**Sport and Recreation Management**

School of Hospitality, Sport and Recreation Management

**SRM/HM 201. Foundations of Hospitality, Sport and Recreation Management.** 3 credits.

An introduction to the basis for the professions that make up the School of Hospitality, Sport and Recreation Management. A focus on these professions in governmental, voluntary, private and commercial settings is incorporated. Finally both the economical significance and the professional preparation for success in the industry is both introduced and practiced. Prerequisite: HM or SRM major or permission of director.


An introduction to ethics and law within the Sport, Hospitality and Recreation (HSRIM) industry. The ethical portion introduces students to select theories of ethics, ethical issues and an ethical decision making model; and the legal portion introduces students to basic legal terminology and concepts while concentrating on negligence and employment issues. Prerequisite: HM or SRM major or permission of director.

**SRM 203. Foundations of Ethics and Law in Hospitality, Sport and Recreation Management.** 3 credits.

This class begins with the basic question as to how we think and why, the new sport media.

**SRM 241. Introduction to Sport and Recreation Management.** 3 credits.

Introduces the sport and recreation management professions in governmental, voluntary, private, public, and commercial settings. Outlines development of sport and recreation and the evolution of the mega-leisure industry. Overview professional preparation in sport and recreation management. Prerequisite: SRM 201 or permission of director.

**SRM 242. Sociology and Psychology of Sport and Recreation Management.** 3 credits.

The primary purpose of this course is to investigate sport and recreation related activities and services from a sociological and psychological perspective. The focus will be on activity through the lifespan and using theory and current issues from both disciplines to aid the practitioner in their interactions with participants and constituents and with the development and management of sport and recreation related activities and services. Prerequisite: SRM 201 or permission of director.

**SRM 292. Practicum in Sport and Recreation.** 3 credits.

A sequence of selected experiences which provides the student with supervised practicum experience in Sport and Recreation Management. Prerequisite: SRM 241.

**SRM 333. Management in Sport and Recreation.** 3 credits.

This course will provide students with the knowledge to apply the management principles and theories to specific professional organizations in the sport and recreation industry. Sport recreation management applications covered include administration principles for specific organizations, human resource management, fiscal management, marketing and risk management. Prerequisite: SRM 241.

**SRM 334. Introduction to Sport Media.** 3 credits.

Examination of the knowledge and skills required for the business of sports communications, including strategic and personal communications, leadership, publishing, advertising, public relations and crisis management. The course also examines sport communications from a sociological and legal perspective and the emergence of online sport communication and the new sport media. Prerequisite: SRM 241.

**SRM 335. Cognitive Processes and Current Issues.** 3 credits.

This class begins with the basic question as to how we think and why, and then expands into an introduction of the different of cognitive processes used in sport and recreation management settings. These different processes include: creative thinking, critical thinking, problem solving, decision making and logical thinking. The class will then apply those processes in addressing various current issues facing the sport and recreation industries. Prerequisite: SRM 241.

**SRM 337. Programming and Assessment in Sport and Recreation Management.** 3 credits.

This course will examine the basics of sport and recreation programming and assessment. Students will be presented with tools and strategies for developing and assessing programs and evaluating their outcomes. Students will learn how to program for agencies of various sizes with an understanding of the importance of recognizing service population needs. Prerequisite: SRM 241.

**SRM 434. Ethical and Legal Issues in Sport and Recreation Management.** 3 credits.

This course is designed to introduce students to current ethical and legal issues of concern to professionals in sport, recreation and leisure studies. Students will examine the impact of these issues on organizational and managerial policies and decision making. Prerequisite: SRM 333.

**SRM 435. Sport Marketing and Sales.** 3 credits.

This course will examine how promotional activities and sales efforts are closely intertwined and impact upon the success or failure of the sport and leisure industry. Particular emphasis will be placed on ticket sales and sport sponsorship. Prerequisites: SRM 333 and MKTG 380.

**SRM 436. Facilities and Events in Sport and Recreation Management.** 3 credits.

This course is designed to explore the principles of planning, design, and management of selected sport, recreation, and exercise facilities. The course will also cover the planning and management of special events. This will include budgeting, design, staffing, evaluation/assessment, crowd management and related law and resource management. Prerequisite: SRM 333.

