

**GEORGE MASON UNIVERSITY**  
**School of Recreation, Health, and Tourism**



**SPMT 405 002 — Sport Venues and Events**  
**Fall 2014**

Day / Time: Th, 4:30-7:10p

Location: Krug Hall 242

Professor Rob Cahill

(703) 403-9770

[rob.311@verizon.net](mailto:rob.311@verizon.net)

**PREREQUISITES:** SPMT 201 and completion of 60 hours

**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 an integral 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 assessment tools such as SWOT, feasibility studies, focus groups and surveys in facility planning and operations. (SWOT analysis — a structured planning method used to evaluate the **S**trengths, **W**eaknesses, **O**pportunities, and **T**hreats).

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

- Understand and critique what elements are vital to produce a successful event at different facilities involved in a project or in a business venture;
- Utilize the case analysis process to compare the management and operations of different sport and recreation facilities; and
- Learn how to function as a leader and productive member of a management team and to identify the factors involved in successful team leadership and management.

## STUDENT / COURSE 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 are expected to exhibit professional behaviors and dispositions at all times.
- Students must follow the university policy for Responsible Use of Computing [See <http://universitypolicy.gmu.edu/1301gen.html>].

In addition, you are expected:

- To be responsible for *your own* learning.
- To attend ALL classes for the entire fall term. If you miss a class (or expect to):
  - It is *your* responsibility to find out what happened during that given class, including any homework assigned.
  - You must notify me by e-mail **before** missing any class — or you will be marked absent.
- 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 and activities.
- To submit all homework by e-mail to me by the expressed due date — generally 11:59p the Wednesday night before class. NO credit will be given for late assignments (unless you have my prior approval).
  - Format homework in Arial font, 12-point.
  - Include your name, date, and “SPMT 405 Fall 2014” in the upper left corner of all submissions.
- To use your MasonLIVE e-mail account to receive important University information. See <http://masonlive.gmu.edu> for more information.
- Puh-leeze... NO cell phone use or messaging during actual class time; use during breaks is OK.

## WHAT YOU CAN EXPECT OF ME?

- Concomitant with my expectation of you, I will come prepared for every class.
- To start every class promptly at 4:30p — to conclude no later than 7:10p — and to have at least a 10-minute break mid-stream.
- To provide you a written single-page agenda before the start of each respective class.
- To assign clear, concise, and unambiguous homework assignments and special projects.
- During class time on November 13 or 20, to provide you verbally (1+1) a current progress report of your performance and projected course grade (at current performance level).

## 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/>].

## GRADING & 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 will be as follows:

30%	Attendance + In Class Engagement
10%	Homework (HW)
20%	Quiz #1 + Quiz #2
25%	Special Projects (2)
15%	Final Exam (Quiz #3+)

\_\_\_\_\_

100%

## COURSE SCHEDULE

- Class meets every Thursday (except Thanksgiving) — 4:30 - 7:10 p.m.
- Final Exam — December 10-17 TBD

## 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.

**TENTATIVE COURSE CONTENT — SPMT-405 Fall 2014**

Professor Rob Cahill

#	Date — Thursday	First Half (4:30-5:45p)	Second Half (5:55-7:10p)	HW
1	August 28	Welcome, Course Overview, Requirements + Expectations		
2	September 4	Introduce Textbook + Dialogue	Assign SP#1 — due Oct 8 (11:59p)	#1
3	September 11	Chapters 1-2-3: Intro, Sport Event Operations, Construction & Finance		#2
4	September 18	Guest: Craig Esherick (or 9/25)	Chapter 5: Revenues + Expenses	#3
5	September 25	Chapter 7: Hiring Personnel	Chapter 6: ADA + Title IX	#4
6	October 2	Quiz #1 + Grade in Class	Chapter 9: Risk Management	#5
7	October 9	Class Presentations of SP#1	Chapter 4: Public Subsidies	#6
8	October 16	Guest: Jeff Marin Public—Private Partnerships	Chapter 8: Contracts	#7
9	October 23	Chapters 8 + 10: Contracts + Liability	Successful Team Leadership + Management	#8
10	October 30	Guest: Helen White, USA Pickleball Association Ambassador, N VA	Assign SP#2 — due Dec 3 (11:59p)	
11	November 6	Quiz #2 + Grade in Class	Chapters 11-12-13	#9
12	November 13	Guest: Megan Carney, Arlington County Sports (or 11/20)	Chapters 14 + 15	#10
13	November 20	Content TBD	Performance Progress 1+1	#11
	November 27	No Class — Happy Thanksgiving!		
14	December 4	Class Presentations of SP#2	Review 4 Final Exam	
15	December 10-14	Final Exam — date TBD		