

# Recreation Management

Program Number: 10-109-4

## Associate in Applied Science Degree

Hospitality Program Cluster

Center for Business and Applied Arts

Program offered at Madison Campuses

For information call: (608) 246-6003 or  
(800) 322-6282 Ext. 6003

### About the Program

The Recreation Management program develops competencies in technical, problem-solving, human relations and management skills that are needed for employment.

The **Activity/Fitness Emphasis** area develops an ability to plan, implement and evaluate recreation programs. Students may serve as center directors; pool directors; hotel, resort or cruise ship social directors; YMCA/YWCA program leaders; and health club staff. Job opportunities exist in recreation and sports centers, aquatic facilities, theme parks, resorts, community centers, senior centers, parks, campgrounds and other recreational venues. Graduates of this program typically earn \$22,000 to \$32,000 per year.

The **Facility Operations Emphasis** area develops an ability to plan, maintain, develop, operate and protect natural and man-made resource areas, facilities and equipment, and to develop activity programming. Students may serve as park rangers, building and grounds supervisors, park resource assistants, and park recreation specialists. Job opportunities also exist in campgrounds, sports centers, golf courses, ski areas and the Department of Natural Resources. Graduates of this program typically earn \$24,000 to \$40,000 per year.

Recreation Management program credits transfer to George Williams College, Aurora University for the Recreation Management degree.

### Program Courses

**10-109-103 Leisure and Lifestyle** **3 credits**  
Encourages a holistic and comprehensive understanding of the significance of leisure to the individual and society. Emphasizes concepts, theories, and the interrelationships between factors (social, economic, political, and environmental), which influence people's leisure attitudes and behavior.

**10-109-106 Recreation Programming** **3 credits**  
This course provides practical knowledge and experiences on the essential elements and design concepts of program planning. Emphasis is placed on student involvement in planning and directing programs for diverse populations in a variety of physical settings. Prerequisite: 10-109-162.

## Curriculum

The courses listed below outline the requirements for graduation for students entering this program in the 2011-2012 academic year. Requirements for graduation may vary depending on the semester in which a student is admitted to their program. Current/continuing students should consult their degree progress report available through their student center account for specific graduation requirements. Program requirements are subject to change.

FIRST YEAR		Hrs/week	
First Semester	Credits	Lec-Lab	
10-109-103	Leisure and Lifestyle* .....3		3-0
10-109-162	Introduction to Recreation .....3		3-0
10-104-102	Marketing Principles .....3		3-0
10-801-195	Written Communication** .....3		3-0
10-804-123	Math w/Business Applications* .....3		3-0
<b>Semester Total</b>		<b>15</b>	

Second Semester		Hrs/week	
10-103-133	Excel-Beginning .....1		0.75-2.25
10-109-106	Recreation Programming* .....3		3-0
10-109-171	Internship Development & Community Partners* .....3		2-0
10-109-195	Recreation Industry Budget & Financial Mgmt* .....3		3-0
10-801-196	Oral/Interpersonal Communication** .....3		3-0
	Elective/Emphasis Area Course (see below) .....3		
<b>Semester Total</b>		<b>16</b>	

Summer		Hrs/week	
10-109-175	Recreation Internship Practicum* .....3		0-8
<b>Total</b>		<b>3</b>	

### SECOND YEAR

First Semester		Hrs/week	
10-109-115	Recreation Administration and Management* .....3		3-0
10-109-135	Leadership Strategies in Recreation* .....3		3-0
10-109-155	Facility Operation and Maintenance* .....3		3-0
10-809-197	Contemporary American Society** .....3		3-0
10-809-199	Psychology of Human Relations** .....3		3-0
	Elective/Emphasis Area Course (see below) .....3		
<b>Semester Total</b>		<b>18</b>	

