

GEORGE MASON UNIVERSITY
School of Recreation, Health, and Tourism



**SPMT 405:001 — Sport Operation and Planning (3)
Spring 2013**

Days / Time:	Monday + Wednesday 9 - 10:15 a.m.	Location:	Robinson A 243
Instructor:	Rob Cahill	e-mail:	rcahill@gmu.edu
		iPhone #:	(703) 403-9770
Office Location:	SUB I RM 4100		
Office Hours:	by Appointment Only, Please		

PREREQUISITES: None

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 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 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 needs assessments, feasibility studies, focus groups and surveys in facility planning and operations.

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

- Observe and critique two events at two different facilities by the use of SWOT analysis [1], personal observations, and other material learned in class;
- Utilize the case analysis process to compare the management and operations of different sport and recreation facilities; and
- Function as a productive member of a management team and identify the factors involved in successful team management.

[1] a structured planning method used to evaluate the **S**trengths, **W**eaknesses, **O**pportunities, and **T**hreats involved in a project or in a business venture.

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.

ACADEMIC INTEGRITY

All students are held to the standards of the George Mason University Honor Code; please see the University Catalog for a full description of the code and the honor committee process. The principle of academic integrity is taken very seriously and violations are submitted to the Office of Academic Integrity.

What does academic integrity mean in this course?

- ALL work shall be done individually unless otherwise stated by the instructor.
- Do NOT steal or plagiarize anyone's ideas, concepts, words and / or work. Be sure to paraphrase and cite your sources correctly using the APA writing style. Failure to do so will result in an Honor Code violation.
- Do NOT lie to the instructor.
- Do NOT cheat inside or outside the class.
- If you have any hesitation, doubt or do NOT understand, always ask the instructor for guidance and clarification. You know about the pitfalls of making assumptions, right? (Ass-U-Me).

STUDENT 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 must follow the university policy for Responsible Use of Computing [See <http://universitypolicy.gmu.edu/1301gen.html>].
- Students are responsible for the content of university communications sent to their George Mason University e-mail 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 must follow the university policy stating that all sound emitting devices shall be turned off during class unless otherwise authorized by the instructor.
- Students are expected to exhibit professional behaviors and dispositions at all times.

COURSE EXPECTATIONS

Below is a list of requirements, expectations and policies that you shall respect:

- Attend ALL classes for the entire class session.
 - If you miss a class, it is YOUR responsibility to find out what happened during that class and obtain the notes and assignments from another student in the class.
 - If you know you will miss a class, please inform me as soon as reasonably possible.
- Participation is expected AND is an essential part of class. Vigorous and rigorous discussion and dialogue are encouraged in this course, with the firm expectation that all aspects of the class will be conducted with civility and respect for differing ideas, perspectives, and traditions.
- Prepare required readings and other assignments when assigned and due. You have readings almost every class. It is an expectation that you will read and familiarize yourself with the assigned readings so you can participate in class discussions and activities.
- Assignments must be submitted into Blackboard before the beginning of class on the specified date due or **NO credit will be given**

- All papers must have 1-inch margins, 12pt Times New Roman font, doubled-spaced with page numbers
- Absolutely NO cell phones (which includes NO text messaging.)
- Laptops cannot be used without instructor permission.
- Students can discuss their grades with the instructor ONLY in person.
- NO tape recording of lectures / classes is allowed unless there are extraordinary circumstances of which you have made the instructor aware.
- 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.
- Dress Code for all presentations will consist of business casual at minimum.
- All papers and citations are expected to use APA style. For further information on APA style, please consult <http://owl.english.purdue.edu/owl/resource/560/01/>.

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>].
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EVALUATION

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

A = 94 > 100 A- = 90 > 93
B+ = 88 > 89 B = 84 > 87 B- = 80 > 83
C+ = 78 > 79 C = 74 > 77 C- = 70 > 73
D = 60 > 69
F = 0 > 59

25% Attendance / Participation / Dialogue
25% (10 / 15%) Critical Eye on Facilities / SWOT Analysis
25% (5 / 5 / 5 / 10%) Case Law Presentations & Quiz (Varying Dates)
10% Risk Management Assessment and Presentation
15% Final Exam (Closed Notes)

CLASS SCHEDULE — SPMT 405 — Spring 2013

(subject to change as necessary)

- Class meets every Monday + Wednesday — 9 - 10:15 a.m.
- Spring Break — March 11-17
- Final Exam — May 8-14 TBD

HOMEWORK for JANUARY 28

- Read Chapters 1 & 2-Ammon