



**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 2019

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

- Available from the publisher here: [link](#)

- Available as an ebook through the publisher here: [link](#)

- 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:

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:** 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 the discussion board each week. Simply logging into the Blackboard course module will not be sufficient.

**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. 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 9:00 PM (CST – Plainview time) 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. Or,
    - 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 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 working with 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:**

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 19 – 24	28, 29, 30, 31	- Mind Your Elders. Springs. Jan/Feb 2015, pp. 66-68.	- <a href="#">Spectrum Sports</a>	Foundations	- Syllabus Quiz (Due Friday 9:00 PM)
2	Aug 26 – 31	1, 2, 3	- Trend Veters. Bishop *& Klein. Nov 2014, pp. 60-63	- <a href="#">How to Organize a 5k</a>	Planning	- Quiz 1 (Due Monday 9:00 PM) - Discussion 1 (Due Tuesday 9:00 PM)
3	Sep 3 – 7	4, 5, 6	- A Fit Business. Bishop & Klein. Feb 2011, pp. 60-61	- <a href="#">Dave Ramsey Budget Forms</a> - <a href="#">U.S. Small Business Administration New Business Guide</a>	Budgeting & Finance	- Quiz 2 (Due Monday 9:00 PM) - Discussion 2 (Due Tuesday 9:00 PM)
4	Sep 9 – 14	7, 8, 9	- Blown Reassignment . Wolohan & Kevy. Jan/Feb 2015, pp. 16-18	- <a href="#">U.S. Federal Laws Prohibiting Job Discrimination with Questions and Answers</a>	Human Resources	- Quiz 3 (Due Monday 9:00 PM) - Discussion 3 (Due Tuesday 9:00 PM) - Research Paper Topic Approval (Due Friday 9:00 PM)
5	Sep 16 – 21	10, 11, 12	- Life Preservers. Atwood. April 2015, pp. 38-42.	- <a href="#">MaxPreps 10 Unique High School Sports Venues</a> - <a href="#">UNM Athletic Facilities</a>	Location & Design	- Quiz 4 (Due Monday 9:00 PM) - Discussion 4 (Due Tuesday 9:00 PM)
6	Sep 23 – 28	13, 14, 15	- Mob Mentality. Madensen. Oct 2014, pp. 44-46.	- FieldTurf Manufacturing and Installation on <a href="#">FieldTurf</a> - <a href="#">Dunbar (DC) High School Construction Time-Lapse</a>	Construction & Systems	- Quiz 5 (Due Monday 9:00 PM) - Discussion 5 (Due Tuesday 9:00 PM)

7	Sep 30 – Oct 5	16, 17, 18	<ul style="list-style-type: none"> <li>- Keep it Up. Kocher &amp; Dahlmann. June 2014. pp. 142-145.</li> </ul>	<ul style="list-style-type: none"> <li>- <a href="#">Notre Dame Football Gameday Events</a></li> <li>- <a href="#">Facility Executive</a></li> </ul>	Operations & Maintenance	<ul style="list-style-type: none"> <li>- Quiz 6 (Due Monday 9:00 PM)</li> <li>- Discussion 6 (Due Tuesday 9:00 PM)</li> </ul>
8	Oct 7 – 12	19, 20, 21	<ul style="list-style-type: none"> <li>- Crisis Management. Bishop &amp; Klein. Sept 2014, pp. 52-53.</li> <li>- Closing Encounters. Bishop &amp; Klein. July 2014, pp. 38-39.</li> </ul>	<ul style="list-style-type: none"> <li>- <a href="#">Team Sports Marketing - What is Sports Marketing?</a></li> </ul>	Marketing	<ul style="list-style-type: none"> <li>- Quiz 7 (Due Monday 9:00 PM)</li> <li>- Discussion 7 (Due Tuesday 9:00 PM)</li> </ul>
9	Oct 14 – 19	22, 23, 24	<ul style="list-style-type: none"> <li>- Buckle Up for Safety. Hughes. May 2014, pp. 57-60.</li> <li>- On the Safe Side. Van Milligen. April 2014, pp. 26-29.</li> </ul>	<ul style="list-style-type: none"> <li>- <a href="#">Emergency Preparedness from U.S. DHS</a></li> <li>- <a href="#">FEMA Community Emergency Response Teams</a></li> <li>- <a href="#">One Lesson We Must Learn from the Boston Marathon Bombing</a></li> </ul>	Security & Risk Management	<ul style="list-style-type: none"> <li>- Quiz 8 (Due Monday 9:00 PM)</li> <li>- Discussion 8 (Due Tuesday 9:00 PM)</li> </ul>
10	Oct 21 – 26	25, 26, 27		<ul style="list-style-type: none"> <li>- <a href="#">The Famous SD Chicken</a></li> <li>- <a href="#">Tampa Bay Rays Special Events</a></li> </ul>	Game Time	<ul style="list-style-type: none"> <li>- Quiz 9 (Due Monday 9:00 PM)</li> <li>- Discussion 9 (Due Tuesday 9:00 PM)</li> <li>- Class project (Due Friday 9:00 PM)</li> </ul>
11	Oct 28 – Nov 2			<ul style="list-