

SPM 6905 The Racquet Sports Industry

Location: Online
Academic Term: Fall 2022
Section: 17283

Instructor:

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Faculty and Director of USTA Professional Tennis Management

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Office Hours via appointment

Course Description

The Director of a Racquet Sports program is the expert in the room for all things facility and industry-based for racquet sports, however, most good players who become teaching professionals knew very little about the court they actually play on or, even, the history of the game. This course will cover the peripheral but important aspects of racquet sports business leadership that will help a student have competency in the history of tennis, facility construction, facility operations management, small retail shop management and technology advancements related to those areas.

A section of the class will also focus on emerging trends in complementary racquet sports, including the 4 P's: Pickleball, platform tennis, padel and POP tennis. SPEC Tennis and Touch Tennis will also be covered.

This course is a pre-requisite to UF SPM 5936 The Racquets Directorship.

Course Website <https://elearning.ufl.edu>

Course Communication

For any course-related questions, email kimbastable@ufl.edu and include your course number and name in the email.

Course Objectives

Upon completion of this class, students should be able to:

- Identify varied and broad roles of a racquet sports director, regarding facility construction and maintenance, and running a small retail business
- Create safety procedures to avoid risk to staff and club or facility members, including considerations around COVID transmission prevention.
- Distinguish between tennis and other similar racquet sports now trending at clubs and facility and be able to articulate their pros, cons and differences.
- Summarize a basic history of tennis.
- Analyze industry hiring practices and construct a personal brand marketing plan, identifying the types of positions within the industry that are the best cultural and skillset fit and a personal plan to reach career goals.

Required Textbooks and Software

No books are required to be purchased. All materials will be provided.

Course Schedule

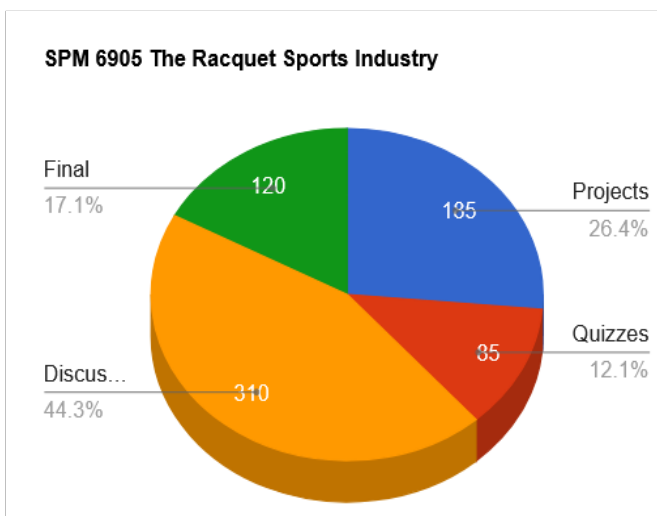
Week #	Topic	Assignment	Due Date	Point Value
semester long	Yellow Dig Discussion Tool	Submissions of your desire on YellowDig, a social media-type, class-focused platform, on topics discussed within the course	ongoing	300
Week 1	Intro to course	Canvas Discussion Board - Personal Introduction	8/31/2022	10
		Syllabus Quiz	8/31/22	10
		PROJECT: LinkedIn Learning assignment	8/31/22	25
Week 2 & 3	MODULE 1 - Intro to Director of Racquet Sports	PROJECT: Career Aspirations assignment – assigned week 2, due 9/25/22	9/25/22	40
		Module Mastery Quiz – Module 1	9/11/22	10
Week 4	MODULE 2 -Tennis History and Knowledge	Yellow Dig discussion participation begins	Ongoing for 9 weeks	
		Module Mastery Quiz – Module 2	9/18/22	10
Week 5	MODULE 3 -Complementary Racquet Sports: Pickleball			
Week 6	Complementary Racquet Sports: SPEC/POP/Touch tennis			
Week 7	Complementary Racquet Sports: Platform and padel	PROJECT: Make a Case for A Complimentary Racquet Sport Assignment	10/9/22	40
		Module Mastery Quiz – Module 3	10/9/22	20
Week 8 –	MODULE 4 - Lessons 1 & 2: Operations/Facilities: Tennis courts – hard/clay	Mid semester survey	10/16/22	5
Week 9	Lessons 3: Operations/Facilities: Safety & Risk Management			
Week 10	Lesson 4: Operations/Facilities: Profitable Retail			

