

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

**SPMT 405 – DL1 | Sports Venues and Events**  
**3 Credits, Spring Semester 2020**  
**| Online Course**

**Faculty**

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Office Hours: **By Appointment**  
Email Address: **mhare@gmu.edu**

**Contacting the Instructor:**

- I am here to help you succeed in this class. The best way to contact me is via email.

**How I Respond To Students:**

- I will respond to emails within 24 hours.

**My Expectations of Your Response:**

- If any email that I send requires a response – it should be received within a timely manner; similarly within a 24-48 hour window.

**My commitment regarding our online communication:**

Our shared communication is vital since I will not see you in person regularly. Therefore, I am online frequently. I am on e-mail throughout the work day and at least once per day during the weekend. I am committed to returning your e-mail within 24 hours on a weekday. On the weekend, I usually check at least once in the morning.

**If you do not hear from me in my committed timeframe, this means I have not received your e-mail. It does not mean I'm busy or ignoring you—I'm here to serve you! BUT... technology can and does fail. I anticipate that you will attempt to reach me via telephone if you receive no e-mail response. I enjoy communicating with you—it's why I am in this line of work!—but I can't communicate with you if I don't know that you're trying to get in touch with me.**

**My expectation of YOUR commitment to our online communication:**

First and foremost, you need to have an updated Mason e-mail address. Next, not surprisingly, I expect that you will be online frequently. Please check e-mail **at least every 48 hours, and every 24 hours during weeks that we have a major assignment due.** I know many of you check far more often. If you have a computer, e-mail issue or your address is incorrect in Bb, fix it immediately. I may send a personal e-mail if I need to get in touch with you regarding an assignment, tape, or speaking situation. Saying, "I didn't get your e-mail," or "Sorry, I haven't been checking my e-mail," will not suffice as a reasonable excuse for any course-based situation. I have also been known to call students, so make sure there is current phone information on file with the college.

**PREREQUISITES:** SPMT 201

## University Catalog Course Description

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

1. **Instructional Delivery:** Course content is divided into modules. Each module includes text readings, study questions, thought provoking-discussion board topics, written assignments with active learning activities, and group projects. Reflections on active learning activities and all written assignments are to be turned in via the assignment link located in each module.
2. **How Your Learning in the Online Part of the Course Works if it is an online class...**

We all have different learning styles! My teaching caters to different learning styles. Therefore, your course is set up modularly, which will offer you a multifaceted and thorough learning experience. Throughout the course you will have different ways of learning; such as discussions with peers through the discussion boards, multimedia submissions of videos, written assignments, and group work.

## Course Overview

The course relies heavily on participative and experiential learning. The requirements reflect the demands of the course. Students will be expected to respect the following policies.

### *Policies*

- Students must adhere to the guidelines of the Mason Honor Code (see <http://oai.gmu.edu/the-mason-honor-code/>).  
The integrity of the University community is affected by the individual choices made by each of us. Mason has an Honor Code with clear guidelines regarding academic integrity (see also <http://integrity.gmu.edu/>). Three fundamental and rather simple principles to follow at all times are that: (1) all work submitted be your own; (2) when using the work or ideas of others, including fellow students, give full credit through accurate citations; and (3) if you are uncertain about the ground rules on a particular assignment, ask for clarification. No grade is important enough to justify academic misconduct. Plagiarism means using the exact words, opinions, or factual information from another person without giving the person credit. Writers give credit through accepted documentation styles, such as parenthetical citation, footnotes, or endnotes. Paraphrased material must also be cited, using MLA or APA format. A simple listing of books or articles is not sufficient. Plagiarism is the equivalent of intellectual robbery and cannot be tolerated in the academic setting. If you have any doubts about what constitutes plagiarism, please see me.
- 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.
- Religious Holidays - A list of religious holidays is available on the University Life Calendar page (<http://ulife.gmu.edu/calendar/religious-holiday-calendar/>). Any student whose religious observance conflicts with a scheduled course activity must contact the Instructor at least 2 weeks in advance of the conflict date in order to make alternative arrangements.

### *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/>.
- For information on student support resources on campus, see <https://ctfe.gmu.edu/teaching/student-support-resources-on-campus>

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

### **Learner Outcomes or Objectives**

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

1. Understand the use of needs assessments, feasibility studies, focus groups and surveys in facility planning and operations.
2. Understand how risk management is part of the ongoing process of planning and operation of sport and recreation facilities.
3. Understand the operational structure and management concepts associated within the operation of sport and recreation facilities.
4. Utilize the case analysis process to compare the management and operations of different sport and recreation facilities.
5. Function as a productive member of a management team and identify the factors involved in successful team management.