**SRM 438. Human Resources in Sport and Recreation Management.** 3 credits.

An overview of human resource management in sport and recreation environments. The course will provide an introduction to administrative practices involving employer and employee relationships and apply these concepts to the day to day practices and skills required of a manager in a sport or recreation setting. The content focus will be on areas such as: human resource policies, recruiting, hiring, job analysis, creating position descriptions, performance evaluation, training, career development and supervision of staff members and volunteers. Prerequisite: SRM 333.

**SRM 482. Internship in Sport and Recreation Management.** 6 credits.

A full-time professional experience which affords the opportunity to apply theory and methodology under qualified supervision from the cooperating agency and the university. Students may take only one additional course (three or four credits) while enrolled in this course. The additional course must be approved in advance by the site supervisor and the director of SRM. Prerequisites: SRM 282, SRM 333, and 72 credit hours complete.

**SRM 489. Special Studies in Sport and Recreation Management.** 3 credits.

Designed to give capable students in sport and recreation management an opportunity to complete independent study under faculty supervision. Prerequisite: SRM major and permission of director.

**SRM 498. Special Topics in Sport and Recreation Management.** 3 credits.

This course is designed to allow explorations of areas of current topical concern, or to exploit special situations. Course content will vary. For current course content consult your adviser or the SHSRRM director. Prerequisite: SRM major and permission of director.

**SRM 499. Honors.** 6 credits.

Year course. See catalog description entitled “Graduation with Distinction” and “Graduation with Honors”. Prerequisite: Permission of director.
IBUS 298-I. Business Environment in China and Southeast Asia. 3 credits.
This course will study China's political and economic development during the last ten years including the historical events leading up to those changes, political pressures involved in the process of change and economic issues facing the trading in China. Students will work to understand the cultural, historical, legal and political realities of doing business in China today. Special attention will be given to the present political and economic development in China.

IBUS 298-II. International Business Operations. 3 credits.
This course introduces students to the politics of the People's Republic of China with emphasis on the events in the period since the Chinese Communist Party established its regime in 1949. It will begin with a brief review of China’s political history before 1949 in order to establish the necessary foundation for understanding the significance of subsequent events. We will then analyze the ways in which the communist Party set out to organize China after the revolution, the consequences of these efforts, both achievements and failures, and the debates provoked within the elite and among the general population.

Semester in Florence
*ARTH 313. Italian Renaissance Art. 3 credits.
Exploration of the invention of perspective and techniques of Renaissance realism including masterpieces by major artists such as Giotto, Donatello and Michaelangelo. Weekly visits to museums and churches. Taught in English.

*ENG 302F. Dante’s Commedia, Selections from Inferno, Purgatorio and Paradiso. 3 credits.
Dante’s Commedia, a vision of the other-world, the account of a journey through Hell, Purgatory and Paradise, is one of the world’s greatest poems, an achievement of the poetic imagination. Students will also see how the Commedia inspired the work of later British and American writers and will see how the forms of literature Dante shaped have endured to modern times. Taught in English; Italian majors and minors may receive Italian credit by completing all written assignments in Italian.

ITAL 101F. Elementary Italian. 3 credits.
The fundamentals of Italian through listening, speaking, reading and writing. Practice in pronunciation and development of comprehension.

ITAL 102F. Intermediate Italian. 3 credits.
The fundamentals of Italian through listening, speaking, reading and writing. Practice in pronunciation and development of comprehension.

ITAL 231F. Intermediate Italian. 3 credits.
The fundamentals of Italian through listening, speaking, reading and writing. Practice in pronunciation and development of comprehension.

ITAL 232F. Intermediate Italian. 3 credits.
The fundamentals of Italian through listening, speaking, reading and writing. Practice in pronunciation and development of comprehension.

ITAL 320F. Italian Grammar and Communication. 3 credits.
Intensive training in grammatical structures and their applications to oral and written conversation. Instruction in is in Italian. Fulfill the College of Arts and Letters writing-intensive requirement for the major. Prerequisite: ITAL 232.

ITAL 490F/HIM 361. Exploration of Wine Culture in Italy. 3 credits.
This course will study the historical value of wine, together with its cultural, economic and social meaning in Italy and, more specifically, in Tuscany. Taught in English. Course may count for HTM major credit with the approval of the head of the HTM department.
This course is designed to teach students the applied approach to matching wine and food from different parts of the world using flavors, textures, and components present in food and wine in complementing strategies. Emphasis will be placed on menu planning, cooking methods, and tasting wines with food in a formal dining room. Taught in English. Course may count for HTM major credit with the approval of the head of the HTM department.

