

MISSION TRAILS REGIONAL OCCUPATIONAL PROGRAM

SPORTS RELATED OCCUPATIONS

Revised May 6, 2008

CBEDS Title: Hospitality, Tourism and Recreation

CBEDS Number: 4441

Career Path: **Hospitality, Tourism, and Recreation Pathway**

Course Description: This is a hands on class to acquire skills in various sports related occupations. Areas of focus are sports officiating, sports management and physical education. In addition to the classroom curriculum, students may also participate in worksite experiences.

| Job Titles: | <u>Job Title</u> | <u>DOT codes</u> |
|--------------------|--|------------------|
| | Manager, Athlete | 153.117-014 |
| | Athletic Trainer | 153.224-010 |
| | Coach | 153.227-018 |
| | Assistant Coach | 153.227-018 |
| | Exercise or (sport specific instructor | 153.227-014 |
| | Personal Trainer | none available |
| | Athletic Trainer Aide | 153.224-010 |
| | Umpire | 153.267-018 |
| | Recreation Leader | 195.227-010 |
| | Administrative Clerk (sports related) | 216.382-062 |
| | Sales Representative, sporting goods | 227.352-026 |

Prerequisites: none

COURSE OUTLINE

Upon successful completion of this course, students will be able to demonstrate the following skills necessary for employment or further education and training:

| | <u>Hours</u> Classroom | <u>Hours</u> Intern |
|---|---------------------------|------------------------|
| Performance Standards | | |
| I. Career Preparation Standards (Note: additional hours for Career Preparation Standards are integrated into instruction in content area standards). | 20 | |
| A. Understand how personal skill development--including positive attitude, honesty, self-confidence, time management, and other positive traits--affect employability. | | |
| 1. Demonstrate an understanding of classroom policies and procedures. | | |
| 2. Define business ethics and explain the importance of ethical standards in the business environment. | | |
| 3. Discuss the laws that apply to sexual harassment and discuss tactics for handling harassment situations. | | |
| 4. Discuss importance of personal skills in a business environment i.e. positive attitude, self-confidence, honesty, perseverance, self-discipline. | | |
| 5. Define personal hygiene and identify acceptable business attire for the industry. | | |
| 6. Prioritize tasks and meet deadlines. | | |
| B. Understand principles of effective interpersonal skills, conflict resolution and negotiation. | | |
| 1. Discuss and demonstrate the dynamics of conflict resolution and negotiation and their importance within the business environment. | | |
| 2. Work cooperatively, share responsibilities, accept supervision and assume leadership roles. | | |
| 3. Demonstrate cooperative working relationships and prepare etiquette across gender and cultural groups. | | |
| C. Understand the importance of good academic skills, critical thinking and problem-solving skills in the workplace. | | |
| 1. Recognize the importance of good reading, writing, math, and keyboarding skills in the business environment and implement a plan for self-improvement as needed. | | |
| 2. Apply estimation, measurement and calculation skills to business applications, including whole number math, decimals and fractions, counting and monetary function and use of tables as appropriate to industry. | | |

3. Read, write and give directions.
 4. Exhibit critical and creative thinking skills and logical reasoning skills.
 5. Recognize problem situations; identify, locate and organize needed information or data; and propose, evaluate and select from alternative solutions.
- D. Understand principles of effective communication.
1. Read and implement written instructions, technical manuals, written communication and reference books.
 2. Present a positive image through verbal and nonverbal communication through use of appropriate methods.
 3. Demonstrate proper etiquette in business communications, including an awareness of requisites for international communications (i.e. customs, time zones)
 4. Demonstrate writing/editing skills i.e. write, proofread, and edit business correspondence, use correct grammar, punctuation, capitalization, vocabulary and spelling and select appropriate forms of technology for communication.
- E. Understand occupational safety issues, including avoidance of physical hazards
1. Discuss and implement good safety practices, including avoidance and reporting of physical hazards in the work environment, safe operation of equipment and proper handling of hazardous material.
 2. Apply sound ergonomic principles in organizing one's workspace.
- F. Understand career paths and strategies for obtaining employment
1. Explore career opportunities and projected trends, investigate required education, training and experience, and develop an individual education plan.
 2. Identify steps for setting goals and writing personal goals and objectives.
 3. Examine aptitudes related to career options; relate personal characteristics and interests to educational and occupational opportunities.
 4. Develop job acquisition documents, including job application, resume, appropriate cover and follow-up correspondence and portfolio.
 5. Identify and demonstrate effective interviewing techniques.

