BACHELOR OF SCIENCE (RECREATION AND SPORTS MANAGEMENT) PROGRAMME

COURSE DESCRIPTION

LEVEL 100

**HRS 100: Management of Fitness and Health Clubs**
Programming of fitness activities; program development and assessment. The planning and budgeting process. Revenue generation; promotions and advertising; fund raising; membership retention; equipment/ supplies management- purchase and control; public and media relations; risk management; facilities and event management; operational trends and business ethics. Field visits to sports and fitness centers.

**HRS 101: Recreation, Sport and Environment**
Interrelationship between leisure, recreation and sport services and the conservation of land, water, flora and fauna resources. Forestry principles, wildlife management, watershed protection and soil conservation vis-avis the impact of recreation and sports. Land development and recreation and sports needs in developing nations. The impact of selected recreation and sports activities on the environment. Impact of space and place on sports participation and performance. Identification and location of recreation and sports activities and regions. Changing landscape of recreation and sport activities. Spatial organization of recreation and sports. Sport and sustainable development. Visits and case studies to selected areas with an environmental impact.

**HRS 102: Introduction to Management in Recreation and Sport**

**HRS 103: Theory and Practice in Leisure, Recreation and Sport**
Theories of leisure, recreation and play. Categories of leisure and recreation: outdoor and indoor; passive and active; arts and crafts, music, social-cultural activities, etc. Factors influencing leisure and recreation participation. Value of leisure and recreation activities to individual and society. Leisure and recreation services provision and practices in private and public sectors. Community recreation trends. Field visits to outdoor leisure, recreation and sports facilities.

**HRS 104: Management of Recreation and Sport Equipment**

**HRS 105: Foundations of Recreation and Sports**
Philosophical Foundations of leisure, physical activity, sport, recreation, exercise, play and physical education. Analysis of different paradigms and their impact to the development of
ludic physical activity. Historical foundations, growth and development of ludic physical activity in selected societies. Such as ancient civilizations and contemporary societies such as Ancient Greece, Romans, and pre and colonial, and post independence Kenya. Role of historical knowledge. Contribution of personalities and institutions and landmark events to the growth and development of specific sports.

**HES 100: First Aid and Safety Education**
First Aid: philosophy, principles and practices underlying assistance or treatment for sudden injury or illness before the arrival of professional medical assistance. Safety consideration at home, Institution and in the community. HIV/AIDS and disaster management. Practical / laboratory emphasis: evaluation, assessment, handling, taping, wrapping, strapping, support and evacuation.

**HES 102: Functional Human Anatomy**
Anatomical reference position and directional terms; Relative Position of Body Parts, Regions of the body, Planes and Sections of the Body, Cavities of the body and Membranes, Organization of the human body: Chemical, Organelle, Cell, Tissue, Organ, Organ system, Organism; Structure of integumentary system. Nervous, Muscular and Skeletal systems. Structure of Neuro-muscular junction and muscle contraction. Practical laboratory emphasis: Identification, handling and manipulation of human models and musculoskeletal structures of the body.

**HES 106: Callisthenics and Weight Training**
Callisthenics and use of body weight exercises to develop muscular endurance and muscular strength. Weight training: free weights and machine weights. Safety tips, benefits and training accessories. Specific exercises for developing muscular endurance, muscular strength, training routines and techniques.

**HPE 101: Hockey, Netball and Soccer (to harmonise synopsis)**
History and development of hockey, netball and soccer. Coaching points, drills, lead up and conditioned games. Tactics, team formations and strategies. Rules of each game and practical officiating. Application of the skills in game situations and team formations. Marking, preparation and maintenance of facilities for each of the games. Application and modification of these games for recreation purposes. Organisation of competitions. Conditioning programmes. Practical involvement and field trips.

**HPE 103: Basketball, Handball and Volleyball**
History and development of each game. Basic skills. Drills, rules, lead up and conditioning games. Markings, layout and dimensions of facilities and equipment for each sport. Application and modification of these games for recreation purposes. Organisation of competitions. Conditioning programmes. Practical involvement and field trips.

