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**Reinhardt University**

**Sport Studies**

**SSP 360 (Spring 2024) 3 Credits**

**Sport Facilities and Event Management**

## General Course Information

Class Time/Days: TR 9:30a-10:45a Location: Brown Gym 203

Instructor: Krista Mullins Office: Brown Gym 104

Office Hours: MW 8:30-9:00am Phone: 770-720-5949

TR 8:30a-9:30a & 11am -12pm Email: [krm@reinhardt.edu](mailto:krm@reinhardt.edu)

Friday 10am – 11am Cell: 770-881-6697

**Course communication**

The instructor will communicate with students using course announcements and email. Students with personal concerns or questions may contact the instructor via the course email option in Canvas. The instructor will respond to all student emails within 24 hours and return all voicemail within 24-48 hours. Please provide your name, phone number, and a good time to return your call when leaving a voicemail.

**Catalog Course Description**

The purpose of this course is to provide students with an introduction to the planning and management of sports facilities and events. The course will focus on elements of planning, design, and management, while examining functions related to maintenance, security, operations, and evaluation. Prerequisites: SSP 260

**Reinhardt Credit Hour Statement: 3 Credit Hour Class**

Over 15 weeks, students will spend 150 minutes per week in lectures, class discussions, and examinations (37.5 hours for the semester). Instructional time includes a 3-hour final exam. Out-of-class work includes homework and preparation for exams and quizzes and is estimated at around 300 minutes per week (75 hours for the semester).

**Text/Course Website**

* Fried, G. (2010). Managing Sport Facilities, Second Edition. Human Kinetics
* Canvas Website: <https://reinhardtuniversity.instructure.com/login/ldap>

**Purpose of the Course**

The purpose of the course is to provide students with practical experience and information regarding facilities and event management in venues such as arenas, stadiums, health clubs, convention centers, and other comparable facilities. The course will emphasize problem solving utilizing class discussions, guest speakers and facility site visitations as feasible. Key concepts include ticket sales, crowd control, customer satisfaction, human resources management, finance, marketing and sponsorships.

**Sport Studies Program Goal**

The Sport Studies Program is designed to develop graduates with a broad cultural perspective of sport, with practical skills suitable for employment in sport-related settings, and with ethical and moral characteristics suitable for assuming leadership roles in contemporary society.

**Sport Studies Program Outcomes**

Students graduating with a degree in Sport Studies should be able to:

1. Communicate effectively in a sport agency and in academic courses as evidenced by written, spoken and visual examples.
2. Exhibit personal integrity and leadership skills as evidenced by documented experiences in academic courses and sport agency settings.
3. Recognize moral and ethical issues associated with sport (from contemporary and historical perspectives).
4. Analyze social, cultural and historical factors influencing the development of sport agencies and the decision-making processes for sport managers in those agencies.
5. Work collaboratively and in leadership roles in a sport-related professional career setting.

**Course Outcomes**

Students completing this course should be able to:

1. Describe the principles and process related to planning and management of sport facilities.

(SLO 1,3,5)

1. Demonstrate an understanding of management functions required for the successful operation and maintenance of sports facilities (SLO 5)
2. Identify and define the various stages involved in the risk management process. (SLO 1,3)
3. Demonstrate an ability to evaluate existing facilities and identify strengths and weaknesses in the context of risk management. (SLO 1,2,3,5)
4. Discuss major trends and issues impacting the planning, designing, construction and operation of facilities. (SLO 4)
5. Explain the budgetary process used in facility management. (SLO 1,5)
6. Apply the understanding of how ticket revenue is only a portion of facility revenue and how concession, merchandising is important to operating a facility. (SLO 1,5)
7. Develop skills on employee training and develop an understanding of how well-trained employees are vital to the operation of a facility. (SLO 1,2,3,5)
8. Become aware of major trends and issues impacting the planning, design, construction and operation of sports facilities. (SLO 1,4)

**Methods of Instruction**

Possible methods of instruction (and course activities) may include:

1. Lecture and discussion
2. Guest speakers
3. Web-based assignments
4. Online readings
5. Examinations and quizzes
6. Class and Group Discussion
7. Writing Assignments

