AEXS 250
Management of Fitness Facilities and Programs

3 Semester Hours

Community College of Baltimore County

Description

Management of Fitness Facilities and Programs
Provides the AEXS student with comprehensive information on the organization and administration of programs and facilities in the profession; covers the entire concept of management; policy development, budgeting, personnel, programming, facilities, legal considerations, and marketing.
Prerequisite: ACLT 052

Overall Course Objectives

Upon completion of this course the student will be able to:

1. Define the term "management" and understand its application to fitness facilities and programs
2. In essay form, explain the roles and functions of today's managers, with respect to coordinating activities, personnel recruitment, hiring, training, and supervision
3. Formulate an organization chart.
4. Explain the process of determining an agency's goals and policies in a short essay.
5. Compare and contrast different theories of motivation.
6. Identify and explain the social factors influencing Fitness Club service management.
7. Design a layout for a Fitness Club and explain the guidelines to be followed in its development.
8. Develop a one-week activities program and explain the guides for said program.
9. Explain the goals of a sound public relations program.
10. Compare and contrast computer software applicable to any area of the overall management process.
11. Prepare a written evaluation of a Fitness Club.
12. Demonstrate an understanding of the need for special facilities programs and equipment for special populations via a written evaluation.
13. Evaluate software packages that enhance the efficient management of a Fitness Club.
14. Explain the need for a management plan, philosophy, or guiding principle in the development of a fitness program.
15. Explain the fiscal and liability demands of a Fitness Club to include: an effective working budget, a manager's role in budgeting and payroll, and employees'/consumers'/ liability while using the facility.

Major Topics

I.   Managers and Management
II.   Theories of Management
III.   Theories of Motivation
IV.   Communication
V.   Decision Making
VI.   Problem solving
VII.   Interview Skills
VIII.   Resume Writing

Course Requirements

Grading: Grading procedure will be determined by the individual faculty member, but will include the following:

1. Attendance and participation
2. Two written exams: mid-term and final
3. A minimum of four classroom presentation projects

Individual faculty members may include additional course objectives, major topics, and other course requirements to the minimum expectations stated in the Common Course Outline.