

WAYLAND BAPTIST UNIVERSITY
Plainview Campus
School of Education
Division of Exercise and Sport Science

2. Wayland Mission Statement:

Wayland Baptist University exists to educate students in an academically challenging, learning-focused, and distinctively Christian environment for professional success and service to God and humankind.

3. Course Name:

EXSS 5305-VC01 Sport Event & Facility Management

4. Term:

Fall 2017

5. First and Last Name of Instructor:

Dr. J. Paul Fikes

6. Office Phone and Email:

office 806.291.3790
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EXSS Front Office - 806.291.1056
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7. Office Hours:

Laney Center, Room 203
By Appointment

8. Class Meeting Time and Location:

Virtual Campus

9. Catalog Description:

Planning, funding, and operating sporting events and sports/recreation facilities; application of planning, organization, and execution of sport and entertainment events. Fund raising and charity management; management of small and large scale facilities and event venues. Site visits and interactions.

10. Prerequisites:

EXSS 5300 – Introduction to Sports Management

11. Required Textbook and Resource Materials:

- Textbook: Sawyer, T. H. (2013). *Facility Planning and Design: For Health, Physical Activity, Recreation, and Sport* (13th ed.). Urbana, IL: Sagamore Publishing. ISBN: 0-7360-8290-5.

- Available as an ebook through the publisher here:

<http://www.sagamorepub.com/products/facility-planning-and-design-13th-ed-ebook>

- Professional Journal: Athletic Business. Free digital editions and a link to receive the free monthly journal is available here: <http://www.athleticbusiness.com/digital-issues.html>

12. Optional Materials:

- Resources available through WBU and Online libraries
- Access to WBU Learning Resources www.wbu.edu/lrc

13. Course Outcome Competencies:

1. Student will understand and apply the language of the profession.
2. Student will understand the basic issues related to planning sport facilities and events, including funding resources, personnel management, legal constraints, and spectator safety and management.
3. Student will apply information from course topics to real-life situations.
4. Student will analyze a completed sport facility project and event.
5. Student will evaluate the strengths and weaknesses of existing sport facilities.
6. Student will create a project using the components analyzed in the course.

14. Attendance Requirements:

1. As a Virtual Campus course, any student who misses twenty-five (25%) percent or more of the regularly scheduled class meetings will receive a grade of F for that course. Participation and attendance will be defined as logging into the Blackboard course module and participating in the discussion board each week. Simply logging into the Blackboard course module will not be sufficient.

15. Plagiarism and Academic Dishonesty:

ACADEMIC HONESTY:

Wayland students are expected to conduct themselves according to the highest standards of academic honesty. Academic misconduct for which a student is subject to penalty includes all forms of cheating, such as possession of examinations or examination

materials, forgery, or plagiarism. Disciplinary action for academic misconduct is the responsibility of the faculty member assigned to the course. The faculty member is charged with assessing the gravity of any case of academic dishonesty and with giving sanctions to any student involved. The faculty member involved will file a record of the offense and the punishment imposed with the dean of the division, campus dean, and the provost/academic vice president. Any student who has been penalized for academic dishonesty has the right to appeal the judgment or the penalty assessed.

Plagiarism

“Plagiarism — The attempt to represent the work of another, as it may relate to written or oral works, computer-based work, mode of creative expression (i.e. music, media or the visual arts), as the product of one's own thought, whether the other's work is published or unpublished, or simply the work of a fellow student. 1. When a student submits oral or written work for credit that includes the words, ideas, or data of others, the source of that information must be acknowledged through complete, accurate, and specific references, and, if verbatim statements are included, through use of quotation marks as well. By placing one's name on work submitted for credit, the student certifies the originality of all work not otherwise identified by appropriate acknowledgements. A student will avoid being charged with plagiarism if there is an acknowledgement of indebtedness.”

<http://catalog.wbu.edu/content.php?catoid=3&navoid=210>

16. Disability Statement:

In compliance with the Americans with Disabilities Act of 1990 (ADA), it is the policy of Wayland Baptist University that no otherwise qualified person with a disability be excluded from participation in, be denied the benefits of, or be subject to discrimination under any educational program or activity in the university. The Coordinator of Counseling Services serves as the coordinator of students with a disability and should be contacted concerning accommodation requests at (806) 291-3765. Documentation of a disability must accompany any request for accommodations.

