



## SPMT 405 002 — Sport Venues & Event Management

Spring 2017—Three (3) Credits

Day / Time: Wednesdays, 4:30-7:10p  
Robinson Hall B222

Professor Rob Cahill

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

### UNIVERSITY CATALOG COURSE DESCRIPTION

Principles and techniques of event planning and operations in sport facilities and venues. Emphasizes principles and concepts of organization and administration including communication, personnel management, management of physical resources, and risk management. Examines a variety of sport events and venues such as indoor stadiums, athletic field complexes, and managing recreation and intramural activities.

### NATURE OF COURSE DELIVERY

Face-to-face lecture format with significant dialogue encouraged. A premium will be placed on class participation vis-à-vis discussion and dialogue surrounding key take-aways from textbook readings, current events and student experiences.

### COURSE OBJECTIVES

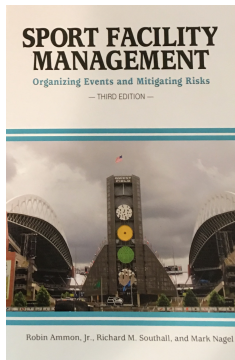
Upon satisfactory completion of the course, the student will be able to demonstrate a working knowledge and understanding of athletic and recreation facility management concepts such as:

1. The operational structure and management concepts associated within the operation of sport and recreation facilities;
2. How risk management is an integral part of the ongoing process of planning and operation of sport and recreation facilities;
3. How current and past global events have influenced how sports operation facility management is conducted today; and
4. The use of assessment tools such as a SWOT analysis (SWOT analysis — a structured planning method used to evaluate the **S**trengths, **W**eaknesses, **O**pportunities, and **T**hreats); AARs (After Action Reviews), feasibility studies; focus groups; and surveys in facility planning and operations.

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

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

**REQUIRED TEXTBOOK:** *Sport Facility Management: Organizing Events and Mitigating Risks* — **Third Edition**, by Robin Ammon, Richard M. Southall, and Mark Nagel (2016). Copyright © by West Virginia University.



## COURSE PERFORMANCE 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 2017 will be as follows:

25%	Attendance + Class Participation + Engagement
25%	Quiz #1 + Quiz #2 (12.5% each [1])
20%	Homework (HW)
16%	Special Projects (SP) — Two (8% each [2] [3])
14%	Final Exam [4]

100%

[1] Thirty (30) questions each. Format will be combination of short answer, True / False, and multiple-choice questions.

[2] SP #1: You are the tournament director. Your task and challenge is to design a Pickleball Tournament for George Mason faculty, staff and students to be held during a weekend of your choice during spring 2017.

[2] SP #2: Complete an After Action Review (AAR) for the Pickleball Tournament you designed for SP #1.

[4] Fifty (50) questions. Scope will be cumulative with about one-third on material since Quiz #2. Like Quizzes 1 and 2, the format will be a combination of short answer, True / False, and multiple-choice questions.

## PROFESSIONAL DISPOSITIONS

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

- Students must adhere to the guidelines of the George Mason University Honor Code. [See <http://oai.gmu.edu/the-mason-honor-code/>].
- 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/policies/responsible-use-of-computing/>].

In addition, I expect you:

- To be responsible for *your own* learning.
- To attend ALL classes for the entire term. If you miss a class (or expect to):
  - You must notify me by e-mail *before* missing any class — or you will be marked absent.
  - It is *your* responsibility to find out what happened during any missed class(es), including completing any homework (HW) assigned on time.
- 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 HW by e-mail to me NLT 6p the Tuesday night before class unless otherwise specified. NO credit will be given for late assignments (unless you have my prior approval).
  - Please submit your HW and Special Projects in Arial font, 12-point.
  - Include your name, date, and “SPMT-405 Sp 2016” 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.
- Please... NO cell phone use or text messaging during actual class time; use during breaks is OK.

## WHAT YOU CAN EXPECT OF ME?

Concomitant with my expectation of you, you can expect me:

- To come prepared for EVERY every class.
- To start every class promptly at 4:30p and to conclude NLT 7:10p — and to have at least a 10-minute break mid-stream (if the class so chooses).
- To provide you a written single-page handout of agenda before the start of each respective class.

- To assign clear, concise, and unambiguous HW assignments + Special Projects (2).
- To provide you (1+1) a current progress reporting of your performance and projected course grade (provided current performance levels are sustained) during class time (TBD ~April 19)

### **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/>.

### **MASON POLICIES & RESOURCES for STUDENTS**

#### *Policies*

- Students must adhere to the guidelines of the Mason Honor Code (see <http://oai.gmu.edu/the-mason-honor-code/>).
- 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](mailto: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/>.
- The Writing Center 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/>).
- The 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 Student Support & Advocacy Center staff helps students develop and maintain healthy lifestyles through confidential one-on-one support as well as through interactive programs and resources. Some of the topics they address are healthy relationships, stress management, nutrition, sexual assault, drug and alcohol use, and sexual health (see <http://ssac.gmu.edu/>). Students in need of these services may contact the office by phone at 703-993-3686. Concerned students, faculty and staff may also make a referral to express concern for the safety or well being of a Mason student or the community by going to <http://ssac.gmu.edu/make-a-referral/>.

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

#	Date — Wed	First Half (4:30-5:45p)	Second Half (5:55-7:10p)	HW
1	January 25	Welcome, Course Overview, Requirements + Expectations		#1
2	February 1	Chapter 1: Intro + MBTI Review	Chapter 2: Sport Event Operations Assign SP #1 — due <b>Mon, Feb 27<sup>th</sup></b>	#2
3	February 8	Chapters 3 + 4: Financing	Chapter 5: Booking + Scheduling	#3
4	February 15	Guest: Helen White, USA Pickleball Association Ambassador 4 N Va	Chapter 6: Revenues + Expenses and Chapter 7: ADA	#4
5	February 22	Guest Speaker: Ryan Amato	Chapter 8: Hiring Personnel Work on SP #1 + Review 4 Quiz #1	#5
6	March 1	Class Presentations — SP #1	<b>Quiz #1</b> + Grade in Class	#6
7	March 8	Guest Speaker: Craig Esherick	Chapter 9: Contracts Assign SP #2 — due <b>Mon, May 1<sup>st</sup></b>	#7
Mason Spring Break — March 11-18, 2017				
8	March 22	Chapter 10: Risk Management	Chapter 11: Premises Liability + Negligence	#8
9	March 29	Guest Speaker: Jeff Marin, Public-Private Partnerships	Review 4 Quiz #2	#9
10	April 5	Chapter 12: Crowd Management Chapter 13: ER Action Plans	<b>Quiz #2</b> + Grade in Class	#10
11	April 12	In-Class Work on SP #2		
12	April 19	Chapter 14: Alcohol Management Chapter 15: Food Service Mgmt	Chapter 16: Box Office Management	#11
13	April 26	Guest Speaker: John Blevins (T) Arlington Co. Sports Management	Successful Team Leadership + Management	#12
14	May 3	Class Presentations of SP #2 +	Review 4 Final Exam	
15	May 10	<b>Final Exam</b> — 4:30-7:10p		

Textbook: *Sport Facility Management: Organizing Events and Mitigating Risks* — **Third Edition**, by Robin Ammon, Richard M. Southall, and Mark Nagel (2016). Copyright © by West Virginia University.