

GEORGE MASON UNIVERSITY
School of Recreation, Health, and Tourism

SPMT 405-002 — Sport Operation and Planning (3 credits)
Fall 2013

DAY/TIME:	R: 4:30p – 7:10p	LOCATION:	Fairfax-Engineering Bld. 1103
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

SPMT 201 and completion of 60 hours

COURSE DESCRIPTION

Principles and techniques of planning and operating sport facilities. Emphasizes principles and concepts of organization and administration including communication, personnel management, management of physical resources, and risk management. Examines variety of sport operations such as indoor stadiums, athletic field complexes, and managing recreation and intramural activities.

COURSE OBJECTIVES

This course is designed to enable students to:

- 1) Understand the use of needs assessments, feasibility studies, focus groups and surveys in facility planning and operations.
- 2) Explore 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 assess and compare management and operations strategies 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 learning experiences in this course are afforded through assignments, seminar discussions, film and video material. The course relies heavily on participatory dialogue as well as individual & collaborative learning.

STUDENT EXPECTATIONS:

The requirements reflect the demands of the course. Students will be expected to respect the following policies:

- 1) Punctual and regular attendance for the entire class session is expected.
- 2) Official e-mail communications from the instructor will be sent to students' GMU-assigned e-mail addresses. Students are responsible to check their e-mail inbox and to ensure that there is room to receive incoming correspondence.
- 3) All assigned readings for each class are to be completed prior to coming to class.
- 4) No cell phone use during class. Emergency use may be discussed with the instructor.

- 5) Lap tops may be used for note taking and educational purposes. However, the use of communication and entertainment devices such as iPods, cell phones, and similar devices is prohibited.
- 6) Participation in class discussions is expected and is an essential part of class.
- 7) Students will abide by the Mason Honor Code, guided by the spirit of academic integrity.
- 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 obtain missed notes and information on any assignments from a peer.
- 10) There will be no make-up exams/assignments given without a valid university excuse. The instructor should be notified 24 hours in advance. The excuse must be written and documented.
- 11) Arrangements for approved make-up exams and assignments should be initiated by the student with the instructor.

NATURE OF COURSE DELIVERY

Face to Face

REQUIRED READINGS

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

SUPPLEMENTAL READINGS

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*, 16(2), 197-215.

Siegfried, J. & Zimbalist, A. (2000). The Economics of Sports Facilities and Their Communities. *The Journal of Economic Perspectives*, 14(3), 95-114.

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

RECOMMENDED READINGS

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

EVALUATION:

	Points
Requirements	
Exam	
#1 Chapters 1-8 + Assigned Supplemental Readings	25
#2 Chapters 9-15 + Assigned Supplemental Readings	25

Research Presentation - 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 presentation of their findings. Presentations will be no more than 15 minutes in length. Late presentations will not be accepted. Each student will be asked to select and submit their presentation proposal via email to the instructor by October 17th. A copy of the presentation slides are to be given to the instructor on the day of the presentation. Each project will be assessed based on the content and substance of the presentation, the overall quality of the presentation delivery, and the grammatical accuracy and aesthetic appeal of each presentation slide. 30

Article Reviews - At different points during the semester, students will be asked to select two (2) articles from any source that focus on a specific topic selected by the instructor. Each student will summarize the article and critically assess its contents in no more than 2 pages (12 font, Times New Roman, double space). Each student should identify the specific issue and discuss its significance and relation to course material and/or class discussions. Original articles should be included as an attachment to the review. Students should be prepared to discuss findings in class. 10

Participation - Students must attend class in order to participate in the discussions generated by the readings. Contribution will be evaluated based on number and quality of questions asked or answered and opinion provided when asked. 10

TOTAL 100

Grading Scale

A = 94 – 100	B+ = 88 – 89	C+ = 78 – 79	D = 60 – 69
A- = 90 – 93	B = 84 – 87	C = 74 – 77	F = 0 – 59
	B- = 80 – 83	C- = 70 – 73	

TENTATIVE COURSE SCHEDULE

Note: Schedule subject to change by the instructor

- Aug. 29: Administrative Course Overview / Chapter 1 (Introduction)
- Sept. 5: Chapter 2 (Event Operations) / Chapter 3 (Construction & Finance)
- Sept. 12: Chapter 4 (Public Subsidies) / Siegfried & Zimbalist Article (Public Finance/Economics)
- Sept. 19: **Article Review #1: Sport Facilities & Public Finance**
- Sept. 26: Chapter 5 (Revenues/Expenses) / Chapter 6 (ADA Compliance)
- Oct. 3: Chapter 7 (Hiring Personnel) / Chapter 8 (Contracts)
- Oct. 10: **Exam # 1**
- Oct. 17: Chapter 9 (Risk Mgmt) / Chapter 10 (Liability & Negligence) / **Project Proposal Due**
- Oct. 24: Miller & Gillentine Article (Tailgating Risk) / **Article Review #2: Risk Management & Sport Venues**
- Oct. 31: Chapter 11 (Crowd Mgmt) / Chapter 12 (Emergency Mgmt)
- Nov. 7: Chapter 13 (Alcohol Mgmt) / Chapter 14 (Concessions)
- Nov. 14: Chapter 15 (Box Office Mgmt) / LEED / Turf Mgmt
- Nov. 21: **Exam # 2**
- Nov. 28: THANKSGIVING RECESS
- Dec. 5: **Presentations**
- Dec. 12: **Presentations**

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>].

PROFESSIONAL BEHAVIOR: Students are expected to exhibit professional behaviors and dispositions at all times.

CORE VALUES COMMITMENT: The College of Education and Human Development is committed to collaboration, ethical leadership, innovation, research-based practice, and social justice. Students are expected to adhere to these principles.