17. Course Requirements and Grading Criteria:

A. Syllabus Quiz

- a. Read the full syllabus. If you have any questions or concerns, please contact me ASAP.
- b. A one-question (True/False) quiz is available on Blackboard. Once you are confident that you are familiar with the course objectives and expectations, complete the syllabus quiz.
- c. This is not graded, but is mandatory to be considered a participant in class.
- d. Due by midnight on the first Friday of the course (see calendar).

B. Weekly Quizzes – will assess competencies 1 & 2

- a. Will cover information from the previous week's readings
 - i. May use your book or any notes you have prepared

- b. May re-attempt each quiz as many times as you wish – best grade will be scored.
 - c. 10 worth 10 points each
 - d. Due by 9:00 PM (CST – Plainview time) Monday night each week
- C. Weekly Discussions – will assess attendance and competencies 1, 2, & 3
- a. Develop a thorough response to the prompt for each unit
 - i. Will require consideration of each of the assigned website readings
 - b. Text should follow APA formatting standards, including any references cited
 - c. 10 worth 10 points each
 - d. Due by 9:00 PM (CST – Plainview time) Tuesday night each week
- D. Research Paper – will assess competencies 1, 2, 3, 4, & 5
- a. Pick 1:
 - i. Visit 2 similar sports facilities. Write 10-12 page paper analyzing component parts of each facility. Through the paper, compare and contrast the relative strengths and opportunities for improvement of each.
 - ii. Research 2 similar sport events held at different sites. Ideally, you may attend the events as a spectator or obtain permission to view the event with professionals from the sports management team who organized the events. Write 10-12 page paper analyzing component parts of the event and evaluating the strengths and weaknesses of the decisions made.
 - b. As a rule of thumb, paper should include approximately 1 primary reference resource per page of text.
 - c. All papers should be formatted using the latest edition of APA.
 - i. Any submission that appears to be a rough draft as defined as “several (more than 2-3 unique) grammatical or APA errors per page, including the references” will be returned with a grade of 1 point.
 - 1. If you have any questions, concerns, or problems with APA formatting, please feel free to contact me or seek help through the WBU Writing Center.
 - d. Worth 100 points
- E. Class Project – will assess competencies 1, 2, & 6
- a. 1 worth 100 points
 - b. Develop a plan for a new and unique sporting event. Project should include elements from both the facilities and event management components of the course. Project should be completed using Microsoft PowerPoint presentation software. Length will be determined by the quality of your work.
 - i. The event and setting needs to be pre-approved by the instructor prior to writing the full plan.
 - 1. The event certainly may involve an existing sport or physical activity, but cannot simply be an extension or remake of an existing event.

- ii. Include planning, implementation, and event assessment methods
- iii. Include consideration of both spectator enjoyment and safety
- iv. Include a full time table, including:
 - 1. meetings for stakeholders
 - 2. dates for reservations of facility
 - 3. dates for acquisition of equipment and supplies
 - 4. if hiring employees or seeking volunteers – when to advertise for help
 - 5. account for need for facility set up, maintenance during the event, and break down and cleaning after
- v. Include a list of 2-3 sources for any supplies you need to rent, borrow, or purchase. You may also consider the use of charitable donations, but must have a plan to seek specific sponsors.
- vi. Remember to cite your sources
 - 1. I highly encourage you to interview (APA: “Personal Communication”) a few local sports event planners. You may also significantly improve your work by including input from the local EMT, police, or emergency management coordinator.

F. 400 Total Points Possible

- A: At least 360 points
- B: At least 320 points
- C: At least 280 points
- D: At least 240 points
- F: Fewer than 240 points

G. Grade Appeals: Students shall have protection through orderly procedures against prejudices or capricious academic evaluation. A student who believes that he or she has not been held to realistic academic standards, just evaluation procedures, or appropriate grading, may appeal the final grade given in the course by using the student grade appeal process described in the Academic Catalog. Appeals may not be made for advanced placement examinations or course bypass examinations. Appeals are limited to the final course grade, which may be upheld, raised, or lowered at any stage of the appeal process. Any recommendation to lower a course grade must be submitted through the Executive Vice President/Provost to the Faculty Assembly Grade Appeals Committee for review and approval. The Faculty Assembly Grade Appeals Committee may instruct that the course grade be upheld, raised, or lowered to a more proper evaluation.

17. Tentative Schedule:

A tentative schedule is provided (see below) to help you keep on pace. You are welcome to work ahead. However, you may not submit assignments after the due date. In case of emergency, I will work with you, but you must contact me as soon as is reasonably possible.