- G. Understand and adapt to changing technology.
 1. Identify and demonstrate use of computer hardware and peripherals.
 2. Identify and explain use of computer software.
 3. Identify and use operating systems.
 4. Input and retrieve information.
 5. Understand the importance of lifelong learning in adapting to changing technology.

- III. American Sport Education Program, coaching certifications 28
 - A. Understand the five major areas of the principles of coaching including: Sport, Philosophy, Sport Psychology, Sport Pedagogy, Sport Physiology and Sport Management.
 1. Understand the need for coaches to develop a coaching philosophy and coaching style.
 2. Demonstrate a basic knowledge in three important areas of sport psychology including: communication skills for coaches, reinforcement principles and motivation of athletes.
 3. Demonstrate the skills necessary for developing a season plan, practice plan, techniques for teaching sport skills and learning process.
 4. Demonstrate knowledge of the ten principles of training, the ability to design and evaluate their own training programs, ways to detect and prevent substance abuse and myths about athletic nutrition.
 5. Demonstrate knowledge of team management responsibilities, the nine legal duties of a coach and ways to improve a coach's personal stress, time and health.

- IV. CPR, Basic First Aid 12
 - A. Complete and demonstrate the minimum requirements necessary to perform cardiopulmonary resuscitation for adults, children and infants.
 1. Understand and execute the immediate and temporary care involved in basic first aid.

- VIII. Sports Management; Sport Business Plans 20
 - A. Design a sport business plan.
 1. Research and develop business plan to include theme, target market, age group, location and population.
 2. Identify various insurance that will be needed and or required and estimated cost.
 3. Understand cash flow and monthly debt or liability and responsibilities.
 4. Sketch plans and general layout of facility.

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| IX. Personal Training and Other Sport Related Small Businesses | 20 | |
| A. Understand the role of the personal trainer. | | |
| 1. Develop a niche as a personal trainer. | | |
| 2. Understand how psychology plays a role when working with clients. | | |
| 3. Develop body conditioning training plans to individuals and small groups. | | |
| 4. Administer standard physical fitness tests and demonstrate explosive power exercises. | | |
| B. Tour community sport related small businesses including martial arts studios, sports retailers, indoor baseball cages, public health clubs and gyms. | | |
| X. Scouting | 5 | |
| A. Understand the scouting process. | | |
| 1. Read and practice on scouting report sheets. | | |
| 2. Evaluate strengths and weaknesses of players. | | |
| 3. Determine using a rating scale athletic performance in sport specific skills. | | |
| XI. Officiating | 35 | |
| A. Understand the role of the official and experience and qualifications necessary to officiate youth sports. | | |
| 1. Determine athlete suspensions/code of ethics. | | |
| XII. Scorekeeping and Statistics | 20 | |
| A. Understand scorekeeping for various sports. | | |
| 1. Understand score sheets. | | |
| 2. View games and work with score sheets. | | |
| B. How to read sports statistics. | | |
| 1. Calculate individual player team statistics. | | |
| XIII. Sports Sales Marketing and Advertising | 10 | |
| A. Sports sales and sporting equipment. | | |
| 1. Know your sporting equipment. | | |
| 2. Work with customers and the general public. | | |
| B. Sports Marketing and Advertising | | |
| 1. Understand marketing and advertising strategies. | | |
| 2. Write sport advertising flyers and photo boards. | | |
| XIV. Sports Broadcasting | 10 | |
| A. Understand the role and responsibility of the sports announcer, analyst, director, producer, cameramen and technicians. | | |
| 1. Understand how to write and read an open or close. | | |
| 2. Conduct a pre or post sport event interview. | | |
| TOTAL HOURS | 180 | 540 |

