

GEORGE MASON UNIVERSITY
School of Recreation, Health & Tourism

SPMT 405 – 001 - Sport Venue and Events (3 Credits)
Fall 2014

DAY/TIME:	Tuesdays 4:30pm-7:10pm	LOCATION:	Robinson Hall 120 – Fairfax Campus
PROFESSOR:	Mr. AJ Cecere	EMAIL ADDRESS:	acecere@gmu.edu
OFFICE LOCATION:	N/A	PHONE NUMBER:	N/A
OFFICE HOURS:	By Appointment Only, Please	FAX NUMBER:	N/A

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:

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.

STUDENT EXPECTATIONS

Students will be expected to respect the following policies.

- 1) Attend all classes for the entire class session. No Expectations.
- 2) Complete required readings and other assignments prior to due date.
- 3) No cell phones (which includes no text messaging.) Phones will be taken if caught using and given back at the end of the session
- 4) Laptops cannot be used without instructor permission.
- 5) 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 Mason 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 in person.
- 9) If a student misses a class, 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. Student can seek clarification of the class material by seeing the instructor.
- 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 coordinate 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) Students must use their MasonLIVE email account to receive important University information, including messages related to this class. See <http://masonlive.gmu.edu> for more information.
- 13) Dress Code for all presentations and/or field trips will consist of Business Casual at minimum.
- 14) All papers and citations are expected to use MLA style. For further information on MLA style, please consult <https://owl.english.purdue.edu/owl/resource/747/01/>.
- 15) All assignments must be printed out and turned in to receive credit. Emailed assignments will NOT be accepted unless approved or noted by instructor.
- 16) Any students with a documented learning disability that needs special arrangements needs to contact me.

ACADEMIC INTEGRITY

Mason is an Honor Code university; please see the University Catalog for a full description of the code and the honor committee process. The principle of academic integrity is taken very seriously and violations are treated gravely. What does academic integrity mean in this course? Essentially this: when you are responsible for a task, you will perform that task. When you rely on someone else's work in an aspect of the performance of that task, you will give full credit in the proper, accepted form. Another aspect of academic integrity is the free play of ideas. Vigorous discussion and debate are encouraged in this course, with the firm expectation that all aspects of the class will be conducted with civility and respect for differing ideas, perspectives, and traditions. When in doubt (of any kind) please ask for guidance and clarification.

TEXTBOOK

Ammon, R., Southall, R.M., & Nagel, M.S. (2010). "Sport Facility management: Organizing Events and Mitigating Risks." 2nd edition, 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>89.9; B = 84>87.9; B- = 80>83.9

C+ = 78>79.9; C = 74>;77.9; C- = 70>73

D = 60>69.9

F = 0 > 59.9

15% Attendance/Participation/Discussion

20% In-class Assignments & Group Projects & Pop Quizzes

20% Assignments

20% Mid-term Presentation

25% Final Project/Presentation

*Instructor reserves the right to change plus (+) or minus (-) 5% of any section above. Instructor reserves the right to make individual adjustments on borderline cases.

*All assignments must be turned in at the beginning of class.

* Any assignments turned in late, up to 10 days, will have a 10% deduction loss of the possible grade per day.

Class Cancellation & Substitutions

Because of weather or other unforeseen circumstances, class may be canceled. For those situations, class substitutions may be announced later. George Mason University will determine any class cancellations or campus closings due to weather. The instructor will also send out emails or post information on Blackboard if class will be canceled due to weather. Please do not inquire whether class will or will not be taking place based on weather circumstances, once it is determined the students will be notified.

Instructor Communication

The instructor will use Blackboard as a means of communicating with the class. The main source of communication will be e-mail. If student needs to meet with instructor, he/she will need to schedule an appointment. The appointment is not confirmed until the instructor responds back and confirms.

CLASS SCHEDULE – SPMT 405 – Fall 2013

*(*Please note, class schedule, reading assignments, and general course assignments are subject to change as necessary.)*

August 26 – Week #1

Topic:

Administrative overview

Difference between Events & Venues

Assignment:

- Create an agenda & organizational chart – Details will be given in class.
- Email style
- Read syllabus, bring questions to next class
- **Read** Chapters 9 & 10

September 2 – Week #2

Topic:

Risk Management

Waivers

Accident Reports

Assignment:

- Read Chapter 11 & 12
- Attend any sporting event or recreational league and make a Risk Matrix – Due Sept. 16th.

September 9 – Week #3

Topic:

Crowd Management

Emergency Action Plans

Assignment:

- Read Chapter 13
- Assignment TBA

September 16 – Week #4

Topic:

Alcohol Management

Maintenance Management

Assignment:

- Read Chapter 4 & 5
- Assignment TBA

September 23 – Week #5

Topic:

Revenue & Expenses

Sponsorship

Assignment:

- Sponsorship Asset Report – Details will be given in class

September 30 – Week #6

Topic:

All Aspects of Planning Recreational Programs
Mid-Term Details – Deadline

Assignment:

- Flyer Design – Details will be given in class

October 7 – Week #7

Topic:

Field Trip or Guest Speaker – TBA
Professional Attire

Assignment:

- Assignment TBA

October 14 –

NO CLASS – Columbus Day Recess

October 21 – Week #8

Topic:

Mid-Term Presentations

Assignment:

- Mid-Term Due

October 28 – Week #9

Topic:

3rd Parties Agreements
Contracts
Concessions

Assignment:

- Assignment TBA

November 4 – Week #10

Topic:

All Aspects of Planning Events

Assignment:

- Attend Sport Event Paper – Details will be given in class
- Read Chapter 15

November 11 – Week #11

Topic:

Ticketing & Box Office Management
Pricing

Assignment:

- Ticket Package Plan

November 18 – Week #12

Topic:

Execution of Events
Final Presentation Details

Assignment:

- Assignment TBA

November 25 – Week #13**Topic:**

Customer Service
Media & Public Relations
Technology

Assignment:

- Flyer Design – Details will be given in class

December 2 – Week #14**Topic:**

Flyer Design Review
TBD
Group Review

Assignment:

Timelines for Final Presentation Due

December 9

Final Presentations – 1st Half

December 16

Final Presentations – 2nd Half

Student Expectations

- Students must adhere to the guidelines of the George Mason University Honor Code [See <http://oai.gmu.edu/honor-code/>].
- 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/policies/responsible-use-of-computing/>].
- 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.

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.

