

HEALTH, EXERCISE SCIENCE AND SPORT MANAGEMENT

Sports & Activity Center (SAC) 2nd Floor • 262-595-2308 or 595-2245 • Keyword: *HESM*

Degrees Offered:

Bachelor of Science in Fitness Management.
Bachelor of Science in Sport Management.

Associate Professors:

Lyter, Ph.D. (Chair); Ebben, Ph.D; Klaver, Ed.D

Assistant Professors:

McCoy, J.D.; Miller, William, J.D.

Lecturer:

Wolter, M.S. (Wellness Center Coordinator)

Clinical Associate Professors:

Draft, M.S.; Kilps, ATC-L/M.S. (Coach)

Clinical Assistant Professors:

Benoit, M.S. (Coach); Knight-Kenesie, M.S. (Coach); Miller, Wendy, M.S. (Aquatic Director); Wilka, M.E.D. ATC (Director of Sports Medicine)

Clinical Lecturer:

Lenssen, B.S. ATC (Athletic Trainer)

Department Overview

The Health, Exercise Science and Sport Management (HESM) Department offers majors in sport management and fitness management as well as certificates in exercise science, sport management and coaching. Both majors feature a foundation in management, business, marketing, legal, and accounting principles along with additional specialized course work that prepares students for careers in their particular industry segment.

The department also significantly supports the applied health sciences major. Please see "Applied Health Sciences" for more information.

The certificates in exercise science, sport management and coaching are designed to supplement an existing major with career-specific course work to enhance employment opportunities.

In addition, the curriculum provides all students with the possibility of obtaining an education in lifetime wellness and a variety of lifetime activities stressing awareness, knowledge and skills to promote lifelong wellness and improved quality of life.

Career Possibilities

Majors can find employment within the sport or fitness fields with numerous types of organizations including amateur and professional sport organizations, educational institutions, health and fitness centers, private and municipal recreation programs or the sporting goods industry. Careers include administration, coaching, marketing, consulting, facility operations, journalism, personal training, directing fitness facilities, program development, public relations, sales and sports information.

Preparation for Graduate Studies

Undergraduate study in sport management provides excellent preparation for graduate study in sport administration, business and sport law. Undergraduate study in fitness management provides preparation for advanced study in such areas as biomechanics, exercise physiology, kinesiology, athletic training, occupational therapy and physical therapy.

Student Organizations/Clubs

Sport & Fitness Management Club.

Requirements for Admission to the Fitness Management and Sport Management Majors

To be accepted into the fitness management major or the sport management major, a student must have:

- A cumulative GPA of 2.0 or better, and
- A GPA of 2.5 or better in 12 or more completed credits from their respective major (these 12 credits must include HESM 210 Introduction to Sport and Fitness Management and cannot include fieldwork credits). These requirements can be satisfied by equivalent transfer work that is accepted by the department.

Requirements for the Fitness Management Major (66 credits)

In addition to satisfying the general university requirements, students seeking to graduate with a fitness management degree must satisfy the following:

Complete all required course work (66 credits) for the major; and achieve a minimum 2.5 GPA in the major.

ACCT 201	Financial Accounting	3 cr
BUS 100	Introduction to Business.....	3 cr
BIOS 105	Human Physiology and Anatomy I.....	4 cr
BIOS 106	Human Physiology and Anatomy II.....	4 cr
HESM 210	Introduction to Sport and Fitness Management.....	3 cr
HESM 270	Lifetime Wellness and Lab.....	3 cr
HESM 280	Sport and Fitness Nutrition.....	3 cr
HESM 300	Legal Issues in Sport and Fitness Management.....	3 cr
HESM 345	Prevention and Care of Athletic Injuries	3 cr
HESM 353	Biomechanics	4 cr
HESM 354	Physiology of Exercise.....	3 cr
HESM 358	Sport and Fitness Psychology	3 cr
HESM 410	Fitness Assessment and Prescription... ..	3 cr
HESM 415	Scientific Principles of Strength and Conditioning.....	3 cr
HESM 430	Fitness Program Management.....	3 cr
HESM 450	Sport and Fitness Marketing.....	3 cr
HESM 498	Fieldwork in Fitness Management....	12 cr*
MGT 349	Organizational Behavior.....	3 cr

*1) Fieldwork Only Option

Twelve (12) credits with at least 3 of these credits completed in the student's last semester of studies.

*2) Fieldwork/Course Option

Twelve (12) credits of 300- or 400-level pre-approved courses.

A minimum of 6 credits must be in HESM 498 Fieldwork in Fitness Management with at least 3 of these credits completed in the student's last semester of studies.

