



SPMT 405 002 — Sport Venues & Event Management
Fall 2017—Three (3) Credits

Wednesdays, 4:30-7:10p — Krug Hall 242

Professor Rob Cahill
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PREREQUISITES: SPMT 201 and completion of 60 hours.

UNIVERSITY CATALOG COURSE DESCRIPTION

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

NATURE OF COURSE DELIVERY

Face-to-face lecture format with significant dialogue encouraged. A premium will be placed on class participation vis-à-vis discussion and dialogue surrounding key take-aways from textbook readings, current events and student experiences.

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:

1. The operational structure and management concepts associated within the operation of sport and recreation facilities;
2. How risk management is an integral part of the ongoing process of planning and operation of sport and recreation facilities;
3. How current and past global events have influenced how sports operation facility management is conducted today; and
4. 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.

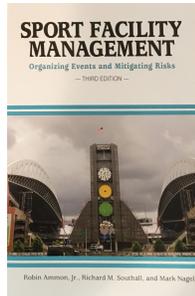
In addition, students will gain working knowledge, skills and ability to:

1. Understand and critique what elements are vital to produce a successful event at different facilities involved in a project or in a business venture;
2. Utilize the case analysis process to compare the management and operations of different sport and

recreation facilities; and

3. 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.

REQUIRED TEXTBOOK: *Sport Facility Management: Organizing Events and Mitigating Risks* — **Third Edition**, by Robin Ammon, Richard M. Southall, and Mark Nagel (2016). Copyright © by West Virginia University.



COURSE PERFORMANCE EVALUATION

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

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 Fall 2017 will be as follows:

25%	Attendance + Class Participation + Engagement
25%	Quiz #1 + Quiz #2 (12.5% each [1])
20%	Homework (HW)
16%	Special Projects (SP) — Two (8% each [2] [3])
14%	Final Exam [4]

100%

[1] Thirty (30) questions each. Format will be combination of short answer, True / False, and multiple-choice questions.

[2] SP #1: You are the tournament director. Your task and challenge is to design a Pickleball Tournament for George Mason faculty, staff and students to be held during a weekend of your choice during spring 2017.

[3] SP #2: Complete an After Action Review (AAR) for the Pickleball Tournament you designed for SP #1.

[4] Fifty (50) questions. Scope will be cumulative with about one-third on material since Quiz #2. Like Quizzes 1 and 2, the format will be a combination of short answer, True / False, and multiple-choice questions.

PROFESSIONAL DISPOSITIONS

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

- Students must adhere to the guidelines of the George Mason University Honor Code. [See <http://oai.gmu.edu/the-mason-honor-code/>].
- Students are expected to exhibit professional behaviors and dispositions at all times.

- 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/>].

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 HW by e-mail to me NLT 6p the Tuesday night before class unless otherwise specified. NO credit will be given for late assignments (unless you have my prior approval).
 - Please submit your HW and Special Projects in Arial font, 12-point.
 - Include your name, date, and “SPMT-405 Fall 2017” in the upper left corner
- To use your MasonLIVE e-mail account to receive important University information. See <http://masonlive.gmu.edu> for more information.
- Please... NO cell phone use or text messaging during actual class time; use during breaks is OK.

WHAT YOU CAN EXPECT OF ME?

Concomitant with my expectation of you, you can expect me:

- To come prepared for EVERY class and present material in clear, concise and accessible manner.
- To start every class promptly at 4:30p and to conclude NLT 7:10p — and to have at least a 10-minute break mid-stream (if the class so chooses).
- To provide you a written single-page handout of agenda before the start of each respective class.
- To assign clear, concise, and unambiguous HW assignments + Special Projects (2).
- To provide you (1+1) a current progress reporting of your performance and projected course grade during class time (Nov 8th; see Course Roadmap)

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 — <http://cehd.gmu.edu/values/>.

PROFESSIONAL DISPOSITIONS

See <https://cehd.gmu.edu/students/policies-procedures/>

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/aero/tk20>. Questions or concerns regarding use of Blackboard should be directed to <http://coursessupport.gmu.edu/>.
- For information on student support resources on campus, see <https://ctfe.gmu.edu/teaching/student-support-resources-on-campus>

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

#	Date — Wed	First Half (4:30-5:45p)	Second Half (5:55-7:10p)	HW
1	August 30	Welcome, Course Overview, Requirements + Expectations		#1
2	September 6	Chapter 1: Intro + MBTI Review	Chapter 2: Sport Event Operations Assign SP #1 — due Mon, Oct 2 nd	#2
3	September 13	Guest: Helen White, USA Pickleball Association Ambassador 4 N Va	In-Class work on SP #1	#3
4	September 20	Chapters 3 + 4: Financing Chapter 5: Booking + Scheduling	Chapter 6: Revenues + Expenses and	#4
5	September 27	Chapter 7: ADA Chapter 8: Hiring Personnel	Polish SP #1 +	#5
6	October 4	Class Presentations — SP #1	Review 4 Quiz #1	#6
7	October 11	Guest Speaker: Ryan Amato	Quiz #1 + Grade in Class	#7
8	October 18	Chapter 9: Contracts Chapter 10: Risk Management	Chapter 11: Premises Liability + Assign SP #2 — due Mon, Dec 4 th	#8
9	October 25	Guest Speaker: Craig Esherick	In-Class work on SP #2	#9
10	November 1	Chapter 12: Crowd Management Chapter 13: ER Action Plans	Review 4 Quiz #2	#10
11	November 8	Quiz #2 + Grade in Class	1+1 Performance Progress Reviews	#11
12	November 15	Guest Speaker: Jeff Marin, Public-Private Partnerships	Chapter 14: Alcohol Management Chapter 15: Food Service Mgmt Chapter 16: Box Office Management	#12
Thanksgiving Recess: November 22-26				
13	November 29	Guest Speaker: John Blevins Arlington Co. Sports Management	Successful Team Leadership + Management	#13
14	December 6	Class Presentations of SP #2 +	Review 4 Final Exam	
15	December 13	Final Exam — 4:30-7:10p		