

GEORGE MASON UNIVERSITY
School of Recreation, Health, and Tourism

SPORT OPERATION AND PLANNING
SPMT 405
FALL 2009

Day/time: Tuesday 4:30 pm – 7:10 pm
Location: FX-KH 242
Instructor: Donna King
Email Address: dking5@gmu.edu
Office Location: N/A
Phone Number: 703-946-4154
Office Hours: Anytime, appointment made in advance.

PREREQUISITES: None

COURSE DESCRIPTION:

This course explores the principles and techniques of planning and operating sport and recreation facilities. Emphasis is on facility operational concepts, administration, risk management, and event management. A variety of sport facility operations will be examined including athletic field complexes, indoor stadiums and recreational facilities.

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.

COURSE OVERVIEW

The course relies heavily on participative and experiential learning. Blackboard will be used to enhance the learning objectives and reinforce material presented during class. 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) Attend all team meetings for the entire meeting.
- 3) Prepare required readings and other assignments when due.
- 4) No cell phones (which includes no text messaging.)
- 5) Lap tops can be used for note taking only. If abuse is observed, a “no laptop policy will go into effect.
- 6) 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 Honor Code committee of George Mason University.
- 8) No hats.
- 9) 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 over the phone or in person.
- 10) If a student misses a class or a meeting, 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.
- 11) 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.
- 12) No tape recoding of lectures/classes is allowed unless there are extraordinary circumstances of which you have made the instructor aware.
- 13) There will be no make-up exams/assignments given without a valid university excuse that the instructor is notified 24 hours in advance. The excuse must be written and documented. The student must leave a home number or e-mail address to be contacted so a makeup can be scheduled.

OPTIONAL READING

- Ammo, R., Southall, R.M., & Blair, D.A. 2004. “Sport Facility management: Organizing Events and Mitigating Risks.” Morgantown, WVA. Fitness Information Technology, Inc.
- Duke Corporate Education. 2005. “Building Effective Teams.” Chicago, IL. Dearborn Trade Publishing.
- Farmer, Mulrooney and Ammon 1996. “Sport Facility Planning and Management.” Morgantown, WV A. Fitness Information Technology, Inc.
- Fried, Gill. 2005. “Managing Sport Facilities.” Champaign, IL. Human Kinetics
- Maxwell, John C. 2002. “The 17 Essential Qualities of a Team Player.” Nashville, TN. Maxwell Motivation Inc.
- Olson, John R. 1997. “Facility and Equipment Management for Sport Directors.” Champaign, IL. Human Kinetics.

EVALUATION

This course will be evaluated on a point system according to the current GMU undergraduate grading scale.

Class Participation/Assignments = 30 points (30%)	A = 94>100	A- = 90>93	
Mid-Term Exam/Final = 30 points (30%)	B+ = 88>89	B = 84>87	B- = 80>83
Presentation = 30 points (30%)	C+ = 78>79	C = 74>77	C- = 70>73
Article summary/discussion = 10 points (10%)	D = 60>69		
TOTAL = 100 points	F = 0 > 59		

CLASS SCHEDULE – SPMT 405 – Fall 2009

(subject to change as necessary)

September 1

Administrative overview and course requirements, Team Management

September 8

Chapters 1 & 2 : Planning and Assessment

September 15

Chapters 3 & 4: Financing and Budget

September 22

Chapters 5 & 6 : Organization and HR

September 29

Chapters 7 & 8 : Risk Management

October 6

Mid-Term Exam

October 13

Holiday No class

October 20

Chapters 9 & 10 : Risk & Crowd Management

October 27

Chapters 11 & 12 : Alcohol Management, Emergency Plans

November 3

Chapters 13 & 14 : Concession & Box Office Management

November 10

Equipment, Sports Turf,

November 17

Marketing

November 24

Presentations – Indoor facilities, golf courses

December 1

Presentations – Outdoor facilities, colleges,

December 8

Presentations – High schools, professional

December 15

Final Exam