Requirements for the Sport Management Major (60 credits)

In addition to satisfying the general university requirements, students seeking to graduate with a sport management degree must satisfy the following:

Complete all required course work (60 credits) for the major; and achieve a minimum 2.5 GPA in the major.

ACCT 201	Financial Accounting	3 cr
ART 104	Introduction to Digital Art.....	3 cr
BUS 100	Introduction to Business.....	3 cr
COMM 105	Public Speaking	3 cr
ENGL 204	Writing for Business & Industry	3 cr
HESM 210	Introduction to Sport and Fitness Management.....	3 cr

HESM 282	Ethics and Issues in Sport Management	3 cr
HESM 300	Legal Issues in Sport and Fitness Management.....	3 cr
ECON 305	Economics of Sport.....	3 cr
HESM 330	Sport in Society.....	3 cr
MGT 349	Organizational Behavior.....	3 cr
HESM 380	Facility Development and Management.....	3 cr
HESM 400	Advanced Legal Issues in Sport Management	3 cr
HESM 420	Sport Business and Finance.....	3 cr
HESM 450	Sport and Fitness Marketing.....	3 cr
HESM 480	Senior Seminar in Sport Management	3 cr
HESM 495	Fieldwork in Sport Management.....	12 cr

1) Fieldwork Only Option

Twelve (12) credits with at least 3 of these credits completed in the student's last year of studies.

2) Fieldwork/Course Option

Twelve (12) credits of 300- or 400-level pre-approved courses.

A minimum of 9 credits must be in HESM 495 Fieldwork in Sport Management with at least 3 of these credits completed in the student's last year of studies.

Requirements for Exercise Science Certificate (21 credits)

Complete all required course work (21 credits) for the certificate; and achieve a minimum 2.5 GPA in certificate course work.

BIOS 105	Human Physiology and Anatomy I	4 cr
BIOS 106	Human Physiology and Anatomy II.....	4 cr
HPEA 270	Lifetime Wellness and Lab	3 cr
HPEA 280	Sport and Fitness Nutrition.....	3 cr
HPEA 353	Biomechanics	4 cr
HPEA 354	Physiology of Exercise.....	3 cr

Requirements for Sport Management Certificate (15 credits)

Complete all required course work (15 credits) for the certificate; and achieve a minimum 2.5 GPA in certificate coursework.

HPEA 210	Introduction to Sport and Fitness Management.....	3 cr
HPEA 282	Ethics and Issues in Sport Management	3 cr
HPEA 300	Legal Issues in Sport and Fitness Management.....	3 cr
HPEA 450	Sport and Fitness Marketing.....	3 cr
Elective	3 credits of approved 300- or 400-level course work.....	3 cr

Requirements for the Coaching Certificate (15 credits)

Complete all required course work (15 credits) for the certificate; and achieve a minimum 2.5 GPA in certificate course work.

Individuals who successfully complete the coaching certificate requirements will meet Wisconsin Intercollegiate Athletic Association (WIAA) requirements for coaching. Individuals will also meet Illinois High School Association (IHSA) course requirements for coaching but will also need to pass the Illinois By-Law Examination to be certified to coach in Illinois high schools.

The certificate consists of 15 credits to be completed as follows:

- HESM 201 Community First Aid and Cardio Pulmonary Resuscitation and Automated External Defibrillation 1 cr
- HESM 250 Sport Safety Training for Coaches 3 cr
- HESM 283 Orientation to Coaching..... 3 cr
- HESM 301 Sport Conditioning Practice Design 2 cr

Elective Any of the courses listed below, 3 cr:

- HESM 280 Sport and Fitness Nutrition 3 cr
- HESM 300 Legal Issues in Sport and Fitness Management 3 cr
- HESM 358 Sport and Fitness Psychology 3 cr
- HESM 380 Facility Development and Management 3 cr
- HESM 415 Principles of Strength and Conditioning 4 cr

And, one of each of the following:

- HESM Coaching Theory* 2 cr
Baseball (251), Basketball (252), Soccer (259), Softball (260), Track and Field (264), or Volleyball (266)
- HESM Activity Course 1 cr
Baseball (115), Basketball (117), Soccer I (180), Softball (182), Track and Field (192), or Volleyball (194)

* Each of the coaching theory courses has a corresponding activity course (1 credit each) as a prerequisite.

Students attempting to complete the coaching certificate can seek a waiver of the activity course prerequisite requirement if they can provide acceptable written proof that they currently compete or previously competed in that sport at the varsity level in either college or high school.

Courses in Health, Exercise Science and Sport Management (HESM)

105 Beginning Swimming 1 cr
Prereq: Non-swimmers only. Freq: Occasionally.
 This course is for the non-swimmers or those who cannot swim 10 yards. Three basic strokes, basic water skills and water safety skills are taught.

