

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

**Term: Fall 2023**

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

**Time: Tuesday (DB 1016)/Thursday (HNE 001), 2:30pm-4:00pm**

**Office Hours: by appointment**

**E-mail [asantili@yorku.ca](mailto:asantili@yorku.ca)**

**Course eClass Page: <https://eclass.yorku.ca/course/view.php?id=86992>**

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**Take Care of Yourself:**

We are all dealing with a tremendous amount of stress, anxiety, fear, and uncertainty as a consequence of the COVID-19 pandemic. Please be kind and gentle with yourselves and others during this difficult period of time. There are a number of online free resources available to help support you. If you need help, the following list of websites (this is not an exhaustive list) may be a good place for you to start:

<https://good2talk.ca/>

<https://counselling.students.yorku.ca/>

<https://coronavirus.info.yorku.ca/>

<https://yorkinternational.yorku.ca/>

**Technical requirements for taking the course:**

The course will be delivered in person, however electronic platforms will be used to provide students with recordings of the course materials and to facilitate submissions for grading purposes and for exams. Therefore, a computer or smart device with an adequate internet connection is required to complete the course.

Please review this syllabus carefully to determine how the course content will be delivered, how office hours will be conducted and how assignments will be submitted.

Students must make every effort to arrange adequate internet connection. In the event that a student is not confident they can access a reliable internet connection, they should communicate their concerns to the Course Director well in advance of any assignment coming due or any examination.

Students are responsible for being actively involved in the course, and for checking eClass regularly and frequently to ensure you have the latest information about the course. “I did not know because I

was not online” or “because I did not check eClass” are not excuses that will be accepted under any circumstances for the course.

**[Technology requirements and FAQs for eClass can be found here](#)**

**Useful links describing computing information, resources and help for students:**

<a href="#">Student Guide to eClass</a>	<a href="https://lthelp.yorku.ca/student-guide-to-eclass">https://lthelp.yorku.ca/student-guide-to-eclass</a>
<a href="#">Computing for Students Website</a>	<a href="https://student.computing.yorku.ca/">https://student.computing.yorku.ca/</a>
<a href="#">Student Guide to eLearning at York University</a>	<a href="http://elearning-guide.apps01.yorku.ca/">http://elearning-guide.apps01.yorku.ca/</a>
<a href="#">Learning Skills Services</a>	<a href="https://www.yorku.ca/sclld/learning-skills/">https://www.yorku.ca/sclld/learning-skills/</a>
<a href="#">Zoom@YorkU User Reference Guide</a>	<a href="http://staff.computing.yorku.ca/wp-content/uploads/sites/3/2012/02/Zoom@YorkU-User-Reference-Guide.pdf">http://staff.computing.yorku.ca/wp-content/uploads/sites/3/2012/02/Zoom@YorkU-User-Reference-Guide.pdf</a>
<a href="#">Zoom@YorkU Best Practices</a>	<a href="https://staff.computing.yorku.ca/wp-content/uploads/sites/3/2020/03/Zoom@YorkU-Best-Practicesv2.pdf">https://staff.computing.yorku.ca/wp-content/uploads/sites/3/2020/03/Zoom@YorkU-Best-Practicesv2.pdf</a>

Students should note the following:

Zoom is hosted on servers in the U.S.A. This includes recordings done through Zoom.

If you have privacy concerns about your data, provide only your first name or a nickname when you join a session. The system is configured in a way that all participants are automatically notified when a session is being recorded. In other words, a session cannot be recorded without you knowing about it.

### **Course Description**

This course will include theory and 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.

