

**Department/Program:** School of Human Kinetics

**Year:** January 2007

**Course Title:** The Leisure and Sport Industry  
HKIN 392

**Course Schedule:** Tuesdays 6-9pm

**Location:** Woodward Room # 5

---

**Instructor:** Janna Taylor

**Office location:** Auditorium Annex, room 155A

**Office phone:** (604) 822-4794

**Office hours:** By appointment

**E-mail address:** [janna-taylor@shaw.ca](mailto:janna-taylor@shaw.ca)

---

**Course Description:** Economic and financial issues in the leisure and sport industry. Topics include entrepreneurship, economic impact, commercialization, patterns of ownership and control, and selected financial practices.

**Prerequisite and/or Course Restrictions:** Commerce 457

**Format of the course:** Students attend one three hour lecture weekly.

---

**Required Readings:**

- J.G. Longenecker, L.B. Donlevy, V.A.C. Calvert, C.W. Moore, J.W. Petty. *Small Business Management: Launching and Managing New Ventures. 3<sup>rd</sup> Canadian Edition.* (2007) Nelson/Thompson. Available at bookstore for approx.: \$86.30
  
- Additional readings will be distributed in class.

---

**Learning Outcomes:**

1. A general knowledge of the latest trends and innovations in the leisure and sport industry.
2. An understanding of the concepts of entrepreneurship and the competencies, skills, know-how and experience, attitudes, resources and networks that is sufficient to pursue different entrepreneurial opportunities.
3. Gain practical experience in the formation of a venture team that will develop a business feasibility project.
4. The creation of a complete and comprehensive business feasibility project that could be used as a blueprint for starting up and managing a small business enterprise.
5. An understanding of the issues facing Entrepreneurs and mostly Leisure and Sports Entrepreneurs.

## Course Assignments, Due Dates & Grading:

Learning Objectives	Method	Due Dates	Marks
1	Industry innovation	February 13	15
2, 3, 4, 5	Project Schedule and tasks Business Feasibility Project Presentations	February 27th April 10 March 27, April 3, April 10 (schedule to be determined)	Mandatory 25 15
1 to 5	Mid-Term	February 27 <sup>th</sup>	20
2, 3, 4, 5	Final Exam	Exam period - TBD	25

### Industry Innovation Poster & Report

**15%**

In groups of three or four, students have to present an innovative concept in the Leisure and Sport Industry. Students have to present their innovative concept in a poster format and present a 2 or 3-page report to the instructor. You can obtain your information from a variety of sources including: newspapers, books, articles, magazines, Internet, discussion with entrepreneurs, television, radio, etc. Details and evaluation criteria for this assignment given in class at the start of week two.

Due date: February 13

### Business Feasibility Project

**40%**

Students work in teams of three or four to conduct a feasibility study of a small Leisure or Sport business opportunity. Students must form their team and hand-in a project schedule and tasks list by February 27<sup>th</sup>. The final Business Feasibility Project is presented to the class in an oral presentation on March 27, April 3 or April 10 (schedule to be determined). Details of the Business Feasibility Project given in class at the start of week 3. Each project team is evaluated on the following:

	Due Date	%
Project schedule and tasks list	February 27 <sup>th</sup>	Mandatory for project (-5% if handed-in late)
Business Feasibility Project	April 10 <sup>th</sup>	25%
Presentation	March 27, April 3, April 10. (Schedule to be determined)	15%

### Mid-Term

**20%**

The mid-term exam is scheduled on February 27<sup>th</sup> during class time. All readings and material covered in class is subject to examination.

### Final Exam

**25%**

The final exam is scheduled in the examination period. Date to be determined. All readings and material covered in class is subject to examination with a stronger emphasis on material covered after the mid-term.