106 Intermediate Swimming 1 cr
Prereq: Able to swim 25 yards using a minimum three basic strokes, or pass HESM 105. Freq: Occasionally.
 This course is for the swimmers of average swimming ability. This course will refine current swimming skills, teach new strokes and skills and cover personal water safety skills.

107 Advanced Swimming 1 cr
Prereq: Strong swimming skills, able to swim 25 yards using four different strokes. Freq: Occasionally.
 Designed for the advanced swimmer. This course will improve upon six basic strokes, increase efficiency and endurance. Great class for those interested in HESM 112 Swim for Fitness.

108 Water Exercise and Conditioning 1 cr
Prereq: None. Freq: Occasionally.
 Designed to provide students a means of conditioning in a low-impact environment. Suitable for any student wanting to begin an exercise program, cross-train or maintain their current level of fitness. Swimming skills are not required.

110 Scuba Diving 1 cr
Prereq: None. Freq: Fall, Spring.
 The fundamentals of scuba diving including diving equipment and techniques. Successful completion of the course qualifies students for check-out dives and final scuba diver certification. This course is taught under the auspices of the Professional Association of Diving Instructors (PADI). Two-hour lab. Extra fees required.

112 Swim for Fitness 1 cr
Prereq: Consent of instructor or ability to swim a minimum of 100 yards using any stroke. Freq: Fall, Spring.
 Improve cardiovascular fitness through swimming. Additional swimming outside of class is required. Not appropriate for weak or non-swimmers. Two-hour lab.

113 Badminton 1 cr
Prereq: None. Freq: Occasionally.
 Introduction to basic skills, rules, proper court position and conditioning. Two-hour lab.

115 Baseball 1 cr
Prereq: None. Freq: Occasionally.
 Introduction to fundamental skills and the elements of position play. Two-hour lab.

117 Basketball 1 cr
Prereq: None. Freq: Spring.
 Practical experience in fundamentals and team play. Two-hour lab.

130 Relaxation 1 cr
Prereq: None. Freq: Occasionally.
 The purpose of this course is to provide the student with the necessary knowledge and the ability to recognize stressors and their effects on one's life, as well as the implementation of various relaxation techniques. Relaxation techniques including deep breathing, meditation, imagery and progressive relaxation are among those covered in the course.

131 Pilates and Fitness Yoga 1 cr
Prereq: None. Freq: Occasionally.
 Pilates is a type of movement system that uses a series of floor exercises to increase strength, flexibility, balance, stamina, and concentration while focusing on your center or core. Fitness Yoga is a program for a more powerful defined physique using traditional yoga asanas geared toward the athlete and fitness enthusiast.

132 Social Dance 1 cr
Prereq: None. Freq: Occasionally.
 Includes an array of social dances which best meet the modern dancing needs for current college students. Two-hour lab.

