

RECREATION AND LEISURE SERVICES

Program Outline

Major:	RELS
Length:	2 Years
Delivery:	4 Semesters, plus 1 work term
Credential:	Ontario College Diploma, Co-op
Effective:	2013-2014
Location:	Barrie
Start:	Fall (Barrie)

Description

The recreation and leisure services program is designed to provide students with the necessary skills and knowledge to succeed in a profession that is continually evolving in order to respond to the social, cultural, economic and environmental priorities in our communities. Students will have the opportunity to apply theoretical and practical leadership, while acquiring the competencies to plan, promote, market, administrate and implement special events and programs in a variety of recreation fields. Business fundamentals are also addressed as a valuable component of the curriculum.

Career Opportunities

Career opportunities include: programmer, administrator in recreation and sport organizations, leader, director, facilitator at not for profit and community agencies, attendant, supervisor, manager at sport and recreation facilities, activity director- municipal parks and recreation departments, athletics, intramural sports-education institutions, fitness and healthy lifestyle centres, recreation supervisor- youth organizations, resorts-sport and recreation manager, operations- outdoor recreation, special event planning services or guides-adventure recreation.

Program Learning Outcomes

The graduate has reliably demonstrated the ability to:

- create, plan, implement and evaluate recreation and leisure programs and special events which respond to identified needs and maximize the delivery of the benefits of recreation;
- apply the principles of marketing to the promotion of the benefits of recreation and leisure programs, special events, services and facilities;
- generate revenue for recreation and leisure programs, special events, services and facilities by applying sound business principles;
- contribute to strategies for effectively managing the performance and development of staff and volunteers in recreation and leisure settings;
- practice effective administration skills for recreation and leisure settings;
- contribute to the safe and effective management of recreation venues;
- design and implement appropriate research and planning strategies;
- educate others regarding the value and benefits of recreation, leisure and lifestyle enhancement;
- evaluate community development strategies for advocating and facilitating the personal, social, economic and environmental benefits of recreation;
- apply principles of lifespan growth and development to individuals and groups in recreation and leisure settings;
- design and deliver inclusive recreation and leisure programs, special events, services and facilities;
- develop plans for ongoing personal and professional growth and development.

Practical Experience:

Co-operative Education is a mandatory component of all Co-op programs at Georgian College; it has been designed as a process by which students integrate their academic education with work experience related to their program of study. This integration affects much more than simply earning a salary, including the adjustment to the work environment and the development of professionalism. It also reinforces skills and theory learned during academic semesters, develops professional contacts, job knowledge and career path, improves human relations and communication skills and promotes personal maturity and financial independence.

Students are requested to register, attend and participate in their scheduled co-operative education classes. These classes are scheduled for all first year students and are expected to be completed in order to proceed successfully to their first co-op work experience. To ensure students are eligible to proceed onto any co-op work experience students should refer to Promotional Status and Eligibility for Co-op as outlined in the College Calendar. Co-op policies and procedures can be located on our website:
www.georgianc.on.ca/careers/for-students/

Georgian College follows the Co-operative Education guidelines set out by the Canadian Association for Co-operative Education (CAFCE) and Education at Work Ontario (EWO) by supporting the learning outcomes designed for the program specific graduate profile and curriculum as set out by the Ministry of Training, Colleges and Universities.

The Program Progression:

Fall Intake - Barrie

Sem 1	Sem 2	Work Term	Sem 3	Sem 4

Fall 2013	Winter 2014	Summer 2014	Fall 2014	Winter 2015

Admission Requirements:

You must meet ONE of the following requirements to be eligible for admission to these programs:

Secondary school applicants:

- OSS curriculum: OSSD or equivalent, with Grade 12 English (C) or (U) (ENG4C, ENG4U)

Non-Secondary school applicants (19 years or older):

- Any credit Communication course taken at Georgian College
- College preparatory programs including those taken at Georgian College: Hospitality Skills and General Arts and Science*
- Equivalent courses in English taken through secondary school or Independent Learning Centres (at the general, advanced, college or university level)
- Academic and Career Entrance Certificate (ACE) program with communications
- Mature student testing in English that meets the minimum standards for admission (available through most testing services)*
- Ontario High School Equivalency Certificate (GED)
- English, Literature or Communication credit courses from accredited colleges/universities

Home school applicants:

- Applicants can write the mature student testing in English that meets the minimum standards for admission (available through testing services)*

* available from Georgian College. For a complete listing please contact the Office of the Registrar.

Non-secondary school applicants who are 19 years of age or over by the first day of classes, and who lack the academic entrance qualifications, may be considered for entrance to an appropriate post-secondary diploma or certificate program as mature applicants. Mature applicants must meet all program specific prerequisites including all selection criteria; equivalencies are stated above. Applicants who are unsure whether

they meet admission requirements should contact the Office of the Registrar. In addition, those applying as mature students and having no documentation of Grade 12 education must supply, if required, proof of age, such as a copy of an official birth certificate or driver's licence. Refer to Section 2.5 and 2.6 of the Academic Calendar for further details.