**HPE 104: Psychology of Physical Education, Recreation and Sports (to harmonise synopsis and title)**
Basic concepts of psychology related to learning and coaching of sports skills. The role of psychology in PE, sports and recreation. Psychomotor learning in relation to mental development. Theories of personality and self image in choice and participation. Effects of anxiety, stress and motivation on performance. Aggression and its effects on contemporary sports. Practical application of psychology to winning and counselling in sports.
**LEVEL 200**

**HRS 200: Legal and Ethical Issues in Recreation and Sport**
Introduction to sources of law, Law as it relates to sports, the working of law in sports and society, law and freedom, social control through law. Tort law and negligence, duty of care, Employers and occupiers liability, product liability, contract formation, international laws governing sports, tort defenses and risk assumption, safety issues in sports, recreation, exercise and fitness technology, substance abuse, anti-doping, Kenyan employment law and sexual harassment, gender equity; insurance against sport injuries. Professional values and ethics in recreation and sport.

**HRS 201: Public Relations in Recreation and Sport**
Nature, scope and functions of PR, theories in PR, function and philosophy of PR in sport and recreation, qualities of PR practitioners, PR strategy and tactics, careers in PR, publics in PR practice, planning of PR programmes, ethics of PR, media and tools of PR, media, community and government relations, the practice of PR, sponsorships as a form of PR, budget and budgeting in PR, financial PR, corporate communication management in PR-practice-press release, planning and executing press conference, crisis and issues management, speech communication

**HRS 202: Event Management in Recreation and Sport**
Long and short term planning for sports events, purpose and objectives. Budgeting, resource mobilization and forecasting, event scheduling, tournament organisation and facilitation. Event program preparation, design and hospitality, event monitoring and evaluation; Tournament organisation and management; marketing and sponsorship. Legal, ethical, logistical and security, media relations associated with events. Case studies and field visits to firms and events.

**HRS 203: Management of Parks and Game Reserves**
Historical perspectives of Park movement. Planning and designing of day-use and overnight-use park facilities. Administration of national parks/reserves, marine parks/reserves and municipal parks. Value, provision, activities, legal basis, policies, codes of parks and game reserves (with focus on Kenya). Maintenance and conservation procedures and practices. Issues, challenges and trends in management of national parks, game reserves and marine parks. Case studies and field visits.

**HRS 204: Sport Tourism**

**HRS 205: Sociology of Recreation and Sport**
Introduction to sociological concepts in sports. Sociological theories of functional approach, conflict theory, critical theory and symbolic interactions. Concepts of culture and
socialization, economy, religion, mass media and politics. Sports in society, equality and discrimination; personal development and social mobility through sports. Contemporary and emerging social issues in sports. Application of sociological principles in team sport settings.

**HRS 206: Management of Community Recreation and Sport**
Organization and operation of community recreation and sport programmes linking to development of human, social, economic, health, peace and environmental sustainability. Minimization of poverty and HIV/AIDS using sport programs. Involvement and role of volunteers, NGOs, CBOs and international donor partners. Administration of youth recreation and sport models of community recreation/sport in development of rural, slum and urban setting. Field visitations to selected community recreation and sport clubs.

**HRS 207: Aerobics and Dance**
History of aerobics, responsibilities of an aerobics instructor, anatomical, physiological rationale underlying aerobics and conditioning, components of an aerobics session, impact and intensity in aerobics, aerobics modes, choreography, cueing and communication. Origin and development of various selected traditional and modern dances. Dance forms, elements and value. Analysis of selected traditional and contemporary dances. Dance, music, costumes and choreography. Dance adjudication and practical performance.

