

School of Recreation, Health, and Tourism

SPORT OPERATION AND PLANNING

**SPMT 405
Spring 2010**

Instructor: Charles Parrish

Day/time: Monday/Wednesday 9:00 am – 10:15 am

Location: Fairfax: Robinson Hall A101

Office Location: N/A

Email Address: cparrish@gmu.edu

Phone Number: 540-878-0149

Office Hours: By appointment

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.

REQUIREMENTS and COURSE POLICIES

The course relies heavily on participative and experiential learning combined with theory and conceptual inputs. 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 can be used for note taking only. If abuse is observed, a “no laptop policy will go into effect.
- 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 coordinated 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.

READINGS

Ammon, R., Southall, R.M., & Blair, D.A. 2004. “Sport Facility management: Organizing Events and Mitigating Risks.” Morgantown, WVA. Fitness Information Technology, Inc.

EVALUATION

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

A = 94>100 A- = 90>93

B+ = 88>89 B = 84>87 B- = 80>83

C+ = 78>79 C = 74>77 C- = 70>73

D = 60>69

F = 0 > 59

Exam #1: 25 points

Exam #2: 25 points

Presentation: 20 points

Class Participation/Quizzes/Attendance: 15 points

Article Review: 15 points

TOTAL = 100 points

PRESENTATION

Students will be asked to research a sport facility and critically assess its strengths and weaknesses based on the concepts covered throughout the course.

Each student will produce a PowerPoint presentation of their findings. Presentations will be 10 minutes in length. No late presentations will be accepted. Each student will be asked to select and submit their presentation proposal to the instructor by March 1st and provide a copy of PowerPoint slides to the instructor on the day of his/her presentation. In grading the PowerPoint presentation, the content and substance of the presentation as well as the quality of the oral presentation and PowerPoint slides will be taken into consideration.

ARTICLE REVIEW

Select an article from any media source dealing with either 1) a contemporary technological or facility design feature(s) or 2) a risk management issue for sport venues. Summarize the article in no more than 1 page by indentifying the feature or issue and discussing its significance. Attach the article to your review.

CLASS SCHEDULE – SPMT 405 – Spring 2010

(subject to change as necessary)

January 20: Introduction: Administrative overview and course requirements

January 25 & 27: Chapters 1 & 2

February 1 & 3: Chapters 3 & 4

February 8 & 10: Chapters 5 & 6

February 15 & 17: Facility Design / LEED / Conservation / Exam Review

February 22: **Exam #1 February 22*

February 24: Chapters 7 & 8

March 1 & 3: Chapters 9 & 10

Presentation Proposals Due March 1st

March 8 & 10: SPRING BREAK (NO CLASS)

March 15 & 17: Chapters 11 & 12

March 22 & 24: Chapters 13 & 14

March 29 & 31: Articles, Contemporary Design, Venue Technology

***Article Review Due March 29*

April 5: Outdoor Facilities, Equipment, Marketing

April 7: Presentations 1-5

April 12: Presentations 6-10

April 19: Presentations 11-15

April 21: Presentations 16-20

April 26: Presentations 21-25

April 28: Presentations 26-30

May 3

Last day of class

May 10 (Monday)

*****Exam #2 (7:30am-10:15am)*



- ❖ All students are held to the standards of the George Mason University Honor Code [See <http://www.gmu.edu/catalog/apolicies/#Anchor12>]
- ❖ University policy states that all sound emitting devices shall be turned off during class unless otherwise authorized by the professor
- ❖ Students with disabilities who seek accommodations in a course must be registered with the Office of Disability Services (ODS) and inform the instructor, in writing, at the beginning of the semester [See www.gmu.edu/student/drc]
- ❖ For additional School of Recreation, Health, and Tourism information, please visit the website at <http://rht.gmu.edu>