**Course Requirements/Assignments/Evaluation**

1. Exams (30%)
   * Midterm (15%)
   * Final (15%)
2. Individual Projects (20%)

* Sport Venue Research & PowerPoint (10%)
* Youth Tournament (10%)

1. Group Case Study: Concert Assignment (20%)

* Students will work in groups on a facility and event case study

1. Various Assignments (20%)

* Mud Run 5K (5%)
* Mini Bidding Case Study (5%)
* Risk Management Virtual Tours and Information (5%)
* Olympic Facility Requirements (5%)

1. Professionalism Grade (10%)
   * Attendance

**Grade Scale**

A 90% and above B 80% to 89% C 70% to 79%

D 60% to 69% F below 60%

**Course Policies**

**Attendance and Punctuality:** Attendance and punctuality are crucial aspects of the course. Please show up – on time - just as you would for a job, a doctor’s appointment, or a date for a movie. Do not walk in late and do not pack up early. Excessive absences and or habitual tardiness, both subjective determinations by the instructor, will result in a lowering of the final course average and potentially a failing course grade. On the rare occasion you miss a class session, do not contact the instructor to ask if you missed anything (the answer is “Yes” – contact a classmate).

If you are ill, please notify your professor of this situation. If you are missing for a medical appointment, please obtain a note and present it to class. I will then adjust your attendance at that time.

**Absences for Reinhardt Events:** Students missing class for Reinhardt-related reasons (including athletics) on dates assignments are due must submit those assignments to Canvas by the due date/time. If you will be missing an exam, arrangements to take the exam must be made prior to the exam date. You are responsible for contacting the instructor to make these arrangements.

**Distractions:** Basic civility and common courtesy are always expected in the class. Basic civility includes the expectation that all electronic devices are to be off (or on quiet setting) and put away (not in lap or pocket) during class**. Refrain from instant messaging, texting, tweeting, etc, during our brief time together.** If you are expecting an emergency message of some sort, inform the instructor prior to the class. Similarly, once class begins, please refrain from chatter. If a class or group discussion is part of a given class period, you will be informed of that expectation.

**Late Work:** You will have a about a week after an assignment is due to get it submitted for credit. Each day an assignment is late, there will be an automatic deduction of 5%. For example, it you submit an assignment 6 days late, you will only be able to earn up to a 70%. After the extended submission time, no late work will be accepted. All assignments must be turned in prior to or on the date that they are **due by 11:59 pm via Canvas unless otherwise noted in Canvas.**

**Covid-19**

For more information about COVID-19, please see the following link: COVID-19 Info Page: <https://www.reinhardt.edu/student-life/student-services-resources/COVID-19-Updates>

**Other Important Information:**

All students, faculty, staff and administration at Reinhardt University are subject to changes in policies if mandated by the State of Georgia. Current policies and procedures can be found at:  <https://www.reinhardt.edu/back-to-campus>

If you have any questions, please refer to the website or contact Reinhardt University at the numbers below.

Campus Nurse within the Student Health Center: [nurse@reinhardt.edu](mailto:nurse@reinhardt.edu), 770-720-5542 or [www.reinhardt.edu/nurse](http://www.reinhardt.edu/nurse)

Public Safety: [publicsafety@reinhardt.edu](mailto:public_safety@reinhardt.edu)

**Non-Emergency Phone:** 770.720.5789  
**Emergency Phone:** 770.720.5911

Dean of Students: [deanofstudents@reinhardt.edu](mailto:deanofstudents@reinhardt.edu), 770-720-5540

Office of the Provost: [provost@reinhardt.edu](mailto:provost@reinhardt.edu), 770-720-9102

**Technical Issues and Support**

Students needing technical support for Canvas, Microsoft 365, Reinhardt email, or any other technology issues should contact Reinhardt IT at 770-720-5555 or IT@reinhardt.edu.

**Academic Integrity**

Students are expected to adhere to the *Reinhardt University Honor Code* with regard to academic integrity. Instances of academic dishonesty (cheating, plagiarism, etc.) will result in a course grade of “F” and any other penalties imposed by Reinhardt University.