- 138 Jogging for Fun & Fitness 1 cr**
Prereq: None. Freq: Fall, Spring.
 To teach students proper running techniques, how to set up a personal fitness plan, how to assess one's cardiovascular fitness, and safety issues related to running. This course may be taken a maximum of four times for credit.
- 139 Disc Golf 1 cr**
Prereq: None. Freq: Fall.
 To provide the student with the knowledge and skills needed to play disc golf. Students will also learn rules necessary to play at a competitive level.
- 141 Golf I 1 cr**
Prereq: None. Freq: Spring.
 Fundamentals of golf: grip, stance, swing, rules and etiquette. Practice with all clubs with emphasis upon fundamental mechanics. Opportunity to develop skills on local golf courses. Two-hour lab.
- 142 Golf II 1 cr**
Prereq: HESM 141 or consent of instructor. Freq: Occasionally.
 Continuation of Golf I. Advanced shots, playing, and planning all types of tournaments.
- 143 Step Aerobics I 1 cr**
Prereq: None. Freq: Occasionally.
 Basic step aerobics fundamentals and medium impact levels of cardiovascular development.
- 144 Step Aerobics II 1 cr**
Prereq: HESM 143. Freq: Occasionally.
 Advanced techniques in step aerobics to develop high-level skills and fitness.
- 149 Aerobics I 1 cr**
Prereq: None. Freq: Occasionally.
 Provides a study of aerobic dance, exercise theory and techniques.
- 150 Aerobics II 1 cr**
Prereq: HESM 149 or consent of instructor. Freq: Occasionally.
 Advanced techniques of aerobics including step aerobics designed to improve fitness levels and provide greater understanding of the values of exercise theory.
- 157 Karate I 1 cr**
Prereq: None. Freq: Fall, Spring.
 Fundamentals of basic karate techniques. Emphasis placed on proper overall organization of hand and foot techniques, stances, posture, and physical principles of power.
- 158 Karate II 1 cr**
Prereq: HESM 157 or consent of instructor. Freq: Fall, Spring.
 Intermediate study in the art of self-defense. Introduction to defense against an actual assailant and concentrated study of prearranged formal exercises.
- 159 Karate III 1 cr**
Prereq: HESM 158 or consent of instructor. Freq: Fall, Spring.
 Advanced study in the art of self-defense. Instruction in defense against attacks with a weapon and multiple assailants. Combined physical psychological principles of power.
- 163 Yoga I 1 cr**
Prereq: None. Freq: Fall, Spring.
 A study of the various yoga disciplines. Emphasis on the total health of a person through the discipline.
- 164 Yoga II 1 cr**
Prereq: HESM 163 or consent of instructor. Freq: Fall, Spring.
 Lecture and instruction in fundamental yoga philosophy and in the physical exercises (asanas) as they involve both psychological and physiological processes. Students will gain a deeper understanding and appreciation of the principles of relaxation to enhance their well being.
- 167 Racquetball I 1 cr**
Prereq: None. Freq: Occasionally.
 Practice in fundamentals of stroke and hand techniques through various types of drills for all levels of ability; rule interpretation; and single and double play. Two-hour lab.
- 168 Racquetball II 1 cr**
Prereq: HESM 167 or consent of instructor. Freq: Occasionally.
 Teach advanced racquetball techniques for students with beginning racquetball experience. Advanced tactics, strategy, shot selections and court positions are taught. Two-hour lab.
- 169 Personal Defense 1 cr**
Prereq: None. Freq: Occasionally.
 This is a practical basic course consisting of a small "repertoire" of defense actions, easy to learn and easy to remember. These simple actions can be combined and applied to most situations.
- 171 Wellness Lab 1 cr**
Prereq: HESM 270 Freq: Fall, Spring, Summer.
 To learn and develop a personal fitness program using the Wellness Center and to measure and evaluate personal fitness parameters. Participants engage in a pre-assessment/orientation session during the first week of classes and complete a post-assessment session at the end of the semester. This course may be taken a maximum of four times for credit.
- 178 Cross Country Skiing 1 cr**
Prereq: None. Freq: Occasionally.
 Fundamentals of skiing, including equipment, conditioning, and waxing with both recreational ski jogging and competitive running a part of the program. Two-hour lab.
- 179 Aerobic Walking 1 cr**
Prereq: None. Freq: Fall, Spring.
 To learn and develop proper aerobic walking techniques and develop appropriate personal fitness benefits of walking. This course may be taken for a maximum of four times for credit.
- 180 Soccer I 1 cr**
Prereq: None. Freq: Alternate Springs.
 Practice in basic principles of soccer skills. Class is divided into groups for principles of team play and the use of these skills in game situations. Two-hour lab.
- 181 Soccer II 1 cr**
Prereq: HESM 180 or consent of instructor. Freq: Occasionally.
 Advanced study and practice in the tactics, strategy and fitness of the game of soccer, with emphasis on theory rather than techniques.
- 182 Softball 1 cr**
Prereq: None. Freq: Occasionally.
 Fundamentals of softball, position play stressed, offensive and defensive team play presented. Two-hour lab.
- 183 Cross Training I 1 cr**
Prereq: Consent of Instructor. Freq: Spring.
 This course, combining plyometrics, agility, and speed training, is designed for developing power and quickness for the athlete who participates in serious recreational leagues and amateur sports competition.
- 184 Cross Training II 1 cr**
Prereq: HESM 183 or consent of instructor. Freq: Spring.
 Mid-level developmental skill for the serious recreational and amateur sports competitor (in the areas of plyometrics, agility, and speed).
- 185 Cross Training III 1 cr**
Prereq: HESM 184 or consent of instructor. Freq: Spring.
 Advanced skill development in the areas of plyometrics, agility, and speed for the serious competitor in amateur athletics.

