

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 631

SPORT EVENT & FACILITY MANAGEMENT

COURSE DESCRIPTION

This course will examine the current research related to planning, funding, and operating sporting events and sport/recreation facilities.

RATIONALE

This is a required course in the core component of the Sport Management Master's degree program. The course is designed to provide sport managers with the knowledge necessary for planning and operating sport and recreation facilities and events.

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 and video equipment
- B. Internet access (broadband recommended)
- C. Microsoft Word
(Microsoft Office is available at a special discount to Liberty University students.)
- D. Microsoft PowerPoint
- E. Adobe reader – current version (Some course documents may be posted in a pdf format; the free Adobe reader should be sufficient to open these documents.)

IV. MEASURABLE LEARNING OUTCOMES

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

- A. Explain the basic issues related to planning facilities, including site selection, design and the construction process.

- B. Explain the different forms of public and private funding of sport facilities and ethical issues involved in utilizing public funds.
- C. Describe the process involved in event planning and management.
- D. Explain the event and facility issues pertinent to participants, spectators and sponsors.
- E. Describe the operation of venues and events including staffing, box office management, security, concessions, and maintenance.
- F. Explain the legal issues facing event and facility management including the risk management process.
- G. Analyze the process of event bidding and venue selection.

V. COURSE REQUIREMENTS AND ASSIGNMENTS

- A. Textbook readings and lecture presentations

Regular readings from the textbooks and/or selected journal articles, as well as viewing of presentations, will be scheduled. Assignments and tests will be scheduled related to the readings.

- B. Course Requirements Checklist

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

- C. Discussion Board forums (2)

There will be two Discussion Board assignments, one in Module/Week 1 and one in Module/Week 6. Students are expected to post an initial thread in selected modules related to an article(s) posted in that module. Threads should be no shorter than 500 words and should build upon the information in the articles including reflective statements and specific applications of the concepts in the article(s). In addition, students must make at least one reply to another classmates' thread of a minimum 250 words. The purpose of the reply is to advance the discussion begun in the initial thread. Initial threads are due Thursday and replies are due Sunday of the module/week assigned.

D. Event Bid

Students will select a city from North America and submit a bid for either a summer or winter Olympic Games following the general guidelines of the IOC for candidate cities. The topic selection (city) is due by the end of Module/Week 1. Once the topic has been selected, students will prepare a PowerPoint presentation to be posted in Blackboard, promoting their bid. Sources will be required in APA format for all information used in putting together their bid. This assignment is due by the end of Module/Week 4.

E. Event Bid Comments

Students will be required to comment on at least 2 of their classmates' Event Bid presentations. These comments should be constructive in nature and should focus on how specific event and facility management principles were applied. Each comment should be a minimum of 200 words. This assignment is due by the end of Module/Week 5.

F. Research Paper

Students will be writing a formal research paper on one of the topics covered during the course. This paper should be a reflection of current issues and academic research regarding that topic. The paper must be written using APA formatting. The body of the paper should be 12–15 pages, and students should utilize no fewer than 5 peer-reviewed sources. Students will submit an Outline with their key sources listed by the end of Module/Week 3. The final draft of the paper will be submitted as a Microsoft Word document via SafeAssign by the end of Module/Week 7.

G. Tests (3)

There are three tests in this course, they are found in Modules/Weeks 2, 5 and 8. Each test will be open book/open notes and will be composed of 47 multiple choice and short answer/essay questions. You will have 2 hours to complete each test. Test 1 covers all material from Modules/Weeks 1 and 2, Test 2 covers all material from Modules/Weeks 3, 4, and 5, and Test 3 covers all material from Modules 6, 7, and 8. Each test must be completed by the end of the module/week assigned.

VI. COURSE GRADING AND POLICIES**A. Points**

Course Requirements Checklist		10
Discussion Board forums (2 at 60 ea)		120
Event Bid: Presentation		80
Event Bid Comments		20
Research Paper: Outline and Key Sources		100
Research Paper: Final Draft		200
Exam 1	(Modules 1-2)	160
Exam 2	(Modules 3-5)	160
Exam 3	(Modules 6-8)	160
	Total	1010

B. Scale

A = 940–1010 A- = 920–939 B+ = 900–919 B = 860–899 B- = 840–859
 C+ = 820–839 C = 780–819 C- = 760–779 F = 759 and below

C. Policies

The University Honor Code must be adhered to for all assignments and tests. Disciplinary action will follow university guidelines Instructor Availability and Feedback.

D. Instructor Availability and Feedback

The instructor will answer most emails within 24–48 hours. Written feedback will be given on written assignments. The instructor will comment on some, but not all, Discussion Board forums.

E. Disability Assistance

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

COURSE SCHEDULE

SMGT 631

Textbooks: Fried, *Managing Sport Facilities* (2015).
Masterman, *Strategic Sports Event Management* (2014).

MODULE/ WEEK	READING & STUDY	ASSIGNMENTS	%
1	Fried: chs. 1–2 Masterman: ch. 1 1 article 1 presentation	Course Requirements Checklist Class Introductions DB Forum 1 Event Bid: Topic Selection	0 0 6 0
2	Fried: chs. 4–6, 10 1 presentation	Test 1	16
3	Masterman: chs. 2–4 1 presentation	Research Paper: Outline & Key Sources	10
4	Masterman: chs. 7–8, 12 1 presentation	Event Bid: Presentation	8
5	Fried: chs. 3, 13 Masterman: ch. 10 1 presentation	Event Bid Comments Test 2	2 16
6	Fried: ch. 11 Masterman: chs. 9, 11 1 article 1 presentation	DB Forum 2	6
7	Fried: chs. 14–15 1 presentation	Research Paper: Final Draft	20
8	Fried: ch. 12 Masterman: chs. 5–6 1 presentation	Test 3	16
TOTAL			100

DB = Discussion Board

NOTE: Each course week begins on Monday morning at 12:00 a.m. (ET) and ends on Sunday night at 11:59 p.m. (ET). The final week ends at 11:59 p.m. (ET) on Friday.