**Accommodation Statement and Academic Support**

Students with disabilities who believe that they may need accommodation in this course are encouraged to contact the Academic Support Office as soon as possible to ensure that such accommodations are implemented in a timely fashion.

The Center for Student Success (the old SERF Lab), located on bottom floor of the Lawson Academic Center (Room 035), is a free tutoring service available to all students. For appointments, go to the Reinhardt website (www.reinhardt.edu) and click on “Academics”; when the next page appears, click Center for Student Success. On that screen, click Student Appointment Form. Fill out required fields and then submit. If you would prefer to call, the phone number is (770) 720-9232.

**Schedule of Class Sessions**

Please see course calendar at the end of this syllabus.

**Bibliography**

Appenzeller, H. (1999). *Risk management in sport: Issues and strategies*. Durham, NC:

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Brassie, Stan (1989). “Guidelines for programs preparing students for careers in sport,” *Journal of Sport Management*, 3(2), 158-164.

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Kinetics.

Graham, S (1995). *The ultimate guide to sport event management and marketing*. Toronto, ON: Irwin Professional Publisher.

Olson, J.R. (1996). *Facility and equipment management for sport directors*. Champaign, IL: Human Kinetics.

Parkhouse, Bonnie (2005). *The Management of Sport: Its Foundation and Application, Fourth Edition*. McGraw Hill.

Sawyer, T., & Smith, O. (1998). *The management of clubs, recreation, and sport: Concepts and applications*. Champaign, IL: Sagamore Publishing Company.

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Stier, W.F. (1999). *Managing sport, fitness, and recreation programs: Concepts and practices*. Boston, MA: Allyn & Bacon.

Street & Smith’s *Sports Business Journal* (http://www.sportsbusinessjournal.com/).

Ziegler, E.F., & Bowie, G.S. (1983). *Management competency development in sport and physical education*. Philadelphia, PA: Lea & Febiger.

**Sport Facilities and Event Management**

**Tentative Course Calendar**

## Week Date Topic

1 01.09 Introduction to Class and Syllabus – 9:30am

01.11 Lecture 1: History of Facilities and Types of Sporting Events

2 01.16 Introduction to Case Study & Facilities Project

01.18 Lecture 2: Event Conceptualization

3 01.23 Facilities Project Workday

01.25 Online Lecture 3: Event Bidding

4 01.30 Guest Speaker – Event Bidding

02.01 Lecture 4: Event Staffing & Human Resources

5 02.06 Case Study Workday

02.08 Lecture 5: Event Budgeting

6 02.14 Case Study Workday

02.16 **No In-Person Class:** Lecture 6: Event Sponsorships & Marketing - **ONLINE**

7 02.20 Midterm Review/ Facilities Project Workday

02.21 Case Study Workday

8 02.27 Case Study Workday

02.29 **Midterm Exam – Facilities Project Due by 11:59pm**

9 03.05 **Spring Break – NO CLASS**

03.07 **Spring Break – NO CLASS**

10 03.12 Tournament Creation Assignment / Case Study Workday

03.14 Lecture 7: Risk Management, Negligence & ADA

11 03.19 **No In-person Class**: Lecture 8: Event Services & Logistics - **ONLINE**

03.21 **No In-person Class**: Lecture 9: Event Management & Evaluation - **ONLINE**

12 03.26 SEC Tournament - Risk Management

03.28 SEC Tournament – Risk Management and then Case Study Workday

13 04.02 Case Study Workday

04.04 **SPRING DAY – NO CLASS**

14 04.09 Case Study Workday

04.11 Final Exam Review / Case Study Workday

15 04.16 Case Study Workday

04.18 **Case Study Workday – Concert Group project Due by 11:59pm**

16 04.23 **Tournament Workday – Tournament Project Due by 11:59pm**

04.25 **FINAL Exam** @ 11:15am

Notes:

* Specific Topics, Assignment Due Dates, and Reading Assignments to be announced
* All assignments/topics are tentative and subject to change based on pace of course
* Please inform instructor immediately if you have any concerns with assignments, readings, etc.