

**Grant MacEwan College**  
**PERLS 105**  
Administration of Sport,  
Section 230  
**FALL 2011**

---

---

---

---

---

---

---

---

**PERLS 105**

- **Instructor:** Timothy A. Enger, B.P.E., M.A.
- **Office:** 7-164A
- **Phone:** (780)427-8108
- **E-mail:** [tenger@telus.net](mailto:tenger@telus.net)
- **Website:**  
<http://footballalberta.ab.ca/web/programs/PERLS105.php>
- **Office Hours:** Fridays (1:00-11:50 p.m.)
- **Lecture Time:** MWF 2:00 -2:50 p.m.
- **Lecture Room:** 8-211

---

---

---

---

---

---

---

---

**PERLS 105**

- **Course Objectives:**
- To present a broad overview of Sport and Recreation in Canada and possibly other countries as well
- To provide students with opportunities to apply concepts of planning into real life situations via the Practicum.
- To familiarize students with the process of volunteer Board of Director organization through the Roberts Rules of Order.
- To give students insight into the future job market in the Amateur Sport Administration scene in Alberta.

---

---

---

---

---

---

---

---

## PERLS 105

- **Required Learning Materials:**
- "Roberts Rules of Order Newly Revised, In Brief" – Bookstore
- Class Lecture Notes – Posted on the Football Alberta website each week.
- **Other Learning Resources:**
- 1. "Sport Tourism Document" – on website
- 2. "Structure and Governance in the Alberta Sport System" – on website
- 4. "Risk Management Handbook" – on website
- 5. "Canadian Sport Policy" – on website
- 6. "Alberta Sport Plan" – on website
- 7. "Active Alberta Policy" – link on website
- 8. "Long Term Athlete Development Paper" – link on website

---

---

---

---

---

---

---

---

## PERLS 105

### Wednesday & Friday Labs:

- Sept. 21/23 – Canadian Sport System
- Oct. 12/14 – Roberts Rules of Order
- Nov. 2/4 – Emergency Action Plan
- Nov. 23/25 - Sponsorship

### Two Sections:

Wednesdays 3:00 – 3:50 p.m. in 6-345  
Fridays 10:00 – 10:50 a.m. in 6-345.

---

---

---

---

---

---

---

---

## PERLS 105

### Lecture Topics for PERLS 105:

#### Planning

- Planning is the foundation of management. We will introduce PERLS 105 students to the basic concepts. There are major and important differences between strategic plans and operating plans, and students will be required to understand those differences.
- *Resources: Lecture notes*

---

---

---

---

---

---

---

---

## PERLS 105

### **Canadian Sport for Life / Long Term Athlete Development**

- Sport organizations in Canada are being required by the federal and provincial governments to develop plans for long term athlete development and sport for life. Students should be familiar with the content and process in the development of these plans.
- *Resources: Lecture Notes and Document on Website: [www.ltad.ca](http://www.ltad.ca)*

---

---

---

---

---

---

---

---

## PERLS 105

### **Canadian Sport System in Context**

- The Canadian sport system is complex and difficult to understand. The study of this context is critical to recreation and sport management. The organizations that deliver recreation and sport services at the various levels of sport need to be understood.
- *Resources: Lecture notes and Web Sites: Structure and Governance in the Alberta Sport System, Alberta Sport Plan, Canadian Sport Policy, Active Alberta Policy*

---

---

---

---

---

---

---

---

## PERLS 105

### **Public/Private/Non-Profit Associations**

- Study of the different entities offering sport in Canada and the type of administration they need to conduct themselves
- *Resources: Lecture notes*

---

---

---

---

---

---

---

---

## PERLS 105

### **Volunteer Board Meetings**

- A look at how Volunteer Boards (which run the PSO's and NSO's in Canada) operate and the things future administrators should be aware of.
- *Resources: Lecture notes*

---

---

---

---

---

---

---

---

## PERLS 105

### **Robert's Rules of Order**

- The one book that all sport administrators should know regarding how to conduct the business of any sport controlled by a Board of Directors.
- *Resources: Lecture Notes and Text*

