

**York University**  
**Faculty of Health**  
**Kinesiology and Health Sciences**  
**Course Outline**  
**Business Skills for Sport and Fitness Professionals (4430.03)**

**Term: Fall 2018**

**Lecturers: Antonio Santilli BSc., CSEP CEP, R.Kine., MBA.**

**Time: Tuesday, Thursday 2:30pm-4:00pm, SC 224**

**Office Hours: 324 Bethune (by appointment)**

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This course will include theory and detailed practical instruction on key business and organizational processes. These will include Business Planning, Marketing, Financial Management and elements of Risk and Liability in work environments. These areas will be developed as they apply to the recreation/leisure, fitness/health and sport management industries

Prerequisite: Students must be enrolled in the Fitness Appraisal and Exercise Counselling Certificate Program, or receive permission from the Course Director.

**Course Objectives**

1. To develop an understanding of the theory, practices and skills that support business development in the fitness, health, recreation and sport industry.
2. To develop an understanding of the contemporary processes involved in entrepreneurship, business planning, marketing, finance and managing performance, risk and liability, and the use of the tools that support their application.
3. To participate in learning groups as a means of completing assignments for the course.

<p><b><u>Section 1 – Introduction</u></b> September 6</p> <p>September 11</p>	<p>Review Course Outline Introduction to Learning Groups Course Assignment</p> <p>Finding Business Opportunities</p>	<p>Chapter 2-pp 35-55</p>
<p><b><u>Section 2 - Organizing a Business</u></b> September 13/18</p> <p>September 20/25</p>	<p>Exploring Options Know your Real Business Opportunity Selection</p> <p>Big Picture Legal Concerns</p>	<p>Chapter 1 – pp 1-24 Chapter 2 – pp 55-59 Chapter 3 – pp 72-80</p> <p>Chapter 3 – pp 80-86 Chapter 8-- pp 200-230</p>

<p><b><u>Section 3 – Marketing</u></b> September 27/ October 2</p> <p>October 4/9</p>	<p>Marketing Strategy Profiling Your Target Market Competitive Intelligence</p> <p>Comp. Intelligence cont'd Pricing and Promotion</p>	<p>Chapter 6 – pp 145 Chapter 4 – pp 93-111 Chapter 5 – pp 120-127</p> <p>Chapter 5 – pp 127-136 Chapter 6-- pp 144-165</p>
<p><b><u>Section 3 – Marketing (con't)</u></b> October 11/16</p>	<p>Distribution and Location</p>	<p>Chapter 7 – pp 174-192</p>
<p>October /18</p>	<p>Mid-term exam</p>	<p>All class work and assigned readings covered to date</p>
<p><b><u>Section 4– Financial Management</u></b> October 23/30</p> <p>November 1/6</p> <p>November 8/13</p>	<p>Personal Financial Vision Using the Planning Process to Prepare a Budget Key Financial Documents and Their Purpose</p> <p>Key Financial Documents and Their Purpose Financing Your Business</p> <p>Buying a Business</p> <p>Buying a Franchise</p>	<p>Chapter 10 – pp 262-284</p> <p>Chapter 10 – pp 284-294</p> <p>Chapter 11 – pp 308-333</p> <p>Chapter 13 – pp 370-384</p> <p>Chapter 14 – pp 397-414</p>
<p><b><u>Section 5 – Risk and Liability</u></b> November 15/20</p>	<p>Bankruptcy Risk Management Issues</p>	<p>Chapter 8 – pp 230-232 Chapter 9 –pp 240-253</p>
<p><b>Business Proposal Presentations</b> November 27/29</p>	<p>This class allows students to prepare and present a business proposal making use of the information provided during lecture. This proposal will include information on the business idea, the industry, the competitors and the marketing mix. An outline will be provided that teams must follow for their 12-15 minute presentation.</p>	

## Course Evaluation

The evaluation for this course includes both an individual and group learning components:

### *Individual*

Mid-Term Exam	<b>October 11</b>	35%
Final Exam	<b>TBD</b>	45%

The mid-term exam will be completed in class time and the final exam will be held during the examination period after the end of classes. Both exams will be marked on content and format. Examination formats will be discussed in the class prior to the examination in question.

*Any conflicts with the examination days or other necessary accommodations must be reported at least 1 week before the mid-term exam for the mid-term exam and at least 1 week before the last lecture for the final exam. If no conflicts or special accommodations are reported, then you will be expected to be present at the designated time and date for the exam. Any student missing examinations must provide an 'Attending Physician's Statement' ([http://www.registrar.yorku.ca/pdf/attend\\_physician\\_statement.pdf](http://www.registrar.yorku.ca/pdf/attend_physician_statement.pdf)) within 5 days after the date of the exam. If no APS is provided, the student will receive a mark of "0" on the exam. Students missing exams with proper documentation will be given a makeup exam at a suitable time and date.*

### *Learning Groups*

#### Course Project

1.1 Business Proposal Presentation	<b>November 27/ 29</b>	15%
1.2 Peer evaluation	<b>December 4</b>	5%

A project outline will be provided. Group members must submit a "Team Form" by **September 21**. A total of 15% of the evaluation for this course is based on learning group work. The expectation is that the groups, once formed, will make every effort to make the group work effectively. Group members will assess the performance of team members on one occasion after the group presentation. Each student will submit a peer evaluation for each member of their group. Any student that does not submit a peer evaluation will forfeit 5% of their grade on the assignment. Evaluations are due no later than a week after presentations have been given

**If a group has difficulty with a non-contributing member, the group must meet with the course director.** It is the responsibility of the learning groups to arrange meetings with the course director by **October 25**. Following the meeting, non-contributing members will either re-commit to group goals or withdraw from the group. Any student that withdraws from a group will meet with the Course Director to determine a further course of action.

*Any requests for remarking any course materials must be received by the lecturer within 7 days of grades being posted. The request must be made in a 1 page memo outlining the group's/student's specific concerns.*

### *Academic Integrity*

Work completed by students is expected to be submitted on time, as per instruction, and be original work. Copying previous assignments or protected material from books and Internet web sites will not be condoned. If you are uncertain about your responsibilities in completing your academic requirements for this course, or you are not sure of appropriate practices in completing assignments

and tests, you are encouraged to go to the York website on Academic Integrity (<http://www.yorku.ca/academicintegrity>) to read the section “For Students”. This site includes a tutorial that is intended to help students learn about the central aspects of academic integrity. We strongly recommend you complete the tutorial.

### **Class Text**

1. The text for this course is: “Small Business, an Entrepreneur’s Plan” 7<sup>th</sup> Cdn Ed., Ron Knowles, Thomson/Nelson, 2014.

### **Class Material**

1. Class Notes (Powerpoint) and other course information will be posted
2. Additional Reading: These will be provided under separate cover either during the class as resource material or posted on the class site.