**HES 200: Physical Fitness and Evaluation**
Philosophy, aims and values of fitness testing. Physical fitness concepts. Test, measurement and evaluation. Evaluation and analysis of fitness, lifestyle and health. Planning a personal training program. Designing a personal activity program. Executing a personal activity program. Evaluating a personal activity program. Analysis of various laboratory and field tests. Muscle testing. Practical/laboratory emphasis: administering of laboratory and field tests of varying populations and muscle testing.

**HES 206: Exercise and Sports for the Special Populations**
Understanding the nature of the disabling conditions. Effects of the disability on the acquisition of sportive skills and performance. Fitness testing and individualized exercise, evaluation of performance and sports programming for the challenged persons. Contraindications to exercise. Special Olympics and paraplegic sports.

**HPE 200: Human Physiology**
The physiological principles of the neuromuscular, cardiovascular, respiratory, endocrine and digestive systems. Fundamentals of muscle excitation and contraction, muscle fibres, motor activity and energy-supplying processes. Circulatory system and work; oxygen and carbon dioxide transport, transport of heat, nutrients and metabolic end-products, blood flow and muscle supply. Cardiovascular system; adjustment of circulatory system to work, respiration and gas exchange. CO2 dissociation and buffering, aerobic and anaerobic respiration. Osmo-regulation and excretion: kidney and skin, nervous system, hormonal control of salt and water balance. Practical emphasis

**HPE 201 Athletics I, Softball and Swimming I**

LEVEL 300
Core Units

HCU 300; Introduction to Research Methods
(to harmonize synopsis across SAHS dept)

HCU 301; Introductory Statistics
(to harmonize synopsis across SAHS dept)

HRS 300: Recreation and Sport Programming

HRS 301: Business of Recreation and Sport

HRS 302: Human Resource Management in Recreation and Sport
Role of the human factor in Recreation and Sports service delivery. Application of human resources strategy in leisure, recreation and sports programmes with specific reference to staff needs analysis, recruitment and selection, orientation, deployment, goal-setting, supervision, assessment, training. Delegation: importance and principles. Staff compensation and motivation, Human relations and Labour relations management in recreation and sport industry. Conflicts, collective bargaining, safety and health. Models and case studies.

HRS 303: Recreation and Sports Marketing
recreation and sport. Selling and presentation and skills, Building customer loyalty, Customer relationship management; social marketing; Product and brand development. Field visits and case analysis of sport/ recreation enterprises and events. Practical marketing programmes in Kenya.

HES 301: Exercise and Wellness
Exercise, fitness standards and its components. Major problems associated with sedentary life-style and their risk factors in the world today, non-communicable diseases, their social and economic impact. Physical Fitness. Benefits and significance of participating in lifetime fitness programs. The role of fitness in the prevention and treatment of debilitating conditions. Exercise and rehabilitation Motivation and behaviour modification techniques to enhance participation.

HES 302: Application of Computer Technology in Recreation & Sport
Introduction to computer technologies and their influence on recreation and sport. Application of software for design of memos, reports, creation of newsletters, publicity material, web pages, creation and analysis of budgets spreadsheets, design of presentations, evaluation of software applications used specifically in the recreation and sports field (e.g. SPSS, Nutri-survey, Open Fitness, Dartfish, Runtastic, Sports scheduling software, Facilities scheduling software, Fitness and wellness softwares, )

HES 312: Design and Improvisation of Sport Facilities & Equipment
Design elements and application to facilities. Principles and factors involved in design, use, maintenance and repair of sport facilities and equipment. Field marking exercises for selected sport and recreation facilities. Improvisation of sport equipment. Equipment and facility sharing strategies. Field visits and assessment of field facilities.

Elective Units

HRS 305: Leadership in Recreation and Sport

HRS 307: Adherence in Exercise, Recreation and Sports

HRS 308: Operations Management in Recreation and Sport
Nature of recreation and sport services. Technology and its impact on services. Design, management and development of services and delivery systems. Work measurement in services Location Strategies, Operations, Layout and Human Resources Strategy Learning

**HES 304: Nutrition and Sport Performance**

**HES 313: Hydrodynamics and Aquatic Activities**
Buoyancy and flotation. Resistance propulsion and their forces in aquatic skills. Aquatic efficiency, speed and forces affecting velocity in water. Analysis of aquatic activities/skills; water polo, diving and other selected water sports. Practical/laboratory emphasis.