---

---

---

---

---

---

---

---

## PERLS 105

### **Event Management**

- A discussion of event management in order to provide examples for future discussion and reference throughout the class. Events are at the core of recreation and sport management.
- *Resources: Lecture notes and Practicum*

---

---

---

---

---

---

---

---

## PERLS 105

### **Program and Event Evaluating**

- Managers must constantly evaluate their organization, its programs and services, and its people. Therefore, evaluation is a central concept for sport and recreation managers. In fact, evaluation in our profession is unique because we cannot rely on profit and loss statements for an evaluation.
- *Resources: Lecture notes*

---

---

---

---

---

---

---

---

## PERLS 105

### **Risk Management**

- An ever increasing important part of administration of any activity. A in-depth discussion of this area will take place.
- *Resources: Lecture notes and Web Site*

---

---

---

---

---

---

---

---

## PERLS 105

### **Policy and Procedures**

- Managers and administrators of sport cannot fly by the seat of their pants. There must be accountability and a structure of program delivery that is consistent with the direction stated in the Mission. This area will cover how to do that.

---

---

---

---

---

---

---

---

## PERLS 105

### **Marketing/Fundraising and Development**

- Individuals interested in careers in sport and recreation must be capable of generating revenue and aware of the strategies for doing so. A brief overview of the components of fundraising and development will be provided.
- *Resources: Lecture notes*

---

---

---

---

---

---

---

---

## PERLS 105

### **Organizing**

- To implement a plan, a manager must get organized. We will briefly discuss the fundamental concepts that are dealt with in more detail in PERLS 350.
- *Resources: Lecture notes*

---

---

---

---

---

---

---

---

## PERLS 105

### **Sport Tourism**

- A brief look at an example of sport used as a tourism mechanism for brand marketing of certain locations. Students will deal with a case study and see its real world application. This area of study is becoming more important in the world of sport administration.
- *Resources: Lecture notes and Sport Tourism Document*

---

---

---

---

---

---

---

---

## PERLS 105

- **NOTE:** The course will periodically discuss international, national and provincial sport issues when current events dictate. The instructor reserves the right to modify the delivery of the course on any given day based on current events.

---

---

---

---

---

---

---

---

## PERLS 105

### **Practicum:**

- The Practicum assignments in PERLS 105 will come in two sections. Students will have to choice to participate in either one or the other on a first come – first served basis. Sign up sheets will be present 30 minutes prior to the second class of the semester to sign up for the Assignment of their choice. The options are:

---

---

---

---

---

---

---

---

## PERLS 105

- **A) Long Term Data Collection:** Students will be assigned a high school football league in Alberta and they will be responsible each week of collecting and reporting the scores from all the games from the prior week to the instructor via his email address by 6:00 p.m. on Saturday.

---

---

---

---

---

---

---

---

## PERLS 105

- **B) Short Term Event Management:** As well, students can sign up for a position with Grant MacEwan Sport and Wellness. Duties may range from Intramural League Supervision, which includes event scheduling, marketing, and program evaluation, to positions in support of the Griffin athletic teams. For those who sign up for this, you will be expected to meet with GMSW personnel at their request within the next two weeks.

---

---

---

---

---

---

---

---

## PERLS 105

### Grade Evaluation:

- **Mid-Term Exam** 20%
- **Final Examination** 40%
- **Labs** 20%
- **Practicum** 20%

---

---

---

---

---

---

---

---

## EXAMINATION DATES

### Mid-Term:

Monday, October 17 (in class)

### Final Examination:

Monday, December 12 1:00 p.m.  
in the Gym.

(Note: Students are responsible for verifying the date of the final examination when the final examination schedule is posted later in the term.)

### Format of Examinations:

Multiple Choice and Short Answer

---

---

---

---

---

---

---

---

PERLS 105  
**READ  
STUDENTS  
RESPONSIBILITIES!**

---

---

---

---

---

---

---

---

How do I do well in PERLS 105?  
  
**PAY ATTENTION**

---

---

---

---

---

---

---

---