- 186 Cross Training IV..... 1 cr**
Prereq: HESM 185 or consent of instructor. Freq: Spring.
 High performance development in advanced skills of plyometrics, agility and speed for the serious competitor and amateur athlete.
- 188 Tennis I..... 1 cr**
Prereq: None. Freq: Occasionally.
 Fundamentals of stroke technique through drills designed for all levels of ability, rules interpretation and match play. Two-hour lab.
- 189 Tennis II..... 1 cr**
Prereq: HESM 188 or consent of instructor. Freq: Occasionally.
 Tennis II involves the intermediate strokes of competitive tennis. This course includes preparation for tournament play in both singles and doubles.
- 190 Special Topics..... 1 cr**
Prereq: None. Freq: Fall, Spring, Summer.
 Selected activity courses will be examined.
- 192 Track and Field..... 1 cr**
Prereq: None. Freq: Occasionally.
 Fundamentals of track and field events. Two-hour lab.
- 194 Volleyball..... 1 cr**
Prereq: None. Freq: Spring.
 Fundamentals of technique, elements of attack and defense, rules interpretation, game strategy, officiating and skill testing. Two-hour lab.
- 195 Physical Education Workshop.....1-3 cr**
Prereq: Consent of instructor. Freq: Occasionally.
 Activities, models, methods, and instructional resources in physical education. Emphasis on participant involvement through individual/group experience, problem solving and expression.
- 196 Weight Training..... 1 cr**
Prereq: None. Freq: Occasionally.
 Elementary weight training to introduce the student to a general program of the basic lifts, the muscle groups affected by these lifts, and procedures of safety factors and theory of weight training. Two-hour lab.
- 201 Community First Aid and Cardio Pulmonary Resuscitation..... 1 cr**
Prereq: None. Freq: Occasionally.
 To train responders to recognize and care for non life- threatening emergencies and life-threatening respiratory or cardiac emergencies in adults, children and infants. Certifications include Standard First Aid and Adult, Children and Infant Cardio-Pulmonary Resuscitation and Automated External Defibrillation (CPR/AED).
- 210 Introduction to Sport and Fitness Management..... 3 cr**
Prereq: None. Freq: Fall, Spring.
 This introductory course will provide an overview of the sport and fitness management industry. Emphasis will be placed on basic management principles and career opportunities.
- 211 Sport Safety Training and Automated External Defibrillation..... 1 cr**
Prereq: None. Freq: Fall, Spring.
 Provide coaches with the knowledge and skills necessary to help provide a safe environment for athletes while they are practicing and competing. To sustain life until EMS personnel arrive. Upon successful completion certificates for CPR/FA and AED will be issued.
- 232 Lifeguard Training..... 2 cr**
Prereq: Ability to swim 500 yards continuously using the front crawl with rhythmic breathing. Freq: Spring.
 To teach lifeguard skills and knowledge needed to prevent and respond to aquatic emergencies. Upon successful completion American Red Cross certifications will be issued.
- 233 Water Safety Instructor..... 2 cr**
Prereq: Swimmer level skills, current emergency water safety or current lifeguard training certification. Freq: Occasionally.
 Students completing this course will be eligible to teach progressive swimming courses and four other certifying courses. Meets American Red Cross standards. One-hour lecture, two-hour lab.
- 240 Ballet I..... 2 cr**
Prereq: None. Freq: Fall, Spring.
 Ballet I offers the student the opportunity to get in shape and achieve positive personal goals through the study of classical ballet technique, terminology and style.
- 241 Ballet II..... 2 cr**
Prereq: HESM 240 or previous ballet dancetraining. Freq: Occasionally
 A continuing study of ballet techniques, music and performance styles for dancers who have already experienced beginning ballet study.
- 242 Jazz Dance I..... 2 cr**
Prereq: None. Freq: Fall, Spring.
 Jazz Dance offers the opportunity to get in shape and achieve positive personal goals through the study of jazz dance, terminology and styles of dancing.
- 243 Jazz Dance II..... 2 cr**
Prereq: HESM 242 or consent of instructor. Freq: Occasionally.
 Further study of jazz dance technique, terminology, style, musicality, and quality of motion. Includes the origin of jazz dance and the continuing evolution of this indigenous American art form.
- 251-266 COACHING THEORY**
- 250 Sport Safety Training for Coaches..... 3 cr**
Prereq: None. Freq: Fall
 Provides coaches with a knowledge and skills to help provide a safe environment for athletes while they are practicing, competing and recovering from injury. During this course students/coaches will learn basic taping techniques, concussion evaluations and injury management.
- 251 Baseball..... 2 cr**
Prereq: HESM 115 or consent of instructor. Freq: Occasionally.
 A study of the techniques necessary to organize, administer, and teach baseball for interscholastic competition. Two-hour lecture.
- 252 Basketball..... 2 cr**
Prereq: HESM 117 or consent of instructor. Freq: Spring.
 A study of the techniques necessary to organize, administer, and teach basketball for interscholastic competition. Two-hour lecture.
- 259 Soccer..... 2 cr**
Prereq: HESM 180 or consent of instructor. Freq: Alternate Springs.
 A study of the techniques necessary to organize, administer, and teach soccer for interscholastic competition. Two-hour lecture.
- 260 Softball..... 2 cr**
Prereq: HESM 182 or consent of instructor. Freq: Occasionally
 A study of the techniques necessary to organize, administer, and teach softball for interscholastic competition. Two-hour lecture.
- 264 Track and Field..... 2 cr**
Prereq: HESM 192 or consent of instructor. Freq: Occasionally
 A study of the techniques necessary to organize, administer, and teach track and field for interscholastic competition. Two-hour lecture.
- 266 Volleyball..... 2 cr**
Prereq: HESM 194 or consent of instructor. Freq: Spring.
 A study of the techniques necessary to organize, administer, and teach volleyball for interscholastic competition. Two-hour lecture.

