the course grade, financial assistance, and/or enrollment status. The instructor shall maintain an accurate record of each student’s attendance and participation as well as note this information in required reports and in determining final grades. Students may be excused from attendance for reasons such as health, family emergencies, or student participation in approved university-sponsored events. However, students are responsible for notifying their instructors in advance, when possible, for excusable absences.

Attendance:
Learning is reciprocal; your participation in the class is essential to the instructional process and will be a factor in the determination of your final grade. Regular and punctual attendance at all scheduled classes is expected. Attendance is critical to the course and will be taken during class; it is the student’s responsibility to personally sign the roll sheet every class period. Do not sign the attendance sheet for another student nor ask someone else to sign in for you.

Attendance is worth 50 points of your total grade. You are allowed 1 (one) “unexcused” absence for the semester. This absence covers any type of need such as illness, weddings, car problems, family emergencies, and personal travel, etc. (excludes planned absences for SFA extracurricular functions – documentation is required). For an absence to be considered “excused”, the instructor must receive
documentation from the Office of Student Rights & Responsibilities. If additional absences are incurred without official documentation from the Office of Student Rights & Responsibilities, **5 points** will be deducted from your attendance points total for each day you are not in attendance. If you exhaust your 50 points from unexcused absences, and continue to miss class, you will continue to lose points from your total points accrued in the class. In class activities cannot be made up.

Tardiness will result in total point deductions. Students are encouraged to be punctual out of courtesy for others, but also to ensure that they will not miss important announcements or be late for class discussion, activities, or tests.

Assignments are due at the beginning of class. Late work will not be accepted. Should illness or other circumstances occur which prevents class attendance; the instructor must receive documentation from the Office of Student Rights & Responsibilities. **Three days** will be allowed for missed work; make-up work will not be accepted after that date. Absolutely no work or documentation of previous absences will be accepted during dead week or final exam week.

Any student having a planned absence for an SFA university function must notify the instructor in writing prior to the absence. It is the responsibility of the student to make arrangements for missed assignments before the absence occurs.

**Class participation:**
Class participation promotes a valuable learning environment and is therefore encouraged and expected. Participation includes asking questions (for clarification and better understanding), discussing current or controversial issues related to course content, exploring ideas or concepts, problem solving, and other exchanges of ideas. It is the student’s responsibility to read the material assigned in the class schedule prior to the class period to be able to participate effectively in class discussions and/or activities.

**Students with Disabilities: Policy 6.1 and 6.6**
To obtain disability related accommodations, alternate formats and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Human Services Building, and Room 325, 468-3004/468-1004 (TDD) as early as possible in the semester. Once verified, ODS will notify the course instructor and outline the accommodation and/or auxiliary aids to be provided. Failure to request services in a timely manner may delay your accommodations. For additional information, go to http://www.sfasu.edu/disabilityservices/.

**Academic Accommodation for Students with Disabilities: Policy 6.1 and 6.6**
To obtain disability related accommodations, alternate formats and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Human Services Building, and Room 325, 468-3004 as early as possible in the semester. Once verified, ODS will notify the course instructor and outline the accommodation and/or auxiliary aids to be provided. Failure to request services in a timely manner may delay your accommodations. For additional information, go to http://www.sfasu.edu/disabilityservices/.

**Student Academic Dishonesty: Policy 4.1**
Abiding by university policy on academic integrity is a responsibility of all university faculty and students.

**Definition of Academic Dishonesty**
Academic dishonesty includes both cheating and plagiarism. Cheating includes, but is not limited to:
- using or attempting to use unauthorized materials on any class assignment or exam;
- falsifying or inventing of any information, including citations, on an assignment; and/or;
- helping or attempting to help another in an act of cheating or plagiarism.

Plagiarism is presenting the words or ideas of another person as if they were one’s own. Examples of
plagiarism include, but are not limited to:
- submitting an assignment as one's own work when it is at least partly the work of another person;
- submitting a work that has been purchased or otherwise obtained from the Internet or another source; and/or,
- incorporating the words or ideas of an author into one's paper or presentation without giving the author credit.

**Penalties for Academic Dishonesty**
Penalties may include, but are not limited to reprimand, no credit for the assignment or exam, re-submission of the work, make-up exam, failure of the course, or expulsion from the university.

**Student Appeals**
A student who wishes to appeal decisions related to academic dishonesty should follow procedures outlined in Academic Appeals by Students (6.3).

**Withheld Grades: Policy 5.5**
At the discretion of the instructor of record and with the approval of the academic unit head, a grade of WH will be assigned only if the student cannot complete the course work because of unavoidable circumstances. Students must complete the work within one calendar year from the end of the semester in which they receive a WH, or the grade automatically becomes an F, except as allowed through policy [i.e. Active Military Service (6.14)]. If students register for the same course in future semesters, the WH will automatically become an F and will be counted as a repeated course for the purpose of computing the grade point average.

**Student Code of Conduct: Policy 10.4**
Classroom behavior should not interfere with the instructor’s ability to conduct the class or the ability of other students to learn from the instructional program (see the Student Conduct Code, policy D-34.1). Unacceptable or disruptive behavior will not be tolerated. Students who disrupt the learning environment may be asked to leave class and may be subject to judicial, academic or other penalties. This prohibition applies to all instructional forums, including electronic, classroom, labs, discussion groups, field trips, etc. The instructor shall have full discretion over what behavior is appropriate/inappropriate in the classroom. Students who do not attend class regularly or who perform poorly on class projects/exams may be referred to the iCare: Early Alert Program at SFA. Information regarding the iCare program is found at https://www.sfasu.edu/judicial/earlyalert.asp or call the office at 936-468-2703.

**IX. Other Relevant Course Information:**
- Please arrive on time for class and stay the entire class period. Do not pack up belongings before the conclusion of class. Read assigned chapters and readings BEFORE coming to class. Be prepared to participate and fully engage in class discussion. Eating, drinking, and use of tobacco products are prohibited in all classrooms and instructional laboratories unless these are part of the instructional process. Please turn off AND put away all cell phones, pagers, beepers, ipods, PDAs, radios, cd-players, etc. It is your responsibility to be prepared for class.
- Read chapters BEFORE class to enhance participation and contribute to the learning environment.