

**George Mason University**  
**College of Education and Human Development**  
Sport Management Program

SPMT 616 (001) – Sport Operations, Venues, and Event Management

3 credits, Spring 2017

Wednesday 7: 20 p.m. – 10:00 pm (FX – Robinson B 218)

**Faculty**

Name: Dr. Seungwon “Shawn” Lee

Office hours: By appointment

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**Prerequisites**

None (or Graduate standing)

**University Catalog Course Description**

Examines administrative functions and operations, strategic planning, governance structures, policy development, and effective practices in the strategic management of sport programs, including managerial principles for venues and events.

**Course Overview**

The learning experiences in this course are afforded through assignments, seminar discussions, film and video material. The course relies heavily on participatory dialogue as well as individual & collaborative learning.

**Course Delivery Method**

This course will be delivered using a face-to-face lecture and/or field trips.

**Learner Outcomes or Objectives**

This course is designed to enable students to do the following:

1. Recognize and apply theoretical concepts in operations management, policy development, and event decision-making.
2. Identify prominent sport event governance structures.
3. Identify resource allocation and event programming principles.
4. Apply knowledge of management principles to sport venues and events.
5. Demonstrate an understanding of effective practices in the strategic management of sport event.

**Professional Standards** [Commission of Sport Management Accreditation (COSMA)]

Upon completion of this course, students will have met the following professional standards:

Courses offered in the Sport and Recreation Studies (SRST) graduate program are guided by the principles of COSMA. COSMA (2016, p. 1) “bases its accrediting process on principles, rather than standards.” The eight recommended principles are:

- outcomes assessment;
- strategic planning;
- curriculum;
- faculty;
- scholarly and professional activities;
- resources;
- internal and external relationships; and
- educational innovation.

For more information, please see:

Commission of Sport Management Accreditation. (2016, May). *Accreditation principles manual & guidelines for self-study preparation*. Retrieved November 30, 2016 from <http://www.cosmaweb.org/accreditation-manuals.html>

**Required Texts**

Aicher, T., & Paule-Koba, A. (2015), *Sport facility and event management*. Burlington, MA: Jones & Bartlett Learning. ISBN: 9781284034790

**\*\*\*Additional Readings\*\*\***

- ✓ Additional readings will be made available **as needed**; posted on Blackboard ; or distributed in class.
- ✓ Students may be required to find additional readings from sources provided.

**Course Performance Evaluation**

Students are expected to submit all assignments on time in the manner outlined by the instructor (e.g., Blackboard, Tk20, hard copy).

- **Assignments and/or Examinations**  
This course will be graded on a point system, with a total of **100 possible percentage points**.

Type	Points	Percentile	Due Date
Attendance	50	12.5%	Each class
Midterm	100	25%	March 22

Individual Assignment: Sport Venue and Event News presentation (w/PPT)	30	7.5%	Assigned week per each individual
Final Team Project 1) Oral presentation (20) 2) Facility Portfolio (100)	120	30%	Oral presentation: April 19 Portfolio due: April 26
Final Exam	100	25%	May 13
<b>Total</b>	<b>400</b>	<b>100%</b>	

#### Individual Assignment (Industry News Presentation):

- A presenter will introduce a current event or interesting news related to the chapter (Suggested)
- The sources (Interview, Internet Information, Textbooks, Articles, Media, and so on) should be addressed in the reference part.
- Then the presenter will lead a discussion based on the question in the selected material.
- Introduce a discussion topic and generate discussion among audiences
- Summarize discussion and share your suggestions or thoughts with audiences
- The presentation should last about 10 - 15 minutes!

#### Final Team Project (Global Facility Analysis)

- In small groups, students will be asked to select and research TWO sport facilities (one in U.S. the other in outside of UD) and critically assess the venue based on at least three facility management concepts covered throughout the course or discussed in the textbook. Each group will produce a 10 minute presentation of their analysis to the class.
- The presentation will give a comprehensive assessment of the sports facility that may include, but is not limited to, the following concepts: facility finance, facility design/construction, facility systems/technology, ADA accommodations, LEED/sustainability, facility operations, risk management, food/beverage operations, etc.
- Late presentations will not be accepted. Each group will be asked to select and submit their presentation proposal via email to the instructor by February 15th. To avoid redundancy, no two groups may assess the same venue (proposals are approved on a First-come, First-served basis).
- A copy of the presentation slides are to be given to the instructor on the day of the presentation. Each project will be assessed based on the content and substance of the presentation, the overall quality of the presentation delivery, and the grammatical accuracy and aesthetic appeal of presentation slides.
- Presentations must incorporate a minimum of 2 scholarly sources, which relate to key insights pertaining to their facility.

It is expected that all assignments be completed on time. Each assignment not completed will result in a loss of 20 % of any points the actual assignment may be worth.

#### Examinations

Examinations in class will include a midterm and final and they will be conducted on the scheduled date only.

Notes: \*Make up examinations will be conducted ONLY if the instructor grants prior permission due to a student's health issue with a written doctor's note. Make up exam may be an essay type.

- **Grading**

<b>A</b>	<b>= 94 – 100</b>	<b>B+</b>	<b>= 87 – 89</b>	<b>C+</b>	<b>= 77 – 79</b>	<b>F</b>	<b>= 0 – 59</b>
<b>A-</b>	<b>= 90 – 93</b>	<b>B</b>	<b>= 84 – 86</b>	<b>C</b>	<b>= 70 – 76</b>		
		<b>B-</b>	<b>= 80 – 83</b>	<b>D</b>	<b>= 60 – 69</b>		

376 – 400 (94% - 100%)	A
360- 375 (90%-99%)	A-
352 -359 (88%-89%)	B+
336- 351 (84%-87%)	B
320- 335 (80%-83%)	B-
312- 319 (78%-79%)	C+
296- 311 (74%-77%)	C
280 -295 (70%-73%)	C-
240- 279 (60%- 69%)	D
0 – 590 (0%-59%)	F

### **Professional Dispositions**

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

### **Class Schedule**

WEEK	MODULE	DATE	TOPIC/ACTIVITY	Reading chapter
1	Intro	1/25	Introduction and course overview “Sport, Recreation, Event ad You”	Ch. 1
2	Sport Venue	2/1	History and Management Theory Special topic: Super Bowl	Ch. 1,2
3		2/8	Facility Design, Construction (*Tentative field trip date)	Ch.3
4		2/15	Facility Finance and Budgeting	Ch. 4
5		2/22	Special Topic: Global Sport Facilities and Events Infrastructure	
6		Event Management	3/1	Bidding and Planning for Events Designing the Event Experience
7	3/8		Project Management and Event Implementation <b>Mid-term Exam</b>	Ch. 7
8	3/15		No class (Spring Break)	
9	3/22		Marketing Facility and Events	Ch. 8
10	3/29		*Filed trip: Verizon Center	
11	4/5		Consumer Behavior & Sponsorship	Ch. 9, 10
12	4/12		Revenue generation *Guest speaker	Ch. 11
13	4/19		Risk Management and Evaluation Sustainability and Legacy	Ch. 13, 14, 15
14	Presentation		4/26	Project Presentations
15		5/3	Career and Review	
		5/10	<b>Final Exam</b>	

\*Tentative upon availability of venue and speakers

Note: Faculty reserves the right to alter the schedule as necessary, with notification to students.

## 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/>.

## GMU Policies and 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://coursesupport.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/>.**