<u><b>Section 1 – Introduction</b></u> September 7  September 12	Review Course Outline Introduction to Learning Groups Course Assignment  Getting Started/ Exploring Options	Chapter 1 – pp 1-18
<u><b>Section 2 - Organizing a Business</b></u> September 14/19  September 21/26	Exploring Options (cont'd) Trends and opportunities Opportunity Selection  Big Picture Legal Concerns	Chapter 1 – pp 18-24 Chapter 2 – pp 35-52 Chapter 3 – pp 72-80  Chapter 3 – pp 80-84 Chapter 8-- pp 200-230
<u><b>Section 3 – Marketing</b></u> September 28/October 3  October 5/17	Marketing Strategy Profiling Your Target Market Competitive Intelligence  Comp. Intelligence cont'd Pricing and Promotion	Chapter 6 – pp 145 Chapter 4 – pp 93-111 Chapter 5 – pp 120-127  Chapter 5 – pp 127-136 Chapter 6-- pp 144-165
October 10/12	READING WEEK	
October 19	No Class, Entrepreneur Profile    Assignment due	
<u><b>Section 3 – Marketing (con't)</b></u> October 24/26	Distribution and Location	Chapter 7 – pp 174-192

<b>Section 4– Financial Management</b> October 31/ November 2	Personal Financial Vision Using the Planning Process to Prepare a Budget Key Financial Documents and Their Purpose	Chapter 10 – pp 262-284
November 7/9	Key Financial Documents and Their Purpose Financing Your Business	Chapter 10 – pp 284-294 Chapter 11 – pp 308-333
November 14/16	Buying a Business Buying a Franchise	Chapter 13 – pp 370-384 Chapter 14 – pp 397-414
<b>Section 5 – Risk and Liability</b> November 21/23	Bankruptcy Risk Management Issues	Chapter 8 – pp 230-232 Chapter 9 –pp 240-253
<b>Business Proposal Presentations</b> November 30	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 10-minute presentation which will be submitted electronically	

### **Course Evaluation**

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

#### *Individual*

##### Entrepreneur Profile Assignment

**October 19**

35%

Students will be asked to write up a profile on an entrepreneur. The full details of the assignment will be discussed in class and an outline/rubric will be provided. Students will be given a series of questions that they can use as the basis of their research and will be asked to use their research to compose a report on their chosen entrepreneur.

##### Final Exam

**TBA**

45%

The final exam will be held during the examination period after the end of classes. The exam will be marked on content and format. Examination format will be discussed in class. The exam be conducted on campus and will use the quiz function of eClass in order to administer the exam.

In order to preserve the academic integrity of this course, students will only be allowed to have their browser running and only one browser tab open while completing the exam. If any other applications are actively running or the student has multiple browser tabs open, they will be asked to leave the exam room and will receive a '0' on the exam. If you don't know the correct answer take a guess since there is no penalty for wrong answers. These are closed-book tests, meaning students are not permitted to use notes or other assistive resources during an exam.

Students may book an office hours appointment to discuss their tests and study strategies with the instructor, but due to the nature of online exams and the risk of questions becoming available unfairly to those who have not completed the tests, specific test questions will not be made available for viewing. Please be aware that the instructor will personally examine all test questions after the completion of the test to ensure that no issues exist with respect to grading or question clarity. If the instructor does identify any issues, student grades will be automatically corrected accordingly.

*Any conflicts with the examination days or other necessary accommodations must be reported at least 1 week before the last lecture for the final exam. An accommodation request form must be given in person to course director by email. The only acceptable conflicts that will be considered for deferred exams will be academic or medical in nature. Vacation or family celebrations are not acceptable REASONS TO MISS AN 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](#)" and a "[Deferred Standing Agreement](#)" within 5 days after the date of the exam. If the aforementioned forms are not 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. The manner in which the missed test is made up will be at the discretion of course director. If you have missed a test for illness or other acceptable reason, it is your responsibility to keep your schedule open for a possible make-up test.*

*Note: The format of the deferred final exam will not likely be the same as the regularly scheduled final exam.*

### *Learning Groups*

#### Group Project

1.1 Business Proposal Presentation	<b>November 30</b>	20%
1.2 Peer evaluation	<b>December 5</b>	*8%

\*Peer evaluation can affect presentation grade by up to +/- 8%

**In teams of 5 or 6**, students will present a Business Proposal. The parameters within which the proposal will fall under be reviewed during the class. A project outline will be provided. Group members must submit a "Team Form" by **September 28**.