Second Semester		Hrs/week	
10-109-160	Inclusive Recreation* .....3		3-0
10-109-163	Trends and Topics in Recreation .....3		3-0
10-109-196	Principles of Outdoor Pursuits* .....3		3-0
10-109-190	Recreation Seminar .....1		1-0
10-809-166	Intro to Ethics: Theory & Application** .....3		3-0
10-809-195	Economics** .....3		3-0
<b>Semester Total</b>		<b>16</b>	

#### Activity/Fitness Emphasis

10-109-138	Health Club Operations & Mgmt (Fall only)
10-109-173	Group Exercise Leadership (Spring only)
10-109-176	Personal Trainer Development (Fall only)
10-807-160	Anatomy & Physiology for Exercise (offered both semesters)
20-807-255	Prevention and Care of Athletic Injuries (offered both semesters)

#### Facility Operations Emphasis

10-001-140	Introduction to Landscape Design (Fall only)
10-001-111	Introduction to Horticulture (Spring only)
10-001-134	Turf and Lawn Management (Fall only)

#### Notes:

\*Courses offered in semester shown only.

\*\* Course may be substituted by another Arts & Sciences Center approved class listed on your Advising Report, on the Recreation program website, or contact the program advisor for information.

## Program Courses (continued)

### 10-109-115 Recreation Administration and Management 3 credits

Prepares students for entry-level management positions in the leisure services profession. The course is project oriented and will focus on the areas of agency management, human resources, budgeting, risk management and legal issues in leisure services; agency and program evaluation, facility scheduling, and public relations. Students will develop an agency registration manual for presentation to the class. Prerequisite: completion of at least two semesters in the Recreation Services Program.

### 10-109-135 Leadership Strategies in Recreation 3 credits

This course focuses on the development of foundational leadership knowledge and skills within the recreation field. Students will learn and apply various leadership and communication styles, motivational theories, and group dynamics. Students will develop and practice skills for organizing and leading specific recreation activities, including cooperative games and group initiatives.

### 10-109-155 Facility Operation and Maintenance 3 credits

Principles for planning, assessing and evaluating resources, areas and facilities. Topics include scheduling, planning and design, assessing resources, routine and preventative maintenance, care of outdoor and natural areas, and impact on the environment.

### 10-109-160 Inclusive Recreation 3 credits

This course serves as an introduction to inclusion and an understanding of needs and program adaptations relative to recreational pursuits. Topics covered include history, philosophy, purpose, programming, as well as characteristics and needs of individuals with disabilities.

### 10-109-162 Introduction to Recreation 3 credits

Introduces new students to the recreation profession and its potential careers. Emphasis is placed on the development of the profession, the community service leisure service system and professional organizations.

### 10-109-163 Topics and Trends in Recreation 3 credits

This course content changes from semester to semester and is based on current and important recreation trends and topics. Students will explore cutting-edge theories and practices and have an opportunity to explore trends in which they have a particular interest. Course should be taken in the fourth or final semester of study in the program.

### 10-109-171 Intern Development & Community Partnerships 3 credits

Focus on preparing students for the internship experience through the identification of career goals and objectives in order to select an internship site. Topics include placement requirements and policies, resumes, interviewing, letters of application, and the role and issues of professional practice. Prerequisite: completion of one semester in the Recreation Program.

### 10-109-175 Recreation Internship Practicum 3 credits

Students must complete a 150-hours internship with an approved recreation business agency. The on-site practitioner and internship coordinator supervise the student's progress. This internship can be paid or unpaid. Prerequisite: completion of at least two semesters in the Recreation Services Program.

### 10-109-190 Recreation Seminar 1 credit

Designed to assist the graduating student with job placement. Self-evaluation and job-related skills, interests, attributes and achievements are discussed. The course reviews how to target job possibilities and includes practical interviewing. The concept of job networking is also stressed. Prerequisite: course should be taken in the final semester of the program.

### 10-109-195 Recreation Industry Budget and Financial Management 3 credits

Financial methods and techniques utilized in the recreation industry. Emphasis on sources and methods of financing, forecasting cost and income, budgeting, pricing, grant seeking, sponsorship, fundraising and fiscal management.