| CAREER PERFORMANCE STANDARDS | EXPECTED STUDENT OUTCOMES | HOURS |
|--|--|---|
| Instruction will include: | Student will be able to: | |
| <p>1. Personal Skills</p> <ul style="list-style-type: none"> ▪ Classroom policies & procedures ▪ Ethics <ul style="list-style-type: none"> → Work → Business ▪ Sexual harassment laws ▪ Personal skills, including positive attitude, self-confident, honesty, perseverance & self-discipline ▪ Professional appearance ▪ Time management ▪ Lifelong learning | <p>1. Understand how personal skill development, including positive attitude, honesty, self-confidence, time management, & other positive traits affect employability.</p> <ul style="list-style-type: none"> ▪ Demonstrate and understand classroom policies & procedures ▪ Define work and business ethics & demonstrate the importance of ethical standards & social responsibilities in the business environment. ▪ Discuss the laws applicable to sexual harassment & discuss tactics for handling harassment situations. ▪ Demonstrate personal skills in class and/or business environment: <ul style="list-style-type: none"> → Positive attitude → Self-confidence → Honesty → Perseverance → Self-discipline ▪ Demonstrate and model personal hygiene and acceptable professional attire ▪ Prioritize tasks and meet deadlines ▪ Explain the importance of lifelong learning | <p>Integrated in content area skills</p> |
| <p>2. Interpersonal Skills</p> <ul style="list-style-type: none"> ▪ Group dynamics ▪ Conflict resolution and negotiation ▪ Team work ▪ Etiquette across gender and cultural groups | <p>2. Understand principles of effective interpersonal skills, including group dynamics, conflict resolution, and negotiation.</p> <ul style="list-style-type: none"> ▪ Identify and explain the key concepts of group dynamics ▪ Discuss and demonstrate the dynamics of conflict resolution and negotiation, and their importance within the business environment ▪ Demonstrate effective teamwork, share responsibilities, accept supervision and assume leadership roles ▪ Demonstrate cooperative working relationships and proper etiquette across gender and cultural groups | <p>Integrated in content area skills</p> |

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| <p>3. Thinking and Problem-Solving Skills</p> <ul style="list-style-type: none"> ▪ Critical and creative thinking skills ▪ Logical reasoning and problem-solving skills ▪ Numerical estimation, measurement, and calculation ▪ Identify, locate, and organize needed information and propose, evaluate, and select alternative solutions | <p>3. Understand the importance of critical thinking and problem-solving skills in the workplace.</p> <ul style="list-style-type: none"> ▪ Apply critical and creative thinking skills in a work environment and implement a plan of improvement as needed ▪ Demonstrate logical reasoning and problem solving skills in a work environment ▪ Apply numerical estimation, measurement and calculation skills to business applications including the following: <ul style="list-style-type: none"> → Whole number math → Decimals & fractions → Counting & monetary functions → Use of tables & graphs ▪ Recognize problem situations; identify, locate and organize needed information, and propose, evaluate and select from alternate solutions | <p>Integrated in content area skills</p> |
| <p>4. Communication Skills</p> <ul style="list-style-type: none"> ▪ Written communications ▪ Verbal and Nonverbal communications ▪ Active and effective listening ▪ Proper etiquette in business communications ▪ Writing and editing skills ▪ Use of reference material and handbooks ▪ Oral presentations | <p>4. Understand principles of effective communication.</p> <ul style="list-style-type: none"> ▪ Read and implement written instructions, technical manuals, written communication, and reference books ▪ Present a positive image of verbal and nonverbal communication through use of appropriate methods ▪ Demonstrate active and effective listening skills through verbal, nonverbal and written feedback ▪ Demonstrate proper etiquette in business communications, including an awareness of requisite for international communications (languages, customs, and time zones) ▪ Demonstrate the following writing and editing skills: <ul style="list-style-type: none"> → Use correct grammar, punctuation, capitalization, vocabulary and spelling → Write, proofread and edit → Select and use appropriate forms of communication ▪ Exhibit a proficiency in the use of reference materials such as dictionary, thesaurus, telephone directory, almanac, zip code directory, and office handbooks | <p>Integrated in content area skills</p> |

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| <p>5. Occupational Safety</p> <ul style="list-style-type: none"> ▪ Good safety practices | <p>5. Understand occupational safety issues, including avoidance of physical hazards</p> <ul style="list-style-type: none"> ▪ Model and implement good safety practices including: <ul style="list-style-type: none"> → Avoidance and reporting of physical hazards in the work environment → Safe operation of equipment → Proper handling of hazardous materials | <p>Integrated in content area skills</p> |
| <p>6. Employment Literacy</p> <ul style="list-style-type: none"> ▪ Expand awareness of career opportunities ▪ Set employment goals and objectives ▪ Aptitudes, personal characteristics and interests ▪ Develop portfolio to C-TAP standards ▪ Develop interviewing techniques | <p>6. Understand career paths and strategies for obtaining employment.</p> <ul style="list-style-type: none"> ▪ Explore career opportunities and develop a career plan ▪ Identify steps for setting goals and writing personal goals and objectives ▪ Examine aptitudes related to career options; relate personal characteristics and interests to educational and occupational opportunities ▪ Develop a portfolio to include the following: <ul style="list-style-type: none"> → Letter of Introduction → Cover letter → Resume → Thank you letter → Job application → Licenses, Certificates and Awards → Transcripts → Letters of Recommendation → Work Samples | <p>Integrated in content area skills</p> |
| <p>7. Technology Literacy</p> <ul style="list-style-type: none"> ▪ Apply Industry specific technology ▪ Use Industry specific software ▪ Demonstrate Keyboarding ▪ Accessing information ▪ Lifelong enhancement of technology skills | <p>7. Understand and adapt to changing technology.</p> <ul style="list-style-type: none"> ▪ Identify and demonstrate use of appropriate technology ▪ Identify and use industry specific software ▪ Demonstrate proficiency in alphanumeric keyboarding ▪ Input and retrieve information ▪ Understand the importance of lifelong learning in adapting to changing technology | <p>Integrated in content area skills</p> |