**KRTG 380. Principles of Marketing.** 3 credits. Deals with fundamentals involved in the marketing process; concerned with the functions, institutions and channels used to distribute goods and services from producer to consumer. Involves case studies of Italian firms and systematic comparisons between prevalent Italian/European and American marketing practices. Taught in English.

**ITAL 490F/IDLS 486. Internship and Field Experience.** 3 credits. ITAL or IDLS credit for academically grounded field experience. Students interact with Florentine middle school students taking English classes in an intensive class combining practical work experience, providing perspective and cultural appreciation.

**SMAD 301L/SCOM/WRTC 351/ARTH 389.** Culture by Design (Visual Rhetoric). 3 credits. Study of the rhetorical dimension of communication practices and texts. Consideration of how mediated communication molds perception and influences cultural change. Emphasis on how language and imagery, sound and music are combined in current media to create meaning. Consideration of emerging media and their implications for cultural design. Focus on British media and culture.

**SMAD 463L/ENG 463L/SCOM 395.** Film Adaptations: British Literature and Film. 3 credits. The study of the process of adapting British literature into feature films. Consideration of how this process and the changes undergone in its adaptation to film.

**WRTC 320L/SCOM 321. Writing in the Public Sphere.** 3 credits. Students will conduct a rhetorical examination of written texts that influenced and brought about change in the public sphere in Great Britain. Course offered during semester in London for the communication and media program. Counts as an elective in the writing and rhetoric minor. With permission, SCOM majors and minors may substitute SCOM 395 for this class.

**Semester in Salamanca**

*ARTH 314/SPAN 490T. Spanish Art.** 3 credits. A study of the art and architecture of Spain from medieval times through present. Concentration on specific artists, as well as general movements in the history of Spanish art. Since it is taught in Spanish, Spanish credit may also be given. Prerequisite: SPAN 300 or equivalent.

**SPAN 300S. Spanish Grammar and Communication.** 3 credits. Intensive training in grammatical structures and their application to oral and written conversation. Instruction is in Spanish. Prerequisite: SPAN 232 or equivalent.

**SPAN 307S. History of Spanish Civilization.** 3 credits. Study of Spanish life and culture from ancient times to the present. Prerequisite: SPAN 300 or equivalent.

**SPAN 308S. Latin American Civilization.** 3 credits. A study of the geographical, historical and cultural development of Latin America from pre-Columbian times to the present. Instruction is in Spanish. Prerequisite: SPAN 300 or equivalent.

**SPAN 320S. Spanish Oral and Written Communication.** 3 credits. Intensive training in the use of modern, everyday Spanish with emphasis on conversation and composition. Readings in Spanish will provide a context for discussion and writing. Instruction is in Spanish. Prerequisite: SPAN 300.

**SPAN 335S. Introduction to Spanish Literature.** 3 credits. This course is designed to prepare students in literary analysis of the novel as well as short stories, poetry and drama. All necessary terminology will be studied. Mandatory for all Spanish majors before taking any other literature class. Instruction in Spanish. Prerequisite: SPAN 300.

*SPAN 385S. Latin American Drama and Short Stories.** 3 credits. Readings and analysis of representative plays and short stories from Latin America. Student reports on selected authors. Instruction is in Spanish. Corequisite or prerequisite: SPAN 335.

**SPAN 400S. Advanced Conversation.** 3 credits. Discussions deal with topics of current interest. Instruction is in Spanish. Prerequisite: SPAN 300 or equivalent.

**SPAN 446S. Comparative Literature.** 3 credits. Comparative studies between cinema and literature. Corequisite or prerequisite: SPAN 335.

Students work on any aspect of Spanish literature under the supervision of USAL faculty. Topics and work vary, ranging from the case study of a work, the treatment of a given topic in Spanish literature, the analysis of a literary movement, the systematic study of the author’s work, or a comparative analysis of several writers.

*SPAN 465S. Cinema and Literature.** 3 credits. Comparative studies between cinema and literature. Corequisite or prerequisite: SPAN 335.

**SPAN 490S/IDLS 486. Internship and Field Experience.** 3 credits. This course gives student the opportunity to integrate in the Spanish society through a JMU sponsored internship/field experience. Students will have the chance to work in local schools and businesses. The experience will allow students to interact with the community through conversation and their assigned responsibilities.