A total of 20% 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 their team members 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 six(6) days after presentations have been given

**If a group has difficulty with a non-contributing member, the group must alert the course director.** It is the responsibility of the learning groups to arrange meetings with the course director by **October 27**. 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.*

### **Final grades may be adjusted to conform to the University's grades distribution profiles**

Although numerical marks are assigned to each piece of work in this course there should be no assumption that a total number of marks translates directly to a letter grade. Letter grades will be determined by the descriptions in the York University Undergraduate Calendar.

### **Academic Integrity**

In this course, we strive to maintain academic integrity to the highest extent possible. Please familiarize yourself with the meaning of academic integrity by completing SPARK's [Academic Integrity module](#) at the beginning of the course. Breaches of academic integrity range from cheating (i.e., the improper crediting of another's work, the representation of another's ideas as your own, etc.) to aiding and abetting (helping someone else to cheat). All breaches in this course will be reported to the appropriate university authorities, and can be punishable according to the [Senate Policy on Academic Honesty](#).

### **Use of Generative AI**

Students are not authorized to use text-, image-, code-, or video-generating AI tools when completing their academic work in this course. Using AI tools to aid in academic work (in whole or part) that is submitted for credit constitutes one or more breaches under York's [Senate Policy on Academic Honesty](#). In particular use of generative AI may be considered "Cheating in an attempt to gain an improper advantage in an academic evaluation" (article 2.1.1 from the Senate Policy) and/or "Plagiarism which occurs when another's work is presented as one's own without proper attribution, including "another's artistic or technical work or creation" (Senate Policy, section 2.1.3)".

### **Test Banks**

The offering for sale of, buying of, and attempting to sell or buy test banks (banks of test questions and/or answers), or any course specific test questions/answers is not permitted in the Faculty of Health. Any student found to be doing this may be considered to have breached the [Senate Policy on Academic Honesty](#). In particular, buying and attempting to sell banks of test questions and/or answers may be considered as "Cheating in an attempt to gain an improper advantage in an academic

evaluation” (article 2.1.1 from the Senate Policy) and/or “encouraging, enabling or causing others” (article 2.1.10 from the Senate Policy) to cheat.

### **Aids During an examination**

The final exam is a closed book exam which means no external aids (notes, books, programable calculators, or other reference materials) are permitted. Electronic mobile devices other than the one computer or tablet being used to complete the exam are not allowed during the examination. Students are required to turn off and secure all electronic communication devices while the exam is in progress. Any student observed using more than one electronic device during the exam may be asked to stop their exam, reported to the Undergraduate Office for a potential breach of Academic Honesty and may receive a mark of ‘0’ on their exam.

Work completed by students is expected to be submitted on time, as per instruction, and be original work. Copying previous/current assignments/projects or protected material from books and Internet web sites will not be condoned.

To promote academic integrity in this course, students may be required to submit their written assignments to Turnitin (via the course eClass page) for a review of textual similarity and the detection of possible plagiarism. In so doing, students will allow their material to be included as source documents in the Turnitin.com reference database, where they will be used only for the purpose of detecting plagiarism. The terms that apply to the University’s use of the Turnitin service are described on the [Turnitin.com](http://www.turnitin.com) website.

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 suggest you complete the tutorial. All students are expected to familiarize themselves with the following information, available on the Senate Committee on Curriculum & Academic Standards webpage [http://www.yorku.ca/secretariat/senate\\_cte\\_main\\_pages/ccas.htm](http://www.yorku.ca/secretariat/senate_cte_main_pages/ccas.htm)

- York’s Honesty Policy and Procedures
- Course requirement accommodation for students with disabilities
- Student Conduct Standards
- Religious Observance Accommodation

### **Course Text**

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

### **Course 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.

## **Course Materials Copyright Information**

These materials are designed for use as part of this course at York University. Third party copyrighted materials (such as book chapters, journal articles, music, videos, etc.) have either been licensed for use in this course or fall under an exception or limitation in Canadian Copyright law. Copying this material for distribution (e.g. uploading material to a commercial third-party website) may lead to a violation of Copyright law. [Intellectual Property Rights Statement](#).