

GEORGE MASON UNIVERSITY  
School of Recreation, Health, and Tourism

**SPORT OPERATION AND PLANNING**  
**SPMT 405**  
**SPRING 2010**

**Day/time:** Wednesday 4:30 pm – 7:10 pm

**Location:** FX-ENT 277

**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., & Blair, D.A. 2004. "Sport Facility management: Organizing Events and Mitigating Risks." 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 = 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 – SPRING 2010

*(subject to change as necessary)*

### January 20

Administrative overview and course requirements, Team Management

### January 27

Chapters 1 & 2 : Planning and Assessment

### February 3

Chapters 3 & 4: Financing and Budget

### February 10

Chapters 5 & 6 : Organization and HR

### February 17

Chapters 7 & 8 : Risk Management

### February 24

Chapters 9 & 10 : Risk & Crowd Management

### March 3

Chapters 11 & 12 : Alcohol Management, Emergency Plans

### March 10

Spring break Holiday - No class

### March 17

Mid-Term Exam Due before class. Chapters 13 & 14 : Concession & Box Office Management

### March 24

Equipment management, Sports Turf Management

### March 31

Class will not meet – Work on finalizing presentation

### April 7

Marketing

### April 14

Presentations – Groups 1 & 2

### April 21

Presentations – Groups 3 & 4

### April 28

Presentations – Groups 5 & 6

### May 5

Final Exam