

GEORGE MASON UNIVERSITY  
School of Recreation, Health, and Tourism

SPMT 405—Sport Operation and Planning (3 credits)  
Spring 2011

DAY/TIME:	MW 9:00 – 10:15 a.m.	LOCATION:	Fairfax-Robinson A 249
INSTRUCTOR:	Charles Parrish	EMAIL ADDRESS:	cparrish@masonlive.gmu.edu
OFFICE LOCATION:	N/A	PHONE NUMBER:	540-878-0149
OFFICE HOURS:	By Appointment	FAX NUMBER:	703-993-2025

#### PREREQUISITES

None

#### COURSE DESCRIPTION

This course explores the principles and techniques of planning and operating sport and leisure 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 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/group 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 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.

9) 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.

10) 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.

11) No tape recording of lectures/classes is allowed unless there are extraordinary circumstances of which you have made the instructor aware.

12) 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 READINGS

Ammon, R., Southall, R.M., & Nagel, M.S. (2010). *Sport Facility Management: Organizing events and mitigating risks* (2<sup>nd</sup> Ed.). Morgantown, WV: Fitness Information Technology.

Miller, J. & Gillentine, A. (2006). An Analysis of Risk Management Policies for Tailgating Activities at Selected Division I Football Games. *Journal of Legal Aspects of Sport*, Vol. 16, No. 2, pp: 197-215. **Available through GMU Libraries**

Siegfried, J. & Zimbalist, A. (2000). The Economics of Sports Facilities and Their Communities. *The Journal of Economic Perspectives*, Vol. 14, No. 3 (Summer), pp: 95-114. **Available via email**

#### RECOMMENDED READINGS

Schwarz, E.C., Hall, S.A., & Shibli, S. (2010). *Sport Facility Operations Management: A global perspective*. New York: Elsevier.

Other readings may be assigned prior to participation in weekly class discussions and/or as part of weekly assignments.

#### EVALUATION

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

1. Exam 1 (25 points)
2. Exam #2 (25 points)
3. Semester Project (20 points)
4. Class Participation/In class assignments/Quizzes (15 points)
5. Article Reviews (15 total points)

#### 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

#### Semester Project

Students will be asked to select and research a sport facility and critically assess the venue based on concepts covered throughout the course. Each student will produce a PowerPoint presentation of their findings. Presentations will be no more than 20 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 2<sup>nd</sup>. A copy of PowerPoint slides are to be given 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.

*In the event of unanticipated schedule adjustments (i.e. weather, cancelations) and depending on class enrollment, presentations may be executed in groups.*

### **Article Reviews**

At different points in the semester, students will be asked to select an article from any media source that focuses on a specific topic selected by the instructor. Each student will summarize the article in no more than 2 pages (12 font, Times New Roman) by identifying the specific issue and discussing its significance with respect to Sport Facility Management. Original articles should be included as an attachment to the review. Students should be prepared to discuss findings in class.

### TENTATIVE COURSE SCHEDULE

Note: Schedule subject to change by the instructor

Jan. 24: Administrative Course Overview  
Jan. 26: Introduction, Chapter 1  
Jan. 31: Chapter 2 (Event Operations)  
Feb. 2: Chapter 3 (Construction & Finance)  
Feb. 7: Chapter 4 & Siegfried/Zimbalist (Public Finance)  
Feb. 9: **Article Review # 1:** Sport Facilities and the Public Finance Debate  
Feb. 14: Chapter 5 (Revenues & Expenses)  
Feb. 16: Chapter 6 (ADA)  
Feb. 21: Chapter 7 (Hiring)  
Feb. 23: Chapter 8 (Contracts)  
Feb. 28: **Exam # 1**  
Mar. 2: Chapter 9 (Risk Management) & **Presentation Proposal Due**  
Mar. 7: Chapter 10 & Miller/Gillentine (Liability and Negligence)  
Mar. 9: **Article Review # 2:** Risk Management and Sport Venues  
Mar. 14 & 16: SPRING BREAK-NO CLASS  
Mar. 21: Chapter 11 (Crowd Mgmt)  
Mar. 23: Chapter 12 (Emergency Mgmt)  
Mar. 28: Chapter 13 (Alcohol Mgmt)  
Mar. 30: Chapter 14 (Concessions)  
April 4: Chapter 15 (Box Office Mgmt)  
April 6: **Article Review # 3:** Individualized Topics  
April 11: LEED/Sustainability  
April 13: Outdoor Venues/ Turf Management  
April 18 & 20: Presentations  
April 25 & 27: Presentations  
May 2 & 4: Presentations  
May 16: **FINAL EXAM** (7:30AM-10:15AM)

### *Student Expectations*

- Students must adhere to the guidelines of the George Mason University Honor Code [See <http://academicintegrity.gmu.edu/honorcode/>].
- Students with disabilities who seek accommodations in a course must be registered with the George Mason University Office of Disability Services (ODS) and inform their instructor, in writing, at the beginning of the semester [See <http://ods.gmu.edu/>].

- Students must follow the university policy for Responsible Use of Computing [See <http://universitypolicy.gmu.edu/1301gen.html>].
- Students are responsible for the content of university communications sent to their George Mason University email account and are required to activate their account and check it regularly. All communication from the university, college, school, and program will be sent to students solely through their Mason email account.
- Students must follow the university policy stating that all sound emitting devices shall be turned off during class unless otherwise authorized by the instructor.
- Students are expected to exhibit professional behaviors and dispositions at all times.

#### *Campus Resources*

- The George Mason University Counseling and Psychological Services (CAPS) staff consists of professional counseling and clinical psychologists, social workers, and counselors who offer a wide range of services (e.g., individual and group counseling, workshops and outreach programs) to enhance students' personal experience and academic performance [See <http://caps.gmu.edu/>].
- The George Mason University Writing Center staff provides a variety of resources and services (e.g., tutoring, workshops, writing guides, handbooks) intended to support students as they work to construct and share knowledge through writing [See <http://writingcenter.gmu.edu/>].
- For additional information on the College of Education and Human Development, School of Recreation, Health, and Tourism, please visit our website [See <http://rht.gmu.edu>].