**HPE 309: Stress Management and Physical activity**
Concepts, theories and models of stress as applied to physical activity, symptoms of stress. Physical activity as a stressor and as a reliever. Reactions to stress, psychological, physiological and behavioural. Effect on learning and the school environment. Other methods of stress management

**LEVEL 400**
Core Units

**HCU 400; Project Design, Monitoring and Evaluation**
(to harmonize synopsis across SAHS dept)

**HRS 400: Adventure Recreation and Training**
Basic facilitation techniques, adventure trip organization, technical skills in outdoor adventure leadership, organizational skills for outdoor adventure leaders, LNT philosophy, group dynamics, adventure leadership and team building, reflective processes in experiential learning, ropes and course circuit training, jungle and plains expeditions, map reading, wilderness medicine, day and night navigation, PRACTICAL involvement in five to fourteen days outdoor pursuits TRIP.

**HRS 401: Financial Management in Recreation and Sports**

**HRS 403: Practicum**
Three months internship: attachment to recreation and sport organizations such as sport equipment manufacturing plants, sport facility construction firms, sport retail outlets, health, fitness and sport clubs, stadia, sport community organizations, sections with recreation and sport programs, physiotherapy centres, hospitals and other relevant organizations. Candidates will be attached on a full-time basis and shall perform duties allocated by host organization.

**HES 401: Research Project in Human Performance**
Students in fourth year will undertake a research project in a selected area in recreation management, or sports science. Research projects will involve the preparation, execution and analysis of the research problem. The project must be conducted during the semester and the results of the research presented in a seminar.

**HPE 400: Test and Measurements in physical Activity**

*(to harmonize synopsis with HPE dept.)*
Purpose of testing in physical activity. Criteria for selecting fitness tests. Administration of selected tests on components of fitness. Methods of recording and processing data.

**Elective Units**

**HRS 404: Recreation, Sport and Entertainment in Hospitality Industry**

**HRS 405: Ageing and Human Performance**
Epidemiology of ageing, ageing theories, effects of ageing on: immune function, respiratory system, mental function, cardiovascular function, joints and skeletal system, muscular system, diseases associated with ageing, diet, nutrition and antioxidants, ageing interventions, role of exercise and sport in the modulating ageing process.

**HRS 406: Professional Career Development in Recreation and Sport**

**HRS 407: Organization Theory and Behaviour in Recreation and Sport**
Organization structure, design, processes, types and theories in recreation and sport. Application of organisation theories to the administration of recreation, leisure and sport.

**HRS 408: Recreation and Sports Production Management**

**HRS 409: Public-Private partnership in Recreation and sport.**
Distinction and linkages between Public and Private sectors. Role of leisure, recreation and sport organizations in public and private sectors and vice-versa: personnel, facilities, policy formulation and implementation, equipment, sponsorships, training, employment, corporate services and community health. Involvement of volunteers, religious organisations, self-help groups in leisure, recreation and sport services. Effect of national politics, economics, socio-cultural and technological developments on leisure, recreation and sports services.

**HRS 410: Strategic Management in Recreation and Sport Organizations**

**ESS 405: Racket and Batting Games**
History and development of any three of the following racket games; badminton, squash, tennis, golf, and cricket. Equipment and facilities. Rules, regulations and etiquette. Fundamental skills and techniques for each game such as: - service, forehand, volleys, lob, smash, drop shot, hits, the catch and runs. Play formation such as Singles and doubles. Training Drill, strategies and tactics. Design and implementation of training programs. Practical officiating, marking and preparation of play areas. Field visits to local facilities and events.