

GEORGE MASON UNIVERSITY
School of Recreation, Health, and Tourism

SPORT OPERATION AND PLANNING
SPMT 405
FALL 2010

Day/time: Tuesday 4:30 pm – 7:10 pm

Location: FX- R B222

Instructor: Donna King

Email Address: dking5@gmu.edu

Office Location: N/A

Phone Number: 703-946-4154

Office Hours: Anytime, appointment made in advance.

PREREQUISITES: None

COURSE DESCRIPTION:

This course explores the principles and techniques of planning and operating sport and recreation facilities. Emphasis is on facility operational concepts, administration, risk management, and event management. A variety of sport facility operations will be examined including athletic field complexes, indoor stadiums and recreational facilities.

COURSE OBJECTIVES:

Upon satisfactory completion of the course, the student will be able to demonstrate an understanding of athletic and recreation facility management concepts such as:

- 1) Understand the use of needs assessments, feasibility studies, focus groups and surveys in facility planning and operations.
- 2) Understand how risk management is part of the ongoing process of planning and operation of sport and recreation facilities.
- 3) Understand the operational structure and management concepts associated within the operation of sport and recreation facilities.
- 4) Utilize the case analysis process to compare the management and operations of different sport and recreation facilities.
- 5) Function as a productive member of a management team and identify the factors involved in successful team management.

COURSE OVERVIEW

The course relies heavily on participative and experiential learning. Blackboard will be used to enhance the learning objectives and reinforce material presented during class. The requirements reflect the demands of the course. Students will be expected to respect the following policies.

- 1) Attend all classes for the entire class session.
- 2) Attend all team meetings for the entire meeting.
- 3) Prepare required readings and other assignments when due.
- 4) No cell phones (which includes no text messaging.)
- 5) Lap tops cannot be used without instructor permission.
- 6) Participate in group/class activities. Participation is expected and is an essential part of class.
- 7) Plagiarism, cheating or any other form of academic dishonesty will be referred to the Honor Code committee of George Mason University.
- 8) No hats.
- 9) No grades or discussion of grades, test/exams or test appeals will be carried out over email due to its impersonal nature and security issues. Students can discuss their grades with the instructor over the phone or in person.
- 10) If a student misses a class or a meeting, it is the student's responsibility to find out what happened during that class or meeting and obtain the notes and assignments from another student in the class
- 11) If you have a diagnosed and documented disability which may cause you to have difficulties with any portion of the policies and requirement of the course, please contact me as soon as possible so that arrangements for suitable alternative or accommodations can be made and coordinate with the Office of Disability Support Services.
- 12) No tape recording of lectures/classes is allowed unless there are extraordinary circumstances of which you have made the instructor aware.
- 13) There will be no make-up exams/assignments given without a valid university excuse that the instructor is notified 24 hours in advance. The excuse must be written and documented. The student must leave a home number or e-mail address to be contacted so a makeup can be scheduled.

REQUIRED READING

Ammo, R., Southall, R.M., & Nagel, M.S. 2010. "Sport Facility management: Organizing Events and Mitigating Risks." 2nd edition, Morgantown, WVA. Fitness Information Technology, Inc.

OPTIONAL READING

- Duke Corporate Education. 2005. "Building Effective Teams." Chicago, IL. Dearborn Trade Publishing.
- Farmer, Mulrooney and Ammon 1996. "Sport Facility Planning and Management." Morgantown, WV A. Fitness Information Technology, Inc.
- Fried, Gill. 2005. "Managing Sport Facilities." Champaign, IL. Human Kinetics
- Maxwell, John C. 2002. "The 17 Essential Qualities of a Team Player." Nashville, TN. Maxwell Motivation Inc.
- Olson, John R. 1997. "Facility and Equipment Management for Sport Directors." Champaign, IL. Human Kinetics.

EVALUATION

This course will be evaluated on a point system according to the current GMU undergraduate grading scale.

Class Participation/Assignments = 30 points (30%)	A = 94>100	A- = 90>93
Mid-Term Exam/Final = 30 points (30%)	B+ = 88>89	B = 84>87 B- = 80>83
Presentation & Interview = 30 points (30%)	C+ = 78>79	C= 74>77 C- = 70>73
Article summary/discussion = 10 points (10%)	D = 60>69	
TOTAL = 100 points	F = 0 > 59	

CLASS SCHEDULE – SPMT 405 – FALL 2010

(subject to change as necessary)

August 31

Administrative overview and course requirements, Team Management

September 7

Chapters 1 & 2: Planning and Assessment

September 14

Chapters 3 & 4 & 5: Financing and Budget

September 21

Chapters 6 & 7: Organization and HR

September 28

Chapters 8 & 9: Risk Management

October 5

Chapters 10 & 11: Risk & Crowd Management

October 12

Fall break Holiday - Monday classes meet

October 19

Mid-Term Exam – Online – Class will not meet.

October 26

Chapters 12 & 13: Alcohol Management, Emergency Plans

November 2

Chapters 14 & 15: Concession & Box Office Management

November 9

Equipment management, Sports Turf Management

November 16

Marketing

November 23

Class will not meet – Work on finalizing presentation – Interview due

November 30

Presentations – Groups 1-2-3

December 7

Presentations – Groups 4 -5- 6

December 14

Final Exam – Online – class will not meet