- 268 Officiating Team and Dual Sports..... 2 cr**
Prereq: None. Freq: Occasionally.
 Rule interpretations and techniques of officiating; practice in actual officiating required. Graduates are eligible for certification by the WIAA as an official and by the intramural board for university officiating.
- 270 Lifetime Wellness and Lab 3 cr**
Prereq: None. Freq: Fall, Spring, Summer.
 Provide the necessary knowledge and skills to develop a personal fitness/wellness program and to achieve greater lifelong health and wellness. Learn and develop a personal fitness program using individually selected lab techniques to measure and evaluate personal fitness parameters. Participants engage in a pre-assessment/ orientation session during the first week of classes and complete a post-assessment session at the end of the semester.
- 275 Practicum in Aerobics Instruction1-3 cr**
Prereq: Consent of department. Freq: Occasionally.
 Provide students with an opportunity to apply their knowledge of aerobic conditioning techniques in the classroom setting. Students will gain experience by serving as teaching aides in an area where they have had previous instruction.
- 276 Practicum in Sport Event Management1-3 cr**
Prereq: Consent of instructor. Freq: Occasionally.
 Provides an opportunity to experience NCAA or UW-Parkside intercollegiate sport game management including protocols for budgeting, marketing, ticketing, crowd control, sports information, and event conduct.
- 280 Sport and Fitness Nutrition 3 cr**
Prereq: None. Freq: Fall, Spring.
 The goal of this course is to develop an understanding of the interaction of good nutrition and exercise habits. Focus on nutritional strategies to maximize energy to get the most out of exercise. The needs and responses of special populations to diet and exercise will also be considered.
- 282 Ethics and Issues in Sport Management 3 cr**
Prereq: None. Freq: Fall, Spring.
 A study of ethical and behavioral issues as they relate to current issues and problems in sport management. Topics include college, youth and professional sport, academic standards, eligibility criteria, sportsmanship, gamesmanship, gambling, diversity, media, athletes as role models, and solving ethical dilemmas confronting professionals in sport management.
- 283 Orientation to Coaching..... 3 cr**
Prereq: None. Freq: Spring.
 Designed to introduce the student to the general techniques and responsibilities necessary for success in athletic coaching.
- 290 Special Topics in Health, Exercise Science and Sport Management.....1-3 cr**
Prereq: Varies with topic. Freq: Occasionally.
 Selected topics in health, exercise science and sport management will be examined.
- 292 Basketball Officiating Certification..... 2 cr**
Prereq: None. Freq: Occasionally.
 Prepare students who aspire to coach and/or officiate basketball games at the elementary, middle, and secondary levels in the greater UW-Parkside community.
- 300 Legal Issues in Sport and Fitness Management..... 3 cr**
Prereq: Junior/senior standing. Freq: Fall, Spring.
 A presentation of the basic legal system, terminology and principles as applied to sport and fitness management. Emphasis is placed on identifying and analyzing legal issues, the ramification of those issues, and the means of limiting liability of sport and fitness organizations. Topics covered include negligence, risk management, and contract law.
- 301 Sport Conditioning Practice Design 2 cr**
Prereq: None. Freq: Yearly.
 Designed to develop a general understanding of aerobic and anaerobic conditioning principles and techniques for developing agility, strength, and quickness. Includes practice design for peak performance. Emphasis on how to apply these principles and techniques in a practice setting.
- 305 The Economics of Sports..... 3 cr**
Prereq: ECON 101, 120, or 121; or consent of instructor. Freq: Spring.
 Examines economic issues in professional sports such as labor relations, player salaries, ticket prices, franchise values, competitive balance, stadium financing, and market structure. Cross-listed with ECON 305.
- 321 Women's Health Issues 3 cr**
Prereq: Junior/senior standing. Freq: Occasionally.
 This course will provide a comprehensive overview of critical, contemporary women's health topics and a framework for informed personal and social health decision-making. Topics include women's health, overview of definitions; health status and implications; nutrition and fitness; sexuality and reproductive health; violence in women's lives; health of women across the life span; chronic diseases; and substance use/abuse issues.
- 322 First Aid and Emergency Response..... 3 cr**
Prereq: None. Freq: Fall, Spring.
 Provide knowledge and skills necessary to help sustain life, reduce pain and minimize the consequences of injury or sudden illness until help arrives. American Red Cross certified in adult CPR and first aid.
- 330 Sport in Society..... 3 cr**
Prereq: Sophomore standing (minimum). Freq: Fall, Spring.
 A survey of the past and present roles sport has played within our society including its impact on our educational system, the media, the family, and economic structures. Areas including heritage, social status, personality and race will be addressed. Cross-listed with SOCA 330.
- 335 Race, Ethnicity and Baseball in American Society 3 cr**
Prereq: Sophomore standing or consent of instructor. Freq: Summer.
 Examine the economic, political and social impact of the American, Asian American, Latino American and Native American cultures on the professional baseball industry on American Society.
- 339 Sustainable Sport Management..... 3 cr**
Prereq: At least sophomore standing. Freq: Occasionally.
 A survey of sustainable business techniques employed by sports organizations in the areas of facility financing, facility development, marketing and event operations. Course will also examine how sports organizations employ marketing techniques focused on and including sustainable/green concepts.
- 340 Aging and Wellness 3 cr**
Prereq: HESM 270 or BIOS 109, or consent of instructor. Freq: Occasionally.
 This course addresses the health needs of an aging population covering the multifaceted dimensions of wellness during the aging process with focus on biological, psychological, social, and political factors. Emphasis will be placed on health promotion.
- 345 Prevention and Care of Athletic Injuries 3 cr**
Prereq: BIOS 105 and BIOS 106. Freq: Fall.
 A study of the latest techniques in the prevention of injuries related to fitness, recreation and athletics. Areas covered will focus on injury evaluation and care, including conditioning, taping, wound care, therapeutic modalities, and rehabilitation exercises.