### **Professional Standards: None**

### **REQUIRED TEXTS/MATERIALS:**

Ammon, R., Southall, R.M., & Nagel, M.S. (2016). *Sport Facility Management : Organizing Events and Mitigating Risks*. 3rd edition, Morgantown, WVA. Fitness Information Technology, Inc.

### **MINIMUM TECHNICAL SKILLS REQUIRED:**

*Technical Requirements*

**Technical**

- Access to a computer (at home, school, or work) which you can use for extended periods of time.
- Broadband internet access (cable modem, DSL, or other high speed).
- Firefox 3.0 or later or Internet Explorer 7 or later.
- Permissions/ability to install plug-ins or class software (e.g. Adobe Reader or Flash)
- Highly recommended: up-to-date anti-virus software

### **Skills**

To succeed in an online or hybrid class, you should have the ability to:

- Navigate web sites, including downloading and reading files from web sites
- Download and install software or plug-ins such as Adobe Reader or Flash
- Use email, including attaching and downloading documents/files from emails
- Save files in commonly used word processing formats (.doc, .docx, .rtf)
- Copy and paste text and other items on a computer
- Save and retrieve documents and files on your computer
- Locate information on the internet using search engines

### **DESCRIPTION OF ASSIGNMENTS/ASSESSMENTS:**

#### **Discussion Forum Posts**

**What Is It?** The discussion forum will give us a place to collaborate, communicate, and embark in shared learning. There are graded discussion forum posts that relate to the concepts we will study.

Discussions will open on Blackboard on Sunday. Submit your initial post no later than Tuesday before midnight EST. Read your classmates' posts and reply to two of them over the discussion period. Do not wait till the end of the course week to post your replies to others as you retard the development of the discussion conversation. Late post will not count for a grade.

1. Discussion postings should be evenly distributed during the discussion period (not concentrated all on one day or at the beginning and/or end of the period).
2. **Initial Post by Tuesday:** Your initial response to the discussion question should be a substantial, well-organized post that directly, completely, and clearly answers the question. So not a short post but not too long either to appreciate other participants' time.
  - a. [What is a paragraph?](#)
  - b. I encourage you to:
    - i. Address the questions as much as possible (don't let the discussion stray).
    - ii. Use quotes that support your postings. Include page numbers.
    - iii. Build on others' responses to create threads.
3. Avoid discussion postings that are limited to 'I agree' or 'great idea', etc. If you agree (or disagree) with a posting then say why you agree by supporting your statement with concepts from the readings or by bringing in a related example or experience.
4. Include related prior knowledge (e.g., work experience, prior coursework, readings)

- Use proper netiquette (i.e., the culture of communicating digitally). Learn more about [Netiquette](#) (stop around the 4 minute mark).

**Discussion Board Grading Rubric:**

<b>Criteria</b>	<b>Does not meet standards</b>	<b>Meets standards</b>	<b>Exceeds Standards</b>
Timely discussion contributions	1 point	2 points	3 points
Responsiveness to discussions and demonstration of knowledge and understanding gained from assigned reading	1 to 2 points	3 points	4 points
Adherence to discussion protocols	1 points	2 points	3 points

**Critical Eye Paper**

**What Is It?** This 4-5 page paper is to highlight the different topics that are learned throughout the chapters on event planning and the duties required to mitigate risks throughout sports venues and facilities. **This paper must include a SWOT analysis of the event.**

**How Do I Submit It?** Click on the weekly module and find the critical eye submission and submit via the assignment link.

**Case Law**

**What Is It?** You will choose two cases from the list that is provided. You will research the case and submit a PowerPoint presentation. The presentation will cover the premise of the case, the main key takeaways of the case, the verdict, and a WHY DO WE CARE SECTION! In the WHY DO WE CARE SECTION – you must highlight why and how this case could apply to sport managers, what we could do to mitigate the risk and suggestions on how to do it differently.

**How Do I Submit It?** Click on the weekly module and find the case law presentation submission and submit via the assignment link.