18. Additional Information:

EXSS 5305 - VC01
Sport Event and Facility Management

Week #	Dates	Sawyer Chapters to Read	Athletic Business Article to Read	Websites to Visit	Topic	Assignments Due
1	Aug 21 – 26	28, 29, 30, 31	- Mind Your Elders. Springs. Jan/Feb 2015, pp. 66-68.	- http://www.spectrum.sports.net/	Foundations	- Syllabus Quiz
2	Aug 28 – Sep 2	1, 2, 3	- Trend Veters. Bishop * & Klein. Nov 2014, pp. 60-63	- http://www.active.com/running/articles/how-to-organize-a-5k-a-guide-to-planning-your-first-race	Planning	- Quiz 1, Discussion 1
3	Sep 4 – 9	4, 5, 6	- A Fit Business. Bishop & Klein. Feb 2011, pp. 60-61	- http://www.daverams.com/tools/budget-forms/ - https://www.sba.gov/category/navigation-structure/starting-managing-business/starting-business/preparing-your-finances/understanding-basics	Budgeting & Finance	- Quiz 2 - Discussion 2
4	Sep 11 – 16	7, 8, 9	- Blown Reassignment. Wolohan & Kevy. Jan/Feb 2015, pp. 16-18	- http://www.eeoc.gov/facts/qanda.html	Human Resources	- Quiz 3 - Discussion 3 - Research Paper Topic Approval
5	Sep 18 – 23	10, 11, 12	- Life Preservers. Atwood. April 2015, pp. 38-42.	- http://www.maxpreps.com/news/c3iq6azgEeCkhgAcxJSkrA/maxpreps-10-unique-high-school-sports-venues.htm - http://www.golobos.com/ViewArticle.dbml?ATCLID=209096611&DB_OEM_ID=26000&DB_OEM_ID=26000	Location & Design	- Quiz 4 - Discussion 4

6	Sep 25 – 30	13, 14, 15	<ul style="list-style-type: none"> - Mob Mentality. Madensen. Oct 2014, pp. 44-46. 	<ul style="list-style-type: none"> - http://www.fieldturf.com/en/artificial-turf/construction-and-installation - https://youtu.be/RTmspH9lcJ4 	Construction & Systems	<ul style="list-style-type: none"> - Quiz 5 - Discussion 5
7	Oct 2 – 7	16, 17, 18	<ul style="list-style-type: none"> - Keep it Up. Kocher & Dahlmann. June 2014. pp. 142-145. 	<ul style="list-style-type: none"> - http://gameday.nd.edu/about/ - http://facilityexecutive.com/ 	Operations & Maintenance	<ul style="list-style-type: none"> - Quiz 6 - Discussion 6
8	Oct 9 – 14	19, 20, 21	<ul style="list-style-type: none"> - Crisis Management. Bishop & Klein. Sept 2014, pp. 52-53. - Closing Encounters. Bishop & Klein. July 2014, pp. 38-39. 	<ul style="list-style-type: none"> - http://teamsportsmarketing.com/the-text/the-fan/why/ 	Marketing	<ul style="list-style-type: none"> - Quiz 7 - Discussion 7
9	Oct 16 – 21	22, 23, 24	<ul style="list-style-type: none"> - Buckle Up for Safety. Hughes. May 2014, pp. 57-60. - On the Safe Side. Van Milligen. April 2014, pp. 26-29. 	<ul style="list-style-type: none"> - http://www.ready.gov/plan-for-your-risks - http://www.fema.gov/community-emergency-response-teams - http://www.huffingtonpost.com/j-peter-donald/one-lesson-we-must-learn-from-the-boston-marathon-bombing_b_5160437.html 	Security & Risk Management	<ul style="list-style-type: none"> - Quiz 8 - Discussion 8
10	Oct 23 – 28	25, 26, 27		<ul style="list-style-type: none"> - http://www.famouschicken.com/index.html - http://tampabay.rays.mlb.com/tb/ticketing/special_events.jsp 	Game Time	<ul style="list-style-type: none"> - Quiz 9 - Discussion 9 - Class project due Friday
11	Oct 30 – Nov 4			<ul style="list-style-type: none"> - http://www.businessnewsdaily.com/4245-swot-analysis.html - http://smallbusiness.chron.com/debriefing-exercises-31393.html 	Product Evaluation and Reflection	<ul style="list-style-type: none"> - Quiz 10 - Discussion 10 - Research paper due Friday