

George Mason University
College of Education and Human Development
Sport Management Program
SPMT 405 Sport Venues and Events

Monday & Wednesday, 9:00-10:15 AM
3 credits, Fall 2018
GMU Fairfax, Thompson Hall, L004

Faculty Name: Oliver Weiss
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Prerequisites

None (or Graduate standing)

University Catalog Course Description

SPMT 405

Principles and techniques of event planning and operations in sport facilities and venues. Emphasis on principles and concepts of organization and administration including communication, personnel management, management of physical resources, event design, customer service, marketing, sponsorship, and project and risk management as well as evaluation and measurement and the Legacy effect. Examines a variety of sport events and venues such as indoor stadiums, athletic field complexes, and managing recreation and intramural activities.

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.

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 sport operations management 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.
5. Demonstrate an understanding of effective practices in the strategic management of sport events.

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

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

- 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* Brianna Newland: Jones & Bartlett Learning. ISBN: 9781284034790

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). No late work will be accepted unless appropriate documentation is provided that follows the university's policy for excused absences.

- **Assignments and/or Examinations**

This course will be graded on a point system, with a total of 400 possible points.

Type	Points	Percentile	Due Date
1. Attendance and Participation	100	25%	
2. Quizzes & ad hoc assignments	80	20%	at start of class
3. Projects a. Group Staging of Event (20) b. Interview of Expert (20) c. Live Event Analysis (20)	60	15%	Due dates: a. end of semester b. by Nov. 16 c. by Nov 16
4. Research Paper a. Oral presentations (10 pts.) b. Paper (70 pts.)	80	20%	December 1
5. Final Exam	80	20%	December 13-19, specific date TBA
Total	400	100%	

Detailed requirements:

1. Attendance & Participation

Attendance is mandatory and participation is essential to enriching classroom discussion.

Participation includes student presentations on Chapter materials assigned 2-5 days prior to class.

2. Quizzes and Assignments

will consist of **check-ups on reading assignments** at the start of class (quizzes). Other assignments will be short Q&A assignments plus investigative work on special topics to enhance the materials.

3a. Event Staging Group Project: (You will plan, operate, and host an event)

will consist of an **execution of a live event** with class members as participants and spectators. This projects focuses mostly on preparation and planning than execution. However, the live event part is the final piece of this project. Details to come.

3b. Interview Project of Expert Facility/Event Management. This is a face-to-face live Video interview.

Should be placed into classroom if possible or at least taped and played in classroom. 10-20 minute video interview w an accompanying written 1-2 Page summary. Leading questions details and scoring rubric forthcoming

3c. Live Event Analysis Project: Attend an event during the semester and analyze it in detail according to our course's outline. Write a 2-3 page summary report that includes a critique from a facility and event management perspective. Details and scoring rubric forthcoming.

4. Facility Research Paper (your choice of facility and w/approval):

This will be your original research work on a facility of your choice.

It will consist of an analysis report and a short in-class presentation on your chosen topic (topic suggestions are given in class). The report and presentation should assess a facility/venue by way of critically examining this course's content information vis-à-vis the facility. Oral presentation should be 5-8 minutes (directions follow) and the paper should be a minimum of 10 pages.

5. Final Exam

will consist of a 90 minute written, in person exam, based on short answer questions and case studies from the course materials.

Grading

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		

376 –400 (94% -100%)	A
360- 375 (90%- 93%)	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 – 239 (0%- 59%)	F

Class Schedule			
CLASS	MODULE	TOPIC/ACTIVITY	Reading chapter
1 Mon, 8/27	Introduction & History	<ol style="list-style-type: none"> 1. Introduction and course overview: "Sport Facilities, Events, and You" – 30' 2. History of Sport Design and Facilities – 20' 3. Management Theory – 25' 	Ch. 1&2
2 Wed, 8/29	Facility Design & Construction	<ol style="list-style-type: none"> 1. Quiz 2. Student presentations (pre-assigned) 2 x 15-20 min (2 students – pre-announced) 3. Summary (1 student - unannounced) 	Ch. 3
3 Mon, 9/3	Finance & Budgeting	<ol style="list-style-type: none"> 1. Quiz 2. Student presentations 3. Summary 	Ch. 4
4 Wed, 9/5	Bidding and Planning for Different Events	<ol style="list-style-type: none"> 1. Quiz 2. Student Presentations (2) 3. Summary 	Ch. 5
5 Mon, 9/10	Designing the Event Experience	<ol style="list-style-type: none"> 1. Quiz 2. Student presentations (2) 3. Summary 	Ch. 6
6 Wed, 9/12		Non-classroom session. Research + project based engagement opportunity.	Ch. 6
7 Mon, 9/17	Project Management/Event Implementation	<ol style="list-style-type: none"> 1. Quiz 2. Student Presentations (2) 3. Summary 	Ch. 7
8 Wed, 9/19		<ol style="list-style-type: none"> 1. Quiz 2. Student Presentations (2) 3. Summary 	Ch. 7
9 Mon, 9/24	Marketing the Facility and events	<ol style="list-style-type: none"> 1. Quiz 2. Student Presentations (2) 3. Summary 	Ch. 8
10 Wed, 9/26		<ol style="list-style-type: none"> 1. Quiz 2. Student Presentations (2) 3. Summary 	Ch. 8
11 Mon, 10/1	Consumer Behavior	<ol style="list-style-type: none"> 1. Quiz 2. Student Presentations (2) 3. Summary 	Ch. 9
12 Wed, 10/3		<ol style="list-style-type: none"> 1. Quiz 2. Student Presentations (2) 3. Summary 	Ch. 9
13 Tue, 10/8	Sponsorship	<ol style="list-style-type: none"> 1. Quiz 2. Student Presentations (2) 3. Summary 	Ch. 10

14 Wed, 10/10		1. Quiz 2. Student Presentations (2) 3. Summary	Ch. 10
15 Mon, 10/15	Traditional Revenue Generation in Sport & Recreation	1. Quiz 2. Student Presentations (2) 3. Summary	Ch. 11
16 Wed, 10/17		1. Quiz 2. Student Presentations (2) 3. Summary	Ch. 11
17 Mon, 10/22	Customer Service	1. Quiz 2. Student Presentations (2) 3. Summary	Ch. 12
18 Wed, 10/24		1. Quiz 2. Student Presentations (2) 3. Summary	Ch. 12
19 Mon, 10/29	Risk Management	1. Quiz 2. Student Presentations (2) 3. Summary	Ch. 13
20 Wed, 10/31		1. Quiz 2. Student Presentations (2) 3. Summary	Ch. 13
21 Mon, 11/5	Measurement & Evaluation	1. Quiz 2. Student Presentations (2) 3. Summary	Ch. 14
22 Wed, 11/7		1. Quiz 2. Student Presentations (2) 3. Summary	Ch. 14
23 Mon, 11/12	Sustainability & Legacy	1. Quiz 2. Student Presentations (2) 3. Summary	Ch. 15
24 Wed, 11/14		1. Quiz 2. Student Presentations (2) 3. Summary	Ch. 15
25 Mon, 11/19	Presentations	Event Staging – Groups 1	
26 Mon, 11/26	Presentations	Event Staging – Group 2	
27 Wed, 11/28	Presentation	Event Staging – Group 3	
28 Mon, 12/3	Presentations	Event Staging – Group 4	

29 Wed, 12/5	Presentations	Event Staging – Group 5	
30 TBD	Exam	Final Exam	

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 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/>.