

Note:

Course content may be changed, term to term, without notice. The information below is provided as a guide for course selection and is not binding in any form, and should not be used to purchase course materials.

COURSE SYLLABUS

SMGT 441

SPORT VENUE OPERATIONS

COURSE DESCRIPTION

An in-depth study of the business practices associated with the booking, scheduling, and presentation of events in sport venues. Reflecting the multipurpose programming of many sport venues, this course will examine a variety of one-off athletic competitions, sport tournaments, concerts, family shows, and other showcase events used to fill a venue's calendar dark days.

RATIONALE

Sport venues are many times designed and operated to be multipurpose. As such, venue owners and managers rely on live entertainment events, such as concerts, to fill-in calendar dark days or will serve as add-ons to sporting events. In addition, these events are booked to provide a diversity of entertainment options for the local community, drive economic impact, and generate revenues to support venue debt service.

I. PREREQUISITE

For information regarding prerequisites for this course, please refer to the [Academic Course Catalog](#).

II. REQUIRED RESOURCE PURCHASE

Click on the following link to view the required resource(s) for the term in which you are registered: <http://bookstore.mbsdirect.net/liberty.htm>

III. ADDITIONAL MATERIALS FOR LEARNING

- A. Computer with basic audio/video output equipment
- B. Internet access (broadband recommended)
- C. Blackboard [recommended browsers](#)
- D. Microsoft Office

IV. MEASURABLE LEARNING OUTCOMES

Upon successful completion of this course, the student will be able to:

- A. Perform analysis for the planning of new venues and events.
- B. Demonstrate a proactive approach to venue management through current industry best practices and strategic planning.
- C. Compare and contrast the benefits/liabilities of various revenue streams for venues.

- D. Apply the principles of event management and operations to multiple event types.
- E. Distinguish between the roles of venue management, and the representatives of external entertainment and service agencies.

V. COURSE REQUIREMENTS AND ASSIGNMENTS

- A. Textbook readings and presentations
- B. Course Requirements Checklist

After reading the Course Syllabus and [Student Expectations](#), the student will complete the related checklist found in Module/Week 1.

- C. Discussion Board Forums (2)

Discussion boards are collaborative learning experiences. Therefore, the student is required to create a thread in response to the provided prompt for each forum. Each thread must be at least 500 words, demonstrate course-related knowledge, and use at least 2 outside sources. In addition to the thread, the student is required to reply to 2 other classmates' threads. Each reply must be at least 250 words. (B, D)

- D. Case Studies (2)

The student will complete 2 case studies, in which principles learned in the course will be applied to a realistic venue/event management scenario. The 4–5-page case response must include at least 2 references in addition to the course textbook, at least 1 of which must be a peer-reviewed source. Cases must be presented as a Word document in 12-point Times New Roman font, double-spaced, with 1-inch margins. Cases must use current APA format for all in-text citations and the reference list. (A, B, D, E)

- E. Tests (4)

Each test will cover the Reading & Study material for the assigned modules/weeks. Each test will be open-book/open-notes, contain multiple-choice and essay questions, and have a 2–2.5-hour time limit. (A, C, D, E)

VI. COURSE GRADING AND POLICIES

- A. Points

Course Requirements Checklist	10
Discussion Board Forums (2 at 80 pts ea)	160
Case Studies (2 at 160 pts ea)	320
Test 1 (Modules 1–2)	125
Test 2 (Modules 3–4)	125
Test 3 (Modules 5–6)	145
Test 4 (Modules 7–8)	125
Total	1010

- B. Scale

A = 900–1010 B = 800–899 C = 700–799 D = 600–699 F = 0–599

C. Disability Assistance

Students with a documented disability may contact Liberty University Online's Office of Disability Accommodation Support (ODAS) at LUOODAS@liberty.edu to make arrangements for academic accommodations. Further information can be found at www.liberty.edu/disabilitysupport.

If you have a complaint related to disability discrimination or an accommodation that was not provided, you may contact ODAS or the Office of Equity and Compliance by phone at (434) 592-4999 or by email at equityandcompliance@liberty.edu. Click to see a full copy of Liberty's [Discrimination, Harassment, and Sexual Misconduct Policy](#) or the [Student Disability Grievance Policy and Procedures](#).

COURSE SCHEDULE

SMGT 441

Textbook: Schwarz et al., *Managing Sport Facilities and Major Events* (2017).

MODULE/ WEEK	READING & STUDY	ASSIGNMENTS	POINTS
1	Schwarz et al.: ch. 1 2 presentations	Course Requirements Checklist Class Introductions DB Forum 1	10 0 80
2	Schwarz et al.: ch. 2 1 presentation	Test 1	125
3	Schwarz et al.: ch. 3 1 presentation	Case Study 1	160
4	Schwarz et al.: ch. 5 1 presentation	Test 2	125
5	Schwarz et al.: chs. 6, 8 1 presentation	DB Forum 2	80
6	Schwarz et al.: ch. 7 1 presentation	Test 3	145
7	Schwarz et al.: ch. 9 1 presentation	Case Study 2	160
8	Schwarz et al.: ch. 11 2 presentations	Test 4	125
TOTAL			1010

DB = Discussion Board

NOTE: Each course module/week (except Module/Week 1) begins on Tuesday morning at 12:00 a.m. (ET) and ends on Monday night at 11:59 p.m. (ET). The final module/week ends at 11:59 p.m. (ET) on **Friday**.