### 10-109-196 Principles of Outdoor Pursuits 3 credits

This course provides the fundamental knowledge, skills and experience necessary to lead people in outdoor recreational activities. The course includes topics on trip planning, safety procedures, equipment, leadership methods and expedition behavior for a variety of outdoor trip activities. Classroom as well as experiential involvement required.

### 10-807-160 Anatomy & Physiology for Exercise 3 credits

Features lectures and activities dealing with the anatomy and physiology of the human body. Covers body systems, including respiratory, cardiovascular, skeletal, nervous and muscular systems. Presents information on chemistry, cell structure and metabolism. Units in exercise physiology and contemporary fitness issues included.

### 10-109-138 Health Club Operations & Mgmt 3 credits

Covers a wide range of topics about the fitness industry. Topics include: industry statistics, history, facility classifications, marketing, membership sales, equipment purchasing, maintenance, hiring, staffing, trade organizations and more. Upon completion, the student will have a solid understanding of how the fitness industry functions.

### 10-109-173 Group Exercise Leadership 3 credits

ACE PREP COURSE – This course prepares individuals to teach group exercise and recreation for different age groups and take the American Council on Exercise National Exam. It is a comprehensive training program that covers topics such as exercise physiology, anatomy, body mechanics and safety, choreography development, teaching methodologies, and group dynamics. Recommend taking 10-807-160 or equivalent.

### 10-109-176 Personal Trainer Development 3 credits

ACE PREP COURSE – Students are taught the skills and information on developing exercise programs for healthy adults. This course also prepares individuals to take the American Council on Exercise National Personal Trainer exam. A broad range of topics is covered including anatomy, exercise physiology, health screening, fitness testing and more. An observational research paper on a trainer-client relationship is required. Recommend taking 10-807-160 or equivalent.

### 20-807-155 Prevention & Care of Athletic Injuries 2 credits

An introduction to the care and prevention of athletic injuries including emergency care, taping techniques, and treatment/rehabilitation of injuries. Also useful for students interested in the field of athletic training, teaching or coaching.

### 10-001-134 Turf and Lawn Management 3 credits

Examines how to effectively start and maintain professional appearing lawns/turf. Discusses which grasses to use, turf chemicals, equipment, and diagnosing problems. Labs include identification of weeds and several field trips to study various uses of turf.

### 10-001-140 Introduction to Landscape Design 3 credits

Teaches how to plan and draw a professional landscape design. Focuses on selecting correct plant material, proper placement, and uses of landscape construction elements. Lab provides practical design and drawing experience.

### 10-001-111 Introduction to Horticulture 3 credits

Introduces plant science and the four branches of horticulture with an emphasis on ornamental horticulture. Covers the structure and function of plants and how they are affected by light, water, temperature, soil, pests, climate and nutrient availability. Labs combine hands-on experience, videos and demonstrations.

## Activity/Fitness Career Potential:

- Activity Director
- Fitness/Health Club Specialist
- Personal Trainer
- Sports Coordinator
- Recreation Programmer
- Resort/Cruise Ship Activity Director
- Senior Center Activity Director
- Camp Director

With additional education and/or work experience, graduates may find employment as:

- Exercise Physiologist
- Campground Manager
- Recreation Director

## Facility Operations Career Potential:

- Arborist
- Campground Assistant Manager
- Golf Course Maintenance
- Golf Course Assistant Superintendent
- Park Ranger
- Sports Facility Operator
- Ski Facility Operator

With additional education and/or work experience, graduates may find employment as:

- Conservation Warden
- Golf Course Superintendent
- Park Manager

*More detailed and updated information on this program may be available at: [madisoncollege.org](http://madisoncollege.org). The college reserves the right to make changes in the regulations and courses announced in this publication notice.*

*Madison Area Technical College provides equal opportunity in education and employment.*