**Course Performance Evaluation**

Students are expected to submit all assignments on time in the manner outlined by the instructor

<b>Assignments and Grading Policy: Table of Assignments and Relative Grade Value (Points)</b>	<b>Points</b>
<i>Quizzes (total of 2 – 20 points each)</i>	40
<i>Readiness Quizzes (total of 15 – 15 points each)</i>	225

Case Laws (total of 2 – 30 points each)	60
SWOT Analysis Homework – Chapter 2	20
Chapter Homework Assignments (total of 5 – 10 points each)	50
Chapter 8 Partner Work	25
Critical Eye Paper	30
Chapter 10 Risk Management Submission	10
Discussion Boards (total of 8 – 10 points each)	80
Final Exam	100
<b>TOTAL</b>	<b>640</b>

### Table of Points Converted to Letter Grade:

Grade	Percent	Points
<b>A</b>	<b>93-100%</b>	<b>512-550</b>
<b>A-</b>	<b>90-93%</b>	<b>495-511</b>
<b>B+</b>	<b>88-89%</b>	<b>484-494</b>
<b>B</b>	<b>83-87%</b>	<b>456-483</b>
<b>B-</b>	<b>80-82%</b>	<b>440-455</b>
<b>C+</b>	<b>78-79%</b>	<b>427-439</b>
<b>C</b>	<b>73-77%</b>	<b>401-426</b>
<b>C-</b>	<b>70-72%</b>	<b>385-400</b>
<b>D</b>	<b>60-69%</b>	<b>330-384</b>
<b>F</b>	<b>0-59%</b>	<b>275-329</b>

### Course Schedule

<b>Date:</b>	<b>Topics/Readings:</b>	<b>Activities:</b>	<b>Assignments/Graded Work:</b>	<b>Due Dates:</b>
<b>Week 1 (1/20/20 - 1/26/20)</b>	Chapter 1 – Intro to Semester and SPMT405	1. Read chapter 1 2. Watch lecture video 3. Watch Olympic video	1. Answer self-reflection questions on BB 2. Respond to BB questions on Olympic video	*Self-reflection BB due by Thursday (1/23/20) *Respond to BB question on Olympics by Saturday (1/25/20) 11:59pm EST.
<b>Week 2 (1/27/20 -2/2/20)</b>	Chapter 2 – Sport Events and Operations	1. Read chapter 2 2. Watch lecture video	1. Readiness quiz 2. Complete SWOT analysis homework	*Quiz is due by Tuesday (1/28/20) *SWOT homework due by Saturday (2/1/20) 11:59pm EST
<b>Week 3 (2/3/20 - 2/9/20)</b>	Chapter 3 – Financing Publicly Owned Facilities	1. Read chapter 3 2. Watch lecture video	1. Readiness quiz 2. Complete BB Discussion and questions	*Quiz is due by Tuesday (2/4/20) * BB Discussion due by Saturday (2/8/20) at 11:59pm EST

<b>Week 4 (2/10/20 - 2/16/20)</b>	Chapter 4 – Financing Privately Owned Facilities	1. Read chapter 4 2. Watch lecture video	1. Readiness quiz 2. Answer 2 discussion board questions	*Quiz is due by Tuesday (2/11/20) * BB Discussion due by Saturday (2/15/20) at 11:59pm EST
<b>Week 5 (2/17/20 - 2/23/20)</b>	Chapter 5 – Booking and Scheduling Chapter 6 – Revenues and Expenses	1. Read chapter 5 2. Read booking/scheduling handout 3. Read chapter 6 4. Watch lecture video	1. Readiness quiz 2. Complete blackboard discussion 3. Readiness quiz	* Quiz is due by Tuesday (2/18/20) * Homework assignment due by Thursday (2/20/20) * Chp 6 Quiz due by Saturday (2/22/20)
<b>Week 6 (2/24/20 - 3/1/20)</b>	Chapter 7 – American with Disabilities Act (ADA) Requirements	1. Read chapter 7 2. Watch short lecture video 3. Watch inception of ADA law from 1990. And AXs Map video	1. Readiness quiz 2. Create a list of reasonable accommodations that are readily achievable for sport venues and facilities	* Quiz is due by Tuesday (2/25/20) * List of accommodations due by Sat. (2/29/20)at 11:59pm
<b>Week 7 3/2/20 – 3/8/20)</b>	Chapter 8 – Hiring Personnel	1. Read chapter 8 2. Watch 2 videos 3. Read case study 4. Partner guided activity	1. Readiness quiz 2. Commenting on both videos 3. Partner project	* Quiz is due by Tuesday (3/3/20) * Commenting on videos is due by Thursday (3/5/20) * Partner project due by Sat. at 11:59pm (3/7/20)
<b>March 9 - March 15</b>	<b>Spring Break  No class!</b>	<b>Spring Break  No Assignments!</b>	<b>Spring Break</b>	<b>Spring Break</b>
<b>Week 8 (3/16/20 - 3/22/20)</b>	Chapter 9 – Contracts	1. Read chapter 9 2. Homework assignment	1. Complete quiz #1 2. Readiness quiz	* <b>Chapter Quiz 1 due by Monday (3/16/20)</b> * Readiness quiz due by Tuesday (3/17/20) * Homework assignment due by Saturday (3/21/20) at 11:59pm EST.
<b>Week 9 (3/23/20 - 3/29/20)</b>	Chapter 10 – Risk Management and Chapter 11 – Premises Liability and Negligence	1. Read chapter 10 and 11 3. Watch lecture videos for chapter 10 and 11.	1. Readiness quiz 2. Complete Chapter 10 Homework Assignment 3. Complete BB Discussion on Chapter 11 Application	* Quiz due by Tuesday (3/24/20) * Chapter 10 assignment and Chapter 11 discussion due by Saturday (3/28/20) at 11:59pm EST.