- 352 Physical Education Techniques..... 2 cr**
Prereq: None. Freq: Occasionally.
 Designed to acquaint the student with various methods of conducting the instructional period in physical education and teaching aids; the underlying principles basic to sound teaching practices; and practical experience as teacher aids to instructional staff. One-hour lecture; two-hour lab.
- 353 Biomechanics 4 cr**
Prereq: BIOS 105, 106, MATH 111. Freq: Fall.
 Examines human movement from anatomical and mechanical perspectives. Topics include fundamental biomechanical concepts, terminology, principles, and their application as they relate to sport and exercise. Three hour lecture; two hour lab.
- 354 Physiology of Exercise..... 3 cr**
Prereq: BIOS 105, 106, MATH 111. Freq: Spring.
 A study of the physiological changes of the human body, during and after exercise, and their implications to human performance.
- 355 Physiology of Exercise Lab..... 1 cr**
Prereq: HESM 354 or concurrent enrollment. Freq: Occasionally.
 Provides students the opportunity to apply fundamental techniques of physiology of exercise.
- 358 Sport and Fitness Psychology 3 cr**
Prereq: Junior/senior standing. Freq: Fall.
 Presents a theoretical overview of principles of sports, exercise, and rehabilitation psychology. Theoretical foundations are augmented with practical intervention skills, which can be applied in a wide variety of occupational situations.
- 365 Personal, School, and Community Health..... 2 cr**
Prereq: None. Freq: Occasionally.
 Examines problem issues in health and hygiene. Discussion includes problems involving pollution, drugs, nutrition, disease, sanitation, and personal safety.
- 370 Event Management..... 3 cr**
Prereq: Junior/senior standing. Freq: Spring.
 A study of the knowledge and skills necessary for an effective event manager. Topics include planning, conducting, staffing, financing and evaluating events. Students will be involved in the development of medical emergency, evacuation, crowd control, registration and risk management plans. Students will study theoretical concepts and have opportunities for practical application.
- 380 Facility Development and Management 3 cr**
Prereq: Junior/senior standing. Freq: Fall, Spring.
 A study of the planning, development, and management of sport and fitness facilities including standard setting, financial planning, architectural design, functional concerns, budget, and personnel management.
- 390 Special Topics in Health, Exercise Science and Sport Management.....1-3 cr**
Prereq: Varies with topic. Freq: Occasionally.
 Selected topics in health, exercise science and sport management will be examined.
- 400 Advanced Legal Issues in Sport Management 3 cr**
Prereq: HESM 300. Freq: Spring.
 An in-depth study of the relationship between sport management and the law. Topics to be covered include labor law, antitrust law, collective bargaining, amateur athletics, facility issues, constitutional law and tort liability.
- 410 Fitness Assessment and Prescription..... 3 cr**
Prereq: HESM 353, 354, or consent of instructor. Freq: Spring.
 Provides the knowledge and skills to assess, analyze, and prescribe appropriate fitness and health behavior programs for a diverse population. Special focus will be on standards set forth by the American College of Sport Medicine.
- 415 Scientific Principles of Strength and Conditioning 4 cr**
Prereq: HESM 353 with a grade of C or better. Freq: Spring
 Examines theoretical and applied aspects of strength and conditioning including exercise physiology, biomechanics, nutrition, sport psychology and training adaptations. This course also covers exercise technique, flexibility development, testing, resistance training program design, periodization, plyometrics, aerobic and anaerobic conditioning, and facilities and risk management. Required laboratory session.
- 420 Sport Business and Finance..... 3 cr**
Prereq: Junior/senior standing. Freq: Fall.