Credit transfer and course exemptions:

Applicants who have taken courses from a recognized and accredited post-secondary institution and/or have relevant life/learning experience may be eligible for credit transfer/course exemptions. Courses/experience must match at least 80% of the learning outcomes of a Georgian College course with a minimum grade of 60% or C achieved in previous coursework; some program exceptions apply (see program outline). For further information please visit the Credit Transfer Centre website: georgiancollege.ca/admissions/credit-transfer/

Graduation Requirements:

- 18 Mandatory Courses
- 2 Communications Courses
- 1 Optional Course
- 3 General Education Courses
- 1 Co-op Work Term

Graduation Eligibility:

To graduate from this program, the passing weighted average for promotion through each semester, from year to year and to graduate is 60%. Additionally, a student must attain a minimum of 50% or a letter grade of P (Pass) or S (Satisfactory) in each course in each semester.

Mandatory Courses

- ACCT1013 Accounting Fundamentals
- COMP1058 Technology in Recreation and Fitness
- FITN1002 Fitness and Wellness
- MKTG1000 Introduction to Marketing
- PSYL1003 Sport Psychology
- REAS2003 Research in Recreation and Sport
- RECR1000 Introduction to Recreation
- RECR1001 Program Planning
- RECR1002 Event Planning
- RECR1003 Leadership in Recreation

RECR2000 Professional Issues
RECR2001 Outdoor Recreation and Environmental Sustainability
RECR2002 Diverse Populations
RECR2003 Administration Practices
RECR2004 Trends and Opportunities in Recreation
RECR2005 Facility Operations
RECR2006 Community Development
RECR2007 Group Dynamics

Communications Courses

To be selected at time of registration from the College list, as determined by testing.

Optional Course

BUSI2007 Entrepreneurship and Small Business
TOUR2014 Sports Tourism

General Education Courses

To be selected from College list

Co-op Work Term

COOP1031 Recreation and Leisure Work Term 1

Course Descriptions:

ACCT1013 Accounting Fundamentals 42.0 Hours

This introductory course is based on the need for non-financial personnel to understand basic accounting techniques, financial statements used in a business and accounting for service operations necessary to operate a successful business.

BUSI2007 Entrepreneurship and Small Business 42.0 Hours

This course will deal with creative and administrative elements and management concepts that impact a hospitality and tourism entrepreneur who wishes to establish a practical and viable small business. The required skills and aptitudes for small business management will be explored. The business background in which small business operates in Ontario and Canada will be studied to provide a solid basis for decisions regarding the undertaking of small business opportunities.

COMP1058 Technology in Recreation and Fitness 42.0 Hours

This course is designed to expose students to hardware and software which is relevant to recreation, fitness, health promotion, and leisure services. The course focuses on

those technologies used for administrative, management, financial, and planning aspects of business.

COOP1031 Recreation and Leisure Work Term 1 700.0 Hours

Students are required to complete 20 weeks of paid work experience related to their program of study. Students work in a wide range of front line positions in recreation facilities or departments, leisure & sport organizations, community agencies, resorts, parks, camps and clubs. The co-op experience enhances their academic learning and develops practical skills and experience. Students are encouraged to attend and participate in scheduled co-operative education classes CPHR0001 which support the co-op process. Students are required to submit an employer evaluation and co-op work experience report for co-op credit.

FITN1002 Fitness and Wellness 42.0 Hours

This course will provide students with the knowledge, skills and abilities necessary to integrate healthy living strategies in a variety of recreational settings. Students will conduct a nutrition, fitness and wellness inventory and analysis. A diversity of recreation and fitness initiatives will be explored through self-driven and planned activities. There will be gym sessions connected with this course.

MKTG1000 Introduction to Marketing 42.0 Hours

This is an overview course with primary focus on marketing products and services to the ultimate consumer. Emphasis is placed on the basic marketing premise that customer needs must be satisfied in order to achieve company objectives. The student gains insight into the complex and interdependent variables involved in developing successful marketing strategies. The strategic marketing planning process is introduced, along with the specific concepts and principles involved in the four key components of the marketing plan - Product, Price, Distribution, and Promotion Strategies.

PSYL1003 Sport Psychology 42.0 Hours

This course provides students with an introduction to human development, motivation, emotion, and social behaviour from mainstream psychology. Students will examine various specialty areas within sport psychology, including theories and research related to mental training for performance enhancement using motivation, leadership, group processes, imagery and attention control strategies. Psychological issues such as drug abuse, injury, and burnout will also be explored.