Week 11	Lesson 5: Operations/Facilities: General club care and SOPs	Module Mastery Quiz - Module 4	11/6/22	20
Week 12	MODULE 5 - Technology	PROFECT - Create a technology solution	11/13/22	40
		Module Mastery Quiz - Module 5	11/13/22	10
Week 13	MODULE 6 -Maximizing your personal brand - creating your story			
Week 14	Maximizing your personal brand - Selling oneself			
Week 15	Maximizing your personal brand: Putting it all together	PROJECT: Personal Marketing Assignment	12/4/22	40
Week 16	MODULE 7 - Final Exam	Final exam - must be completed by	12/15/22 6 pm ET	120
		TOTAL POINTS AVAILABLE FOR CLASS		700

Attendance Policy, Class Expectations, and Make-Up Policy

State whether attendance is required and if so, how will it be monitored? What are the penalties for absence, tardiness, cell phone policy, laptop policy, etc. What are the arrangements for missed homework, missed quizzes, and missed exams? This statement is required: Excused absences must be consistent with university policies in the [Graduate Catalog](#) and require appropriate documentation. Additional information can be found in [Attendance Policies](#).

Evaluation of Grades



Projects	185
Discussions	310
Quizzes	85
Final	120
	700

Course Requirements

The assignments will be used to assess the student's academic standing in this course. Failure to make prior arrangements may result in rejection of work submitted late as rescheduling/accepting assignments is at the discretion of the instructor. **If late assignments are graded, they will be graded down 10% each day with assignments submitted more than 2 days late not accepted for credit at all, unless arrangements have been made with the instructor prior to the due date for that assignment.**

The final exam will NOT be accepted past the deadline unless prior arrangements have been made more than 24 hours before the due date.

Requirements for class attendance and make-up exams, assignments, and other work are consistent with university policies: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>.

27 % - Projects

5 assignments = 85 points

To confirm understanding of the material and evaluate comprehension of course content, students will convey their knowledge through applying it to real-world situational challenges and provide a presentation of their knowledge of self toward career aspirations.

44 % - Yellow Dig Discussion submission & participation and Canvas introduction submission

1 semester-long discussion board on YellowDig = 300 points; 1 introduction submission on Canvas = 10 pts

Throughout the semester, students will be required to be active in submitting content and comments about relevant topics on YellowDig, a social media-type, class-focused platform. This is to provide the student with connection to industry professionals and peers in the course.

12 % - Quizzes

Module quizzes = 85 points

Module quizzes will assess major concepts taught in the course to gauge content comprehension and application.

17% - Final Exam

1 Final exam = 120 points

Students will be assessed on content and concepts in the course through a 60-question multiple choice exam.

Grading Scale – grades below 73 are not passing.

A	= 100-93	C(S)	= 76.99-73
A-	= 92.99-90		
B+	= 89.99-87		
B	= 86.99-83		
B-	= 82.99-80		
C+	= 79.99-77		

More information on UF grading policy may be found at:

[UF Graduate Catalog](#)
[Grades and Grading Policies](#)

Students Requiring Accommodations

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the [Disability Resource Center](#). It is important for students to share their accommodation letter with their instructor and discuss their access needs, as early as possible in the semester.

Course Evaluation

Students are expected to provide feedback on the quality of instruction in this course by completing [online evaluations](#). Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students on the [Gator Evals page](#).

University Honesty Policy

UF students are bound by The Honor Pledge which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." [The Honor Code](#) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TAs in this class.

Software Use

All faculty, staff, and students of the University are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against University policies and rules, disciplinary action will be taken as appropriate. We, the members of the University of Florida community, pledge to uphold ourselves and our peers to the highest standards of honesty and integrity.

Student Privacy

There are federal laws protecting your privacy with regards to grades earned in courses and on individual assignments. For more information, please see the [Notification to Students of FERPA Rights](#).

Campus Resources:

Health and Wellness

U Matter, We Care:

If you or a friend is in distress, please contact umatter@ufl.edu or 352 392-1575 so that a team member can reach out to the student.

Counseling and Wellness Center: counseling.ufl.edu/cwc, and 392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies.

Sexual Assault Recovery Services (SARS)

Student Health Care Center, 392-1161.

University Police Department at 392-1111 (or 9-1-1 for emergencies), or police.ufl.edu.

Academic Resources

E-learning technical support, 352-392-4357 (select option 2) or e-mail to Learning-support@ufl.edu.

Career Resource Center, Reitz Union, 392-1601. Career assistance and counseling.

[Library Support](#), Various ways to receive assistance with respect to using the libraries or finding resources.

[Teaching Center](#), Broward Hall, 392-2010 or 392-6420. General study skills and tutoring.

[Writing Studio](#), 302 Tigert Hall, 846-1138. Help brainstorming, formatting, and writing papers.

[Student Complaints Campus](#)

[On-Line Students Complaints](#)