

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

SPMT 616.SA1 – Sport Operations, Venues, and Event Management  
3 credits, Spring 2018  
Monday ~ Friday, 1:30 pm ~ 4:15 pm, GMU Korea campus

**Faculty**

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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 and video material. The course relies on participatory dialogue as well as individual & collaborative learning. Field trips to sport, meeting and event tourism venues (such as indoor stadiums, athletic housing complexes and transformed recreational facilities) will provide the students a hands-on learning opportunity to analyze meeting and event venues with respect to the Korean business environment and structure, industry suppliers, and event organization.

**Course Delivery Method**

This course will be delivered using a Lecture/Group Activity and field experience format.

**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 Text**

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

**Suggested Text**

*Convention Industry Council Manual* (9<sup>th</sup> ed.). (2014). Alexandria, VA: Convention Industry Council.

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

- ✓ Additional readings will be made available **as needed**; posted on Blackboard; or distributed in class.

**Course Performance Evaluation**

Students are expected to submit all assignments on time in the manner outlined by the instructor (e.g., Blackboard, online or 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 and Participation	80	20%	
Field Trip Analysis report	80 (20 points x 4 reports)	20%	Two days after each field trip
Individual Assignment: Sport Venue and Meeting/Event News	40	10%	Assigned date per each

presentation (w/PPT) and discussion lead			individual
Final Team Project 1) Oral presentations (60): 2) Facility Portfolio (90)	150	37.5%	Oral presentations: #1: February 21 and #2: March 1, 2018  Portfolio: Due by April 26
Final Exam	50	12.5%	May 4
<b>Total</b>	<b>400</b>	100%	

\*Pre-departure orientation and assignment

- Starting from January 22, 2018 till February 7, 2018
- There will be pre-departure mandatory training and assignments (online) via Blackboard
- Students MUST complete these requirements before departure.
- The assignments will be presented on the first week of GMU Korea class.

Field visit report:

- Students will complete field trip report after each visit to a sport and event venue.
- The report is due two days after each field trip.
- A report form will be provided at the first class with key requirements.

Individual Assignment (Industry News Presentation):

- A presenter will introduce a current event or interesting news article related to the chapter (Suggested)
- The sources (Interview, Internet Information, Textbooks, Articles, Media, and so on) should be addressed in the reference section.
- The presenter will lead a discussion based on the question in the selected material.

Final Team Project (Facility Analysis and Meeting/Event Planning)

Part A. PyeongChang Olympic Facility analysis as an event venue (70 points: 30 points oral, 40 points portfolio)

- In small groups, students will be asked to select and research TWO Olympic sport facilities (one in PyeongChang and the other in the US) 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 event features, LEED/sustainability, facility event operation, food/beverage operations, etc.

Part B. Meeting/Event Planning (80 points: 30 points oral and 50 points portfolio)

- A detailed scenario of events at a sport facility will be provided.

- Each group will develop an event management plan including, purpose & objectives, attendee profile, site analysis, programming, budgeting, food & beverage planning.
- Details of rubrics for evaluation will be announced in the first class.

Each group will be asked to select and submit their project venue via email to the instructor by February 15, 2018. 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 before the presentation due date. 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 will be completed on time. Each assignment not completed will result in a loss of 20 % of any points the actual assignment may be worth.

Examination

Final exam (online) will include course materials and a study guide will be provided. The final exam will be conducted on the scheduled date only.

Notes: \*Make up examination 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 essay format.

• **Grading**

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

376 –400 (94% - 100%)	<b>A</b>
360- 375 (90%-93%)	<b>A-</b>
352 -359 (88%-89%)	<b>B+</b>
336- 351 (84%-87%)	<b>B</b>
320- 335 (80%-83%)	<b>B-</b>
312- 319 (78%-79%)	<b>C+</b>
296- 311 (74%-77%)	<b>C</b>
280 -295 (70%-73%)	<b>C-</b>
240- 279 (60%- 69%)	<b>D</b>
0 – 239 (0%-59%)	<b>F</b>

**(While there may be assignment gradations in the C category, any C-based grade will be computed as the standard “C.” Anything below a C will be recorded as “F.”)**

**Professional Dispositions**

See <https://cehd.gmu.edu/students/polices-procedures/>

## Class Schedule

CLASS	DATE	MODULE	TOPIC/ACTIVITY	Reading chapter
1	2/12, Mon	Introduction	Introduction and course overview “Sport, Events, Korea and You”	Ch. 1
2	2/13, Tue	Sport and Event Facility	History Facility Design & Construction Facility Finance and Budgeting	Ch. 2,.3,4
3	2/14, Wed		<b>Field Trip #1: Unique Event venues</b>	
4	*2/15, Thurs		Bidding and Planning for Events Designing the Event Experience	Ch. 5, 6
5	*2/16, Fri		Project Management and Event Implementation Marketing Facility and Events	Ch. 7, 8
6	2/19, Mon		Developing Purpose and Objectives of Event/Meetings Team project oral presentation #1	
7	2/20, Tue		<b>PyeongChang Olympic visits: Field trip day #1</b> <ul style="list-style-type: none"> <li>- Olympic venues</li> <li>- Event infrastructure</li> <li>- Unique lodging experience (Han- ok</li> </ul>	

			style)	
8	2/21, Wed		PyeongChang Olympic visits: Field trip day #2 - Olympic Broadcasting Center - Olympic Game watch	
9	2/22, Thurs	Event and Meeting Management	Attendee Profile/Consumer Behavior Event Food & Beverage Planning	,
10	2/23, Fri		Field Trip #3: Mega sport event venues and its legacy	
11	2/26, Mon		Event Budgeting Revenue generation	Ch. 11, 12
12	2/27, Tue		Field Trip #4: Meeting and Event Venues in Korea	
13	2/28, Wed		Event Logistics Risk Management and Evaluation	Ch. 13, 14
14	*3/1, Thurs		Team project presentation #2	
15	3/2, Fri		Sustainability and Legacy	Ch 15

\*Korea National Holidays

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://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/>.**

