

GEORGE MASON UNIVERSITY
School of Recreation, Health, and Tourism

SPMT 405 003 —Sports Operation and Planning (Facilities and Venues) (3)
Fall 2016

DAY/TIME: MONDAY 4:30PM – 7:10PM LOCATION: ART AND DESIGN BLDG. 2026 FAIRFAX CAMPUS

Instructor: Megan Hare
Office Hours: By appointment only
Email: Mhare@gmu.com

Prerequisites/Corequisites

None

Course Description

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

Course Overview

The course relies heavily on participative and experiential learning. 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. No cell phones; which includes text messaging.
3. Laptops cannot be used without instructor permission.
4. Participate in group/class activities. Participation is expected and is an essential part of class.
5. Plagiarism, cheating or any other form of academic dishonesty will be referred to the Honor Code committee of George Mason University.
6. 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.
7. If a student misses a class, it's the students' responsibility to find out what happened during that class or meeting and obtain the notes and assignments from another student in the class.
8. 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.
9. No tape recording of lectures/classes is allowed unless there are extraordinary circumstances of which you have made the instructor aware.
10. 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.
11. Dress code for all presentations will consist of business casual at minimum.
12. 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/>.
13. All assignments must be printed out and turned into receive credit. Emailed assignments will NOT be accepted.

Course Delivery Method

Face to Face

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.

PROFESSIONAL STANDARDS:

None

REQUIRED READINGS

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 graded on a point system, with a total of 336 possible points.

Requirements	Points
Quiz 1	10
Quiz 2	10
Case Law 1	30
Case Law 2	30
Case Law Exam	38
Critical Eye 1	25
Critical Eye 2	25
Risk Management Presentation	18
Final Exam	50
Participation/Attendance	100
TOTAL	336

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

DATE			TOPIC	READINGS/ASSIGNMENT DUE
M	August	29	Welcome – Class Overview	Read Chapters 1 and 2
M	September	5	LABOR DAY – NO CLASSES	
M	September	12	Chapter 1 Intro and 2 Sport Event Operations	Read Chapter 3 and 4
M	September	19	Chapter 3 Construction and Finance and 4 Public Subsidies	Read Chapter 5
M	September	26	Chapter 5 – Revenue and Expenses	Read Chapter 6 and 7
M	October	3	Chapter 6 – ADA Requirement and Chapter 7 HR and Personnel	Read Chapter 8
T	October	11	Chapter 8 Contracts	Read Chapter 9 and 10
M	October	17	Chapter 9 Risk Management and Chapter 10 Liability and Negligence	Read Chapter 11 and 12 Critical Eye #1 Due Next Class
M	October	24	Critical Eye #1 due (4-5 pages long, SWOT analysis, etc.) Chapter 11 Crowd Management and Chapter 12 Medical Emergency and Evacuation	Read Chapter 13
M	October	31	Chapter 13 Alcohol Management Case Laws 1-7	Read Chapter 14 and 15
M	November	7	Chapter 14 Food Service Management and Chapter 15 Ticketing and Box Office Management Case Laws 8-13	
M	November	14	Quiz #2 (multiple choice/true false – covering chapters 7-15) Case Laws 14-26	Critical Eye #2 Due Next Class
M	November	21	Critical Eye #2 due (4-5 pages long, SWOT analysis, etc.) Case Laws 27-38	Prepare for risk management presentation
M	November	28	Risk Management Presentations <i>(Find something within your community you find a risk, categorize the risk, explain what you would do to change it, provide pictures for your classmates)</i>	
M	December	5	Last Day of Class – Final Exam Review – Jeopardy Game	
M	December	12	Reading Day	
M	December	19	Final Exam (multiple choice, true/false, fill in the blank)	

Note: Faculty reserves the right to alter the schedule as necessary, with notification to students.

GMU Policies and Resources for Students

Policies

- Students must adhere to the guidelines of the Mason Honor Code (see <http://oai.gmu.edu/the-mason-honor-code/>).
- 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 Mason 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 with disabilities who seek accommodations in a course must be registered with George Mason University Disability Services. Approved accommodations will begin at the time the written letter from Disability Services is received by the instructor (see <http://ods.gmu.edu/>).
- Students must follow the university policy stating that all sound emitting devices shall be silenced during class unless otherwise authorized by the instructor.

Campus Resources

- Support for submission of assignments to Tk20 should be directed to tk20help@gmu.edu or <https://cehd.gmu.edu/api/tk20>. Questions or concerns regarding use of Blackboard should be directed to <http://courseessupport.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/>).
- 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 Office of Student Support staff helps students negotiate life situations by connecting them with appropriate campus and off-campus resources. Students in need of these services may contact the office by phone (703-993-5376). Concerned students, faculty and staff may also make a referral to express concern for the safety or well-being of a Mason student or the community by going to <http://studentsupport.gmu.edu/>, and the OSS staff will follow up with the student.

For additional information on the College of Education and Human Development, please visit our website <https://cehd.gmu.edu/>.

Professional Dispositions: 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.