REAS2003 Research in Recreation and Sport 42.0 Hours

Students will develop and strengthen research skills by conducting relevant research assignments including a major needs assessment project. Areas of study include: development of appropriate survey tools, evaluation and interpretation of research data and preparation of professional research and planning reports in a recreation context.

RECR1000 Introduction to Recreation 42.0 Hours

This course will provide students with an introduction to various components which make up the recreation and leisure industries. Course themes include: the relationship between recreation and personal well being, history and philosophy of recreation, an overview of recreation organizations, cultural diversity from a global perspective, the importance of recreation and leisure in our society and career opportunities and resources.

RECR1001 Program Planning 42.0 Hours

Students will plan, develop, implement and evaluate recreation and leisure programs. Theoretical and active learning strategies will address the purpose, principles and components of programming. Students will lead activities for a wide variety of populations.

RECR1002 Event Planning 42.0 Hours

This course introduces students to the principles, concepts and steps involved in planning and executing successful events. Emphasis is placed on the significance of research. Topics include organizational structure, community participation and volunteerism, logistics, media relations, finances, sponsorship, promotion, evaluation and risk management.

RECR1003 Leadership in Recreation 42.0 Hours

The emphasis of this course is to help students develop and practice leadership skills. After an introduction to leadership fundamentals, students will have the opportunity to demonstrate their leadership learning in a variety of activities.

RECR2000 Professional Issues 42.0 Hours

The focus of this course is on acceptable ethics and codes of conduct expected of a recreational professional, and the many legal aspects that impact recreation practice and sport in our communities. A central theme within this course is the management of risk inherent in most physical activities. Students will be involved in debates, case studies and simulations that they could encounter in different recreational settings.

RECR2001 Outdoor Recreation and Environmental Sustainability 42.0 Hours

This course is designed to present active classroom and outdoor experiences which will provide students with a multifaceted understanding of natural environments, including parks and protected areas. As well, students will explore the use of outdoor recreation as a means for achieving personal and group goals such as: team building, leadership, motivation, and problem solving. The course will also explore environmental impacts of recreation in the outdoors and more sustainable alternatives.

RECR2002 Diverse Populations 42.0 Hours

This course focuses on the pivotal role recreation and fitness can play in the successful integration of diverse groups and individuals in our communities and provides specific concepts and models of service delivery for these groups. Students will develop

awareness and confidence to successfully lead inclusive programs and services. The role of advocacy and public education completes the course.

RECR2003 Administration Practices 42.0 Hours

Students will acquire essential administration skills for recreation, leisure, fitness and health promotion settings specifically dealing with budgeting, staffing, membership services and program delivery strategies. Special attention will be paid to conflict resolution, group facilitation, and applying the principles and practices of volunteerism. Students will utilize current software programs used by administrators in their daily routines.

RECR2004 Trends and Opportunities in Recreation 42.0 Hours

This capstone course covers a range of important and current topics in recreation. Students will research a topic of personal interest that either builds on or branches out from prior learning in this program. The second part of the course will be a seminar series facilitated by student teams and will integrate skills and knowledge developed within the program.

RECR2005 Facility Operations 42.0 Hours

This course provides students with the knowledge and skills that will enable them to contribute to the safe and effective management of recreation facilities with a focus on the fiscal and social benefits of these facilities to communities. Topics include facility development, design, operations, maintenance, scheduling and supervision.

RECR2006 Community Development 42.0 Hours

Working within communities, large and small, is an essential aspect of becoming a successful recreation professional. This course introduces students to the concept, history and models of community development. Other topics addressed in this course include: an introduction to the various levels of government, trends and issues, strategic planning, facilitation and fundraising.

RECR2007 Group Dynamics 42.0 Hours

This course will build on leadership in recreation through a variety of applied experiences leading groups and teams. Students will identify facilitative and teambuilding skills and develop the abilities needed to effectively address dysfunctional team behavior. By analyzing the maturity/diversity of the groups they will then apply a variety of leadership styles to maximize group performance.

TOUR2014 Sports Tourism 42.0 Hours

In industrialized countries, sports tourism contributes between 1 and 2 percent of the GNP "Simon Hudson". Sport Tourism refers to vacations that include playing or watching competitive or non-competitive sports or participating in recreation or leisure activities. Topics covered in this course include: sport industries, politics in sport, sport marketing, and sport facility operation. Sports have become a major demand generator for many

countries around the world and consequently the growth and status of this phenomenon is a major aspect of this course. The process of creating proposals and bids for sport events will also be discussed.

Course Description Legend

P = Prerequisite; C = Concurrent prerequisite; CO= Corequisite

Information contained in College documents respecting programs is correct at the time of publication. Academic content of programs and courses is revised on an ongoing basis to ensure relevance to changing educational objectives and employment market needs. The college reserves the right to add or delete programs, options, courses, timetables or campus locations subject to sufficient enrolment, and the availability of courses.