



SPMT 405 002 — Sport Venues & Event Management

Fall 2015

Day / Time: Th, 4:30-7:10p
MTB (Music / Theatre Building) 1007
Professor Rob Cahill
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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 a working knowledge and understanding of athletic and recreation facility management concepts such as:

- The operational structure and management concepts associated within the operation of sport and recreation facilities;
- How risk management is an integral part of the ongoing process of planning and operation of sport and recreation facilities;
- How current and past global events have influenced how sports operation facility management is conducted today; and
- The use of assessment tools such as a SWOT analysis (SWOT analysis — a structured planning method used to evaluate the **S**trengths, **W**eaknesses, **O**pportunities, and **T**hreats); AARs (After Action Reviews), feasibility studies; focus groups; and surveys in facility planning and operations.

In addition, students will gain working knowledge, skills and ability to:

- Understand and critique what elements are vital to produce a successful event at different facilities involved in a project or in a business venture;
- Utilize the case analysis process to compare the management and operations of different sport and recreation facilities; and
- Learn how to function as a leader and productive member of a management team and to identify and internalize the factors involved in successful team leadership and management.

STUDENT / COURSE 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 are expected to exhibit professional behaviors and dispositions at all times.
- Students must follow the university policy for Responsible Use of Computing. [See <http://universitypolicy.gmu.edu/1301gen.html>].

In addition, I expect you:

- To be responsible for *your own* learning.
- To attend ALL classes for the entire term. If you miss a class (or expect to):
 - You must notify me by e-mail **before** missing any class — or you will be marked absent.
 - It is *your* responsibility to find out what happened during any missed class(es), including completing any homework (HW) assigned on time.
- To read and familiarize yourself with the assigned textbook reading(s) and / or related articles to enable you to participate fully and actively in class dialogue.
- To submit all homework by e-mail to me by the expressed due date — generally 6p the Wednesday night before class. NO credit will be given for late assignments (unless you have my prior approval).
 - Submit format HW and Special Projects in Arial font, 12-point.
 - Include your name, date, and “SPMT-405 Fall 2015” in the upper left corner of all submissions.
- To use your MasonLIVE e-mail account to receive important University information. See <http://masonlive.gmu.edu> for more information.
- Puh-leeze... NO cell phone use or messaging during actual class time; use during breaks is OK.

WHAT YOU CAN EXPECT OF ME?

- Concomitant with my expectation of you, I will come prepared for every class.
- To start every class promptly at 4:30p + to conclude no later than 7:10p — and to have at least a 10-minute break mid-stream.
- To provide you a written single-page agenda b4 the start of each respective class.
- To assign clear, concise + unambiguous HW assignments and Special Projects (2).
- During class time on **November 12th**, to provide you (1+1) a current progress reporting of your performance + projected course grade (@ sustained current performance levels).

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/>].

GRADING & EVALUATION

- This course will be graded in accord with the George Mason percentage system, with a total of 100%.

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|----|------------|----|-----------|----|-----------|---|-----------|
| 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 | | |

- Weight distributions for SPMT-405 Spring 2015 will be as follows:

| | |
|-----|--|
| 30% | Attendance + In Class Participation / Engagement |
| 20% | Homework (HW) |
| 20% | Quiz #1 + Quiz #2 (10% each) |
| 20% | Special Projects (2, 10% each) |
| 10% | Final Exam |

100%

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.

REQUIRED 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.



ROADMAP 4 COURSE CONTENT — SPMT-405 Fall 2015

Professor Rob Cahill

| # | Date — Th | First Half (4:30-5:45p) | Second Half (5:55-7:10p) | HW |
|----|------------|---|--|-----|
| 1 | Sept 3 | Welcome, Course Overview, Requirements + Expectations | | #1 |
| 2 | Sept 10 | Chapter 1: Introduction + MBTI | | #2 |
| 3 | Sept 17 | Guest Speaker: Craig Esherick | Chapter 2: Sport Event Operation Assign SP#1 — due Oct 20 th | #3 |
| 4 | Sept 24 | Chapter 3: Construction + Finance | Chapter 5: Revenues + Expenses | #4 |
| 5 | October 1 | Chapter 6: ADA + Title IX | Chapter 7: Hiring Personnel Review 4 Quiz #1 | #5 |
| 6 | October 8 | Quiz #1 + Grade in Class | Chapter 4: Public Subsidies | #6 |
| 7 | October 15 | Guest Speaker: Jeff Marin, Public-Private Partnerships | Class Presentations of SP#1 | #7 |
| 8 | October 22 | Chapter 8: Contracts | Chapter 9: Risk Management | #8 |
| 9 | October 29 | Guest Speaker: Megan Carney | Assign SP#2 — due week of April 27 th | #9 |
| 10 | Nov 5 | Guest: Helen White, USA Pickleball Association Ambassador, N VA | Chapters 10 + 11: Liability + Crowds Review 4 Quiz #2 | #10 |
| 11 | Nov 12 | Quiz #2 + Grade in Class | 1+1 Performance Progress Reviews | #11 |
| 12 | Nov 19 | Chapters 12 + 13: Med ER + Alcohol | Chapters 14 + 15: Food + Box Office | #12 |
| | Nov 26 | Thanksgiving Break | | |
| 13 | Dec 3 | Guest Speaker: John Blevins Arlington Co. Sports Management | Successful Team Leadership + Management | |
| 14 | Dec 10 | Class Presentations of SP#2 | Review 4 Final Quiz / Exam | |
| 15 | Dec 17 | Final Exam — presumably Th, Dec 17th | | |