



**1. Campus Name**  
**School of Education**

**2. Wayland Baptist University 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 Prefix, Number, & Name:**

EXSS 5305-VC01 Sport Event & Facility Management

**4. Term and Year:**

Fall-1, 2023

**5. Full Name of Instructor:**

Dr. J. Paul Fikes

**6. Office Phone and WBU Email Address:**

Office phone: 806.291.3790

Email: [fikesp@wbu.edu](mailto:fikesp@wbu.edu)

Cell phone: 806.729.8017

EXSS Front Office phone: 806.291.1056

**7. Office Hours, Building, and Location:**

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. Prerequisite:**

EXSS 5300 Introduction to Sports Management

**11. Required Textbook and Resources:**

- Textbook: Aicher, T. J., Newland, B. L., & Paule-Koba, A. L. (2020). *Sport facility and event management* (2<sup>nd</sup> ed.). Jones & Bartlett.

- Professional Journal: Athletic Business. Free digital editions and a link to receive the free monthly journal is available here: [link](#)

**12. Optional Materials:**

- Resources available through WBU and Online libraries

- Access to WBU Learning Resources at [link](#)

### **13. Course Outcome Competencies:**

At the completion of this course, the student will:

1. demonstrate the ability to apply theories of project management and event planning in the management of sport events and facilities.
2. demonstrate the ability to apply elements of facility design, with particular attention to function and risk mitigation and management.
3. demonstrate the ability to finance, budget for, and seek bids for various sports facility and event needs.
4. demonstrate the ability to market a sports event or facility to potential consumers.
5. demonstrate the ability to manage people flow through a sports event or facility.
6. demonstrate the ability to apply theories of customer service to sports event management.
7. demonstrate the ability to utilize the sport event or facility as a source of revenue.
8. demonstrate the ability to analyze or synthesize the long-term impact and success of a sports facility or event.

### **14. Attendance Requirements:**

As stated in the Wayland Catalog, students enrolled at one of the University's external campuses should make every effort to attend all class meetings. All absences must be explained to the instructor, who will then determine whether the omitted work may be made up. When a student reaches that number of absences considered by the instructor to be excessive, the instructor will so advise the student and file an unsatisfactory progress report with the campus executive director. Any student who misses 25 percent or more of the regularly scheduled class meetings may receive a grade of F in the course. Additional attendance policies for each course, as defined by the instructor in the course syllabus, are considered a part of the University's attendance policy.

- 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 at least one assignment each week. Simply logging into the Blackboard course module will not suffice.

### **15. Statement on Plagiarism and Academic Dishonesty:**

Wayland Baptist University observes a zero tolerance policy regarding academic dishonesty. Per university policy as described in the academic catalog, all cases of academic dishonesty will be reported and second offenses will result in suspension from the university.

### **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. Required First Assignment
  - a. Read the Academic Integrity Statement regarding Policy 8.4.1 (posted in Blackboard).

- b. Ask any questions or discuss any concerns with the course instructor ASAP.
  - c. Complete the Blackboard survey during the 1<sup>st</sup> week of the course.
  - d. Assignment is required to be considered in attendance for census purposes.
  - e. Not graded – but must complete to avoid disenrollment from course.
- B. Discussion Board Questions – will assess attendance and competencies 1, 2, 3, 4, 5, 6, 7, & 8
- a. Each week, a single prompt or question is posted. Develop a thorough response to each and post your reflection.
    - i. Will require consideration of that week’s assigned readings
    - ii. Text should follow APA formatting standards, including any references cited
    - iii. Your original response is due by 9:00 PM (CST – Plainview time) on Saturday night during; see due dates on course calendar (below)
    - iv. 8, each worth up to 10 points
      - 1. See “Discussion Boards Expectations and Grading” for detail on grading criteria
  - b. After your original post is submitted, you are expected to read other student responses and post thoughtful and constructive replies to your classmates to encourage an exchange of ideas. This will enhance your learning and that of your classmates.
    - i. Contributions that advance the course discussion will be rewarded with “discussion points”
      - 1. Earn 1 discussion point for adding to another student’s post with an interesting idea or question that the original post didn’t include.
      - 2. Comments that do not advance the discussion, such as “I agree” or “I agree because you made this one point,” will not earn the discussion point.
    - ii. I will also participate in the discussions by asking questions, proposing challenges to your assertions, and generally encouraging you to think more deeply about the topics. Remember that I have the responsibility to ask questions that challenge your preconceptions and biases. I may also play the “devil’s advocate” during discussions.
      - 1. Note: you are not graded on your opinion, but on whether your opinions are rooted in facts and foundational information, whether your opinions are presented within the required format so that we can all read them in the same context, and whether your opinions are on the topic proposed by the prompt.
    - iii. 20 total discussion points are available, distributed among the DBs. But, no more than 4 can be earned in any one unit’s DB prompt.
      - 1. There is no “due date” for these, as the intent is to encourage continual reflection and interaction. However, no submissions can be graded for credit after the course session deadline on Saturday of the last week of class.
      - 2. You should receive an email message for each discussion point awarded from Blackboard.
  - c. Post to Blackboard under “Discussion Boards” tab
  - d. Anticipated time on task: 1 hour per week on writing, plus defined weekly readings
  - e. 100 total points possible
- C. Research Papers – will assess competencies 1, 2, 3, 4, 5, 6, 7, & 8
- a. Write two essays responding to the following prompts:
    - i. Mid-term Paper: Visit 2 similar sports facilities. In the paper, analyze the component parts of each facility. Compare and contrast the relative strengths and opportunities for improvement of each. In particular, consider

the relative functionality of each facility: Is the facility well designed for the activities that it holds? As far as you can tell, does each facility meet minimum building codes, or do you notice anything obvious that needs to be updated (by law)?