 A study of theory and applications in the fundamental business practices as applied to sport management. Topics covered include revenue sources, budget development, ownership, taxation, financial analysis and economic impact studies.
- 430 Fitness Program Management..... 3 cr**
Prereq: HESM 353, 354, 410 or consent of instructor. Freq: Fall.
 Utilizes theoretical considerations and practical applications for planning, developing and managing health and fitness organizations. Includes the management of personnel, the facility, marketing, and programming.
- 445 Therapeutic Exercise for Athletic Injuries..... 3 cr**
Prereq: HESM 345 . Freq: Spring (odd years).
 Comprehensive approach to therapeutic exercises for treatment and rehabilitation of athletic injuries.
- 450 Sport and Fitness Marketing 3 cr**
Prereq: Junior/senior standing. Freq: Fall, Spring.
 A study of basic marketing concepts with application to sport and fitness organizations. Topics include promotions and public relations, sponsorship, endorsements, consumer demographics, consumer behavior and market research. Activities include the development of a promotion and a detailed marketing plan for a sport or fitness enterprise.
- 455 Sport Sales and Customer Service..... 3 cr**
Prereq: Junior/senior standing. Freq: Occasionally.
 A study of basic sales and customer service concepts with application to sports organizations. Topics include sales techniques, prospect identification and customer service principles. Included is the development of detailed sales and customer service materials for a sports enterprise.
- 480 Senior Seminar in Sport Management..... 3 cr**
Prereq: Accepted into Sport Management major with Senior standing. Freq: Fall, Spring.
 A capstone experience for sport management majors in their last year. Course features review and discussion of current industry materials and topics. Students must also complete an individual research project focused on a current sport management topic that includes an in-class presentation.
- 490 Special Topics in Health, Exercise Science and Sport Management.....1-3 cr**
Prereq: Varies with topic. Freq: Occasionally.
 Selected topics in health, exercise science and sport management will be examined.
- 491 Varsity Sports Field Experience 1 cr**
Prereq: Open to all students by tryout; consent of instructor. Freq: Fall, Spring.
 Advanced training in techniques through participation in the varsity athletic program for both men and women. A maximum of four credits may be applied to the graduation requirement.
- 494 Internship.....1-3 cr**
Prereq: Consent of instructor. Freq: Fall, Spring, Summer.
 Practical application of the methods and techniques in various sport and fitness fields. Under guidance of a supervising instructor. May be repeated for a maximum of 6 credits.

495 Fieldwork in Sport Management.....1-12 cr

Prereq: Accepted Sport Management major with a minimum major GPA of 2.5. A minimum of 3 credits are required to be completed in the student's last year of course work. Freq: Fall, Spring, Summer.
A supervised field-based sport management experience in the conditions, practices, and environmental settings where intended vocational roles are conducted. Requires placement approval by HESM academic adviser or faculty member.

496 Directed Studies1-3 cr

Prereq: Consent of instructor. Freq: Occasionally.
Directed independent work under the guidance of the supervising professor. May be repeated for credit.

498 Fieldwork in Fitness Management.....1-12 cr

Prereq: Accepted Fitness Management major with a minimum major GPA of 2.5. A minimum of 3 credits are required to be completed in the student's last semester of course work. Freq: Fall, Spring, Summer.
A supervised field-based fitness management experience in the conditions, practices, and environmental settings where intended vocational roles are conducted. Requires placement approval by HESM academic adviser or faculty member.

499 Independent Study1-3 cr

Prereq: Consent of instructor and department chair.
Freq: Fall, Spring, Summer.
Independent work in specific areas under HESM faculty supervision.