<b>Week 10</b> <b>(3/30/20</b> <b>-</b> <b>4/5/20)</b>	Chapter 12 – Crowd Management	1. Read Chapter 12	1. Readiness quiz 2. Complete BB discussion questions	* Quiz due by Tuesday (3/31/20) * Complete discussion boards by Saturday (4/4/20) at 11:59pm EST.
<b>Week 11</b> <b>(4/6/20</b> <b>-</b> <b>4/12/20)</b>	Chapter 13 – Emergency Action Plans	1. Watch lecture video 2. Read chapter 13 3. Watch emergency videos	1. Take readiness quiz 2. Respond to each video with comments in the BB discussion 3. Critical eye paper #1	* Quiz due by Tuesday (4/7/20) * <b>Comments on video due by Thursday (4/9/20)</b> * Critical eye paper due by Saturday (4/11/20) at 11:59pm EST
<b>Week 12</b> <b>(4/13/20</b> <b>-</b> <b>4/19/20)</b>	Chapter 14 – Alcohol Management Chapter 15 – Food Service Management	1. Read chapter 14 and 15 2. Watch lecture video	1. Take Readiness quiz 2. Complete discussion board questions	* Readiness quiz by Tuesday (4/14/20) * Discussion board questions due by Saturday (4/18/20) 11:59pm EST.
<b>Week 13</b> <b>(4/20/20</b> <b>-</b> <b>4/26/20)</b>	Chapter 16 – Box Office Management	1. Read chapter 16 2. Watch lecture video	1. Take readiness quiz 2. Complete discussion board questions 3. Take Quiz #2	* Readiness quiz due Tuesday (4/21/20) * Chapter Quiz #2 due by <b>Friday (4/24/20)</b> * Complete discussion board questions by Saturday (4/25/20) at 11:59pm EST
<b>Week 14</b> <b>(4/27/20</b> <b>-</b> <b>5/3/20)</b>	Final exam review	1. Participate in the final exam review	1. <b>2</b> Case Law Presentations 2. Final Exam Review	* Final Exam review (4/28/20) * <b>2</b> Case laws due by Saturday (5/2/20) at 11:59pm EST
<b>Week 15</b> <b>(5/6/20)</b>	<b>Final Exam</b>	<b>Final Exam</b>	<b>Final Exam</b>	<b>Exam is on Wednesday 5/6/20</b>

### Campus Resources:

**Notice of mandatory reporting of sexual assault, interpersonal violence, and stalking:** As a faculty member, I am designated as a “Responsible Employee,” and must report all disclosures of sexual assault, interpersonal violence, and stalking to Mason’s Title IX Coordinator per University Policy 1202. If you wish to speak with someone confidentially, please contact one of Mason’s confidential resources, such as Student Support and Advocacy Center (SSAC) at [703-380-1434](tel:703-380-1434) or Counseling and Psychological Services (CAPS) at [703-993-2380](tel:703-993-2380). You may also seek assistance from Mason’s Title IX Coordinator by calling [703-993-8730](tel:703-993-8730), or emailing [titleix@gmu.edu](mailto:titleix@gmu.edu).