Maximum hours of instruction: Classroom 180 Internship 540

Note: Internship or work based learning hours will vary in number and area of concentration within the scope of the course outline, depending upon community training site, interest and skill level of each student.

Instructional Strategies: Lecture, simulations, guest speakers, field trips, role play, demonstration, lab, applied practice.

Instructional Materials: Sports Related Occupations Resource Guide – contains up to date articles, laws and procedures.

Articulation: None

UC A-G: None

Academic Credit: Elective credit , This class is approved for 10 credits per school year at Pacific Grove High School/s.

Industry/licensing requirements: none

Certificates: Course completion certificate. The class will also pursue the following certificates:

C. Hospitality, Tourism, and Recreation Pathway Standards

The Hospitality, Tourism, and Recreation Pathway integrates various facets of the hospitality industry: lodging, travel, and tourism; event planning; theme parks, attractions, and exhibitions; and recreation. Students engaged in this pathway have broad experiences related to the specific industry segments, including industry awareness; organizational management; customer service; sales and marketing; facilities management; lodging; travel destinations; and reservations, ticketing, and itineraries.

C1.0 Students understand key aspects of the hospitality, tourism, and recreation industry and

the industry's role in local, state, national, and global economies:

C1.1 Understand the basic career paths in the industry in relation to personal aptitudes and abilities.

C1.2 Analyze the economic impact on and contributions of key segments of the industry to local, state, national, and international economies.

C1.3 Analyze the working conditions of various careers in the hospitality, tourism and recreation industry.

C1.4 Understand the relationship between industry trends and local, state, national, and international economic trends.

C1.5 Distinguish core elements of the hospitality, tourism, and recreation industry from various supporting industries.

C2.0 Students understand the basic elements of workforce and organizational management, including the roles and responsibilities of effective management and employees in the industry:

C2.1 Analyze the relationship of management techniques and appropriate business

procedures (e.g., spreadsheets for payroll and inventories, tools for budgeting, recordkeeping, correspondence) to key outcomes (e.g., profitability, productivity, positive work environment, consumer and client satisfaction, business growth, business plans).

C2.2 Understand how the mission and goals of a business affect operations in the hospitality, tourism, and recreation industry.

C2.3 Know common safety, security, and emergency policies and procedures used in the hospitality, tourism, and recreation industry to protect guests, visitors, and employees (e.g., safe work practices and conditions, confidentiality of customer information, control of keys, infectious disease control, first aid procedures, emergency training).

C2.4 Assess the impact of key laws and regulations (e.g., the requirements of the California Occupational Safety and Health Administration and the Americans with Disabilities Act, wage and hour laws, tenant status, and accommodation of minors) that affect accommodations and practices.

C2.5 Understand the importance of specific human resource practices and procedures that address workplace diversity, harassment, personal safety, and discrimination.

C3.0 Students understand and apply the knowledge and skills essential for effective guest services in the hospitality, tourism, and recreation industry sector:

C3.1 Understand the importance of guest services to the success of the industry.

C3.2 Understand the concept of exceptional guest service.

C3.3 Anticipate the needs, desires, and interests of guests in order to exceed their expectations.

C3.4 Know common guest complaints and the service solutions for preventing or resolving them.

C3.5 Understand the roles of management and employees in effectively meeting the needs of culturally and generationally diverse guests.

C3.6 Interact with guests in a positive, responsive, and professional manner.

C4.0 Students understand key successful sales and marketing methods:

C4.1 Understand basic marketing principles for maximizing revenue based on supply and demand.

C4.2 Analyze marketing strategies, including promotional selling and upgrading, and their effect on profits.

C4.3 Know the key market segments of the hospitality, tourism, and recreation industry.

C4.4 Analyze the way in which basic marketing principles and procedures can be applied to targeting an audience.

C4.5 Understand ways of developing and maintaining long-term guest relationships.

C5.0 Students understand the basics of systems operations and the importance of maintaining facilities, equipment, tools, and supplies:

C5.1 Understand how key departments in a hospitality, tourism, and recreation business contribute to economic success.