*\*Students cannot successfully pass this course unless ALL items on this evaluation are satisfactorily completed.*

---

**Course Content:**

- Canadian Demographics
- Leisure and Sport Industry Trends
- BC Business Service Centre
- Characteristics of entrepreneurs
- Competitive Edge
- Start up and Buyout Opportunities
- Franchising
- Development of Business Plan
- Marketing Research and Product Strategy
- Choosing a Location and Physical Facilities
- Pricing Strategies
- Promotion Strategies
- Distribution Channels
- Selecting the Management Team
- Forms or Organizations
- Sources of Financing and Financial Performance
- Risk and Insurance Management
- Working within the Law
- Social and Ethical Issues

**Course Policies:**

Attendance:

1. Regular attendance at lectures is expected. Students who neglect their academic work and assignments risk the possibility of not passing the course. Students who are unavoidably absent because of illness or disability should report to their instructor as soon as possible.
2. Students are expected to be on time. Students who know in advance that they will unavoidably be absent should apply for special accommodation from the instructor as soon as possible to determine how course requirements will be met and how missed graded work will be completed. Supportive documentation must be submitted to the Undergraduate Advising Centre, as soon as possible. The School will not normally take into account untimely notification and a minimum of two weeks notification is expected.
3. Where prior consultation is not possible, students should contact the instructor as soon as possible and submit supportive documentation to the Undergraduate Advising Centre. Students also have the right to request Academic Concession from the Undergraduate Advising Centre.
4. Students, whose attendance or performance may be severely affected by medical, emotional or other disabilities, should consult with the instructor early in the term to discuss any special accommodations that might be needed in order to complete course requirements. Supportive documentation from either the Disability Resource Centre or a physician must be submitted to the Undergraduate Advising Office.

The University accommodates students with disabilities who have registered with the Disability Resource Centre. The University accommodates for those whose religious obligations conflict with attendance, submitting assignments, or completing scheduled tests and examinations. Please let your instructor know in advance, preferably in the first week of class, if you will require any accommodation on these grounds. Students, who plan to be absent for varsity athletics, family obligations, or other similar commitments, cannot assume they will be accommodated, and should discuss their commitments with the instructor before the drop date.

Assignments: Students should retain a copy of all submitted assignments (in case of loss) and should also retain all marked assignments in case they wish to apply for a Review of Assigned Standing. Students have the right to view their marked examinations with their instructors, providing they apply to do so within a month of receiving their final grades. This review is for pedagogic purposes. The examinations remain the property of the university. Late assignments are penalized 10% per day unless other arrangements are taken with instructor prior to the due date of the assignment.

Detailed Grading Description:

*(A- to A+)* *Work of outstanding quality*: Strong evidence of original thinking; good organization; capacity to analyze and synthesize; superior grasp of subject matter with sound critical evaluations; evidence of extensive knowledge base. Demonstrates that the individual (or group) significantly shows initiative, creativity, insight, and probing analysis where appropriate. Shows a high degree of personal engagement with the topic and makes connections that are deep and insightful. Production of exceptional work that greatly exceeds course/assignment expectations.

*(B- to B+)* *Competent performance*: Evidence of grasp of subject matter; some evidence of critical capacity and analytic ability; reasonable understanding of relevant issues; evidence of familiarity with the literature. Work that demonstrates in-depth comprehension of the subject. Frequently articulates original, creative and critical insights. Reveals a willingness to engage actively in the learning experiences of the course and to make personal and meaningful connections. Meets course/assignment expectations.

*(D to C+)* *Adequate performance*: Limited understanding of the subject matter; limited ability to develop solutions to simple problems in the material; acceptable but uninspired work, not seriously faulty but lacking style and vigour. Background knowledge is limited. Shows few original, creative and critical insights. Needs further development in the areas of critical reflection, inquiry and creativity. Inconsistent evidence of personal involvement in the learning experiences of the course. Just meets course/assignment expectations.

*(F)* *Inadequate performance*: Little or no evidence of understanding of the subject matter; weakness in critical and analytic skills; limited or irrelevant use of the literature. Does not meet course/assignment expectations.

Academic dishonesty: Please review the UBC calendar “Academic Regulations” for the university policy on cheating, plagiarism, and other form of academic dishonesty.