

George Mason University
College of Education and Human Development
Sport Management/Sport and Recreation Studies

SPMT 616.001/SPMT 616.P01 – Sport Operations, Venues, and Event Management
3 Credits, Spring 2020
Tuesdays 4:30 – 7:10pm, West 1001 – Fairfax

Faculty

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Prerequisites/Corequisites: Graduate standing

University Catalog Course Description

Examines administrative functions and operations, strategic planning, governance structures, policy development, and effective practices in the strategic management of sport programs, including managerial principles for venues and events. Offered by Recreation, Health & Tourism. May not be repeated for credit.

Course Overview

In this course, each student learns to operate a team, including its events and facilities. Each week covers key skills for so doing.

Course Delivery Method: Face-to-face in the classroom

Learner Outcomes or Objectives

This course is designed to enable students to do the following:

1. Recognize and apply theoretical concepts in operations management, policy development, and event decision-making
2. Evaluate sport facility and event management structures
3. Formulate resource allocations for facility and event development
4. Apply event programming principles
5. Demonstrate an understanding of strategic considerations when managing facilities and events

Professional Standards

Commission of Sport Management Accreditation (COSMA)

Upon completion of this course, students will have met the following professional standards:

Courses offered in the Sport and Recreation Studies (SRST) graduate program are guided by the principles of COSMA. COSMA (2016, p. 1) “bases its accrediting process on principles, rather than standards.” The eight recommended principles are:

- Outcomes assessment;
- Strategic planning;
- Curriculum;
- Faculty;
- Scholarly and professional activities;
- Resources;
- Internal and external relationships; and
- Educational innovation.

For more information, please see:

Commission of Sport Management Accreditation. (2016, May). *Accreditation principles manual & guidelines for self-study preparation*. Retrieved November 30, 2016 from <http://www.cosmaweb.org/accreditation-manuals.html>

Required Simulation Material

Simulation provided by Knowledge Matters.

To purchase and use the simulation, go to the course Blackboard site. Click on “Virtual Business Case Sims.” The modules will then be listed. Click on “Tutorial,” and follow instructions to purchase access to all modules (including accepting the terms and conditions). The cost is \$69.95, which you can pay using a credit card, debit card, or PayPal.

Assignments and Examinations

Students are expected to submit all assignments on time in the manner outlined by the instructor. Typically, everything is handled through the required simulation.

Each module has tasks and quizzes to complete. Together, these are worth up to 100 points each, with the exception of the final two modules, which are worth 300 points each. Thus, there are 1800 points possible for the course.

Class Attendance and Participation

It enhances your academic success to be in class; therefore, you should attend all scheduled class meetings in accordance with George Mason University policy. In-class participation is important not only to the individual student, but to the class as a whole. We will have fun if everyone is engaged. To be engaged you have to keep up with the weekly simulation modules, and be refreshed when you attend class. It is important that everyone arrive on time, in order to help you build good habits for the world of work. Late arrivals are also a distraction to the conduct of the class.

As we may review aspects of the simulation in class, *students must bring laptop computers with wifi access and access to the simulation to every class.*

Alternative Work and absences/excused

There is no make-up work of any kind. Modules of the simulation cannot be completed late. Absences supported by documentation may be excused (e.g., a physician’s note for an illness). Alternative scheduling due to intercollegiate athletic competitions or other legitimate university activity must be arranged prior to due date.

Grading

The final grade is determined as a percentage of points possible:

A+= 98-100	B+ = 88-89.9	C+ = 78-79.9	F = below 69
A = 94-97.9	B = 84-87.9	C = 74-77.9	
A- = 90-93.9	B- = 80-83.9	C- = 70-73.9	

(While there may be gradations in the C category, any C-based grade will be computed as the standard "C.")

Professional Dispositions

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

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

Instructor Expectations:

1. Each module is to be completed before class on the date shown below.
2. Regular attendance and participation are expected. If you miss a class, it is your responsibility to obtain class materials from sources other than the instructor.
3. A computer which can access the simulation must be brought to each class.
4. Computers are to be used during class only for class exercises.
5. Cell phones may not be used during class unless otherwise instructed.
6. Students must abide by the Honor Code, guided by the spirit of academic integrity.

Class Schedule

WK	DATE	TOPICS	MODULES TO BE COMPLETED
1	Jan 21	Overview and introduction; syllabus; the simulation; basics of pricing	
2	Jan 28	Ticket pricing	Tutorial
2	Feb 4	Ticket pricing Advanced pricing strategies	Ticket Pricing
3	Feb 11	Advanced pricing strategies Event security	Advanced Pricing Strategies
4	Feb 18	Event security Parking and revenue	Event Security, Ingress & Egress
5	Feb 25	Parking and revenue Concessions	Parking & Revenue
6	Mar 3	Concessions Capital spending re concessions Sponsorship basics	Concessions Concessions – Capital Spending
7	Mar 10	SPRING BREAK	Concessions – Capital Spending <i>module from simulation may be completed during week of Spring Break.</i>

WK	DATE	TOPICS	MODULES TO BE COMPLETED
8	Mar 17	Sponsorships Promotion – media and measurement	Sponsorships
9	Mar 24	Promotion – media and measurement Social media	Promotion – Media & Measurement
10	Mar 31	Social media Television (and ticketing)	Social Media Advertising
11	Apr 7	Television (and ticketing) Player management	Television & Ticket Sales
12	Apr 14	Player management Managerial ethics	Player Management
13	Apr 21	Managerial ethics Putting it all together	Ethics in Sport Management
14	Apr 28	Perspectives from the GM Wrap-up	GM – Sports Franchise
15	May 12	<i>Final Exam</i>	GM – Advanced Sports Franchise

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

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/>.

GMU Policies and Resources for Students

Policies

- Students must adhere to the guidelines of the Mason Honor Code (see <https://catalog.gmu.edu/policies/honor-code-system/>).
- 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>

Notice of mandatory reporting of sexual assault, interpersonal violence, and stalking:

As a faculty member, I am designated as a “Responsible Employee,” and must report all disclosures of sexual assault, interpersonal violence, and stalking to Mason’s Title IX Coordinator per University Policy 1202. If you wish to speak with someone confidentially, please contact one of Mason’s confidential resources, such as Student Support and Advocacy Center (SSAC) at 703-380-1434 or Counseling and Psychological Services (CAPS) at 703-993-2380. You may also seek assistance from Mason’s Title IX Coordinator by calling 703-993-8730.

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