- ii. Final Paper: 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. Analyze the component parts of the event and evaluate the strengths and weaknesses of the decisions made. Include consideration of the “people flow” and potential sources of revenue.
- b. Each essay should be approximately 1,700 words in total, including:
    - i. Title page
    - ii. Your essay text
    - iii. References
  - c. As a rule of thumb, paper should include approximately 1 primary reference resource per page of text.
  - d. All papers should be formatted using the latest edition of APA.
    - i. 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.
    - ii. If you need to include tables, figures, or charts, place them in appendices. Refer to each within the text and provide context and explanation for why they are included. These do not count as part of your paper length.
  - e. Grading rubric embedded in Blackboard
  - f. Upload to Blackboard link near the end of each respective week’s content
  - g. Due by 9:00 PM (CST – Plainview time) on Saturday during Weeks 4 and 8 (see Course Calendar, below)
  - h. Anticipated time on task: 3 hours preparation per week (1-3 & 5-7) plus 8 hours writing, editing, and proofreading during submission weeks (4 & 8), plus defined weekly readings
  - i. 2, Worth 50 points each (100 total)
- D. Class Project – will assess competencies 1, 2, & 6
- a. 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 must 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, including any fundraising needs
      4. if hiring employees or seeking volunteers – when and where 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.
- b. Grading rubric embedded in Blackboard
- c. Due by 9:00 PM (CST – Plainview time) on Saturday during week 7
- d. Upload to Blackboard link near the end of week 7 content
- e. Anticipated time on task: 6 hours total in weeks 6 & 7
- f. 1, worth 100 points

E. 300 Total Points Possible

- A: At least 270 points
- B: At least 240 points
- C: At least 210 points
- D: At least 180 points
- F: Fewer than 180 points

- F. Grade of Incomplete – The university catalog, [link](#), states that “an incomplete may be given within the last two weeks of a long term . . . to a student who is passing, but has not completed a term paper, examination, or other required work for reasons beyond the student’s control.” For this course, I will approve any request that includes a statement of need due to “reasons beyond the student’s control” and that is requested in the last two weeks of the term. However, I can only approve the request if you are both requesting an extension for *one assignment* and are otherwise *passing* (defined as at least 60% of the point expected based on the position within the course, excluding the assignment within the request). More extensive requests may be possible through petition to WBU academic administration.

17.1 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 Vice President of Academic Affairs/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.

**18. Tentative Schedule:**

A tentative schedule is provided (see calendar below) to help you keep on pace. You are welcome to work ahead. However, you may not submit assignments after the due date without communicating with me first. In case of emergency, I will work with you, but you must contact me as soon as is reasonably possible.

**19. Faculty May Add Additional Information as Desired:**

- This course is designed to be completed in eight weeks, with 15-16 hours of time on task per week. If you are unable to commit this time, please talk to your instructor ASAP. I recommend scheduling blocks of time throughout each week so you don’t feel rushed on Saturdays when assignments are due.

- Life happens. Please communicate with me when it does so I can be looking for ways to help you. I can't help you solve problems if I don't know you're having them.

EXSS 5305 - VC01  
Sport Event and Facility Management

Week #	Dates	Topic	Aicher Chapters to Read	Additional Readings and Resources (links and prompts posted in Blackboard)	Assignments Due
1	Aug 7-12	Unit 1 – Project Management & Event Planning	1-2	Posted in Blackboard	- Required First Assignment (Aug 11) - DB 1 (Aug 12)
2	Aug 14-19	Unit 2 – Facility Design & Risk Management	3-4	Posted in Blackboard	- DB 2 (Aug 19)
3	Aug 21-26	Unit 3 – Financing, Budgeting, and the Bidding Process	5-6	Posted in Blackboard	- DB 3 (Aug 26)
4	Aug 28 – Sep 2	Unit 4 – Marketing the Experience	7-8	Posted in Blackboard	- DB 4 (Sep 2) - Mid-term Paper (Sep 2)
5	Sep 4-9	Unit 5 – People Flow	9-10	Posted in Blackboard	- DB 5 (Sep 9)
6	Sep 11-16	Unit 6 – Customer Service	11	Posted in Blackboard	- DB 6 (Sep 16)
7	Sep 18-23	Unit 7 – Revenue and Sponsorships	12-13	Posted in Blackboard	- DB 7 (Sep 23) - Course Project (Sep 23)
8	Sep 25–30	Unit 8 – Evaluation & Assessment for Impact	14-15	Posted in Blackboard	- DB 8 (Sep 30) - Final Paper (Sep 30)