

GEORGE MASON UNIVERSITY
School of Recreation, Health, and Tourism



SPMT 405 002 — Sport Venues & Event Management
Spring 2015

Day / Time: Wed, 4:30-7:10p
Exploratory Hall L111
Professor Rob Cahill
(703) 403-9770
rob.311@verizon.net

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 spring 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.
- To submit all homework by e-mail to me by the expressed due date — generally 10:30p the Tuesday 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 Spring 2015” 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 b4 the start of each respective class.
- To assign clear, concise + unambiguous homework assignments and special projects.
- During class time on **April 8th**, to provide you (1+1) a current progress reporting of your performance + projected course grade (@ sustained current performance levels).

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 Spring 2015 will be as follows:

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

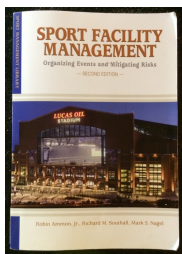
100%

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.

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.



TENTATIVE COURSE CONTENT — SPMT-405 Spring 2015

Professor Rob Cahill

#	Date — Wed	First Half (4:30-5:45p)	Second Half (5:55-7:10p)	HW
1	January 21	Welcome, Course Overview, Requirements + Expectations		#1
2	January 28	Chapters 1 + 2: Introduction + Sport Event Operations		#2
3	February 4	Guest Speaker: Craig Esherick	Chapter 3: Construction + Finance Assign SP#1 — due March 18 th	#3
4	February 11	Chapter 5: Revenues + Expenses	Chapter 6: ADA + Title IX	#4
5	February 18	Chapter 7: Hiring Personnel	Chapter 9: Risk Management	#5
6	February 25	Guest: Helen White, USA Pickleball Association Ambassador, N VA	Quiz #1 + Grade in Class	#6
7	March 4	Work on Special Project #1		
March 9-15 — George Mason Spring Break				
8	March 18	Guest Speaker: John Blevins Arlington Co. Sports Management	Class Presentations of SP#1 Assign SP#2 — due week of April 27 th	#7
9	March 25	Guest Speaker: Jeff Marin Public—Private Partnerships	Chapter 4: Public Subsidies	#8
10	April 1	Chapter 8: Contracts	Chapters 10 + 11: Liability + Crowds	#9
11	April 8	Quiz #2 + Grade in Class	Performance Progress 1+1	#10
12	April 15	Chapters 12 + 13: Med ER + Alcohol	Chapters 14 + 15: Food + Box Office	#11
13	April 22	TBD	Successful Team Leadership + Management	
14	April 29	Class Presentations of SP#2	Review 4 Final Quiz / Exam	
15	May 6-13	Final Exam — date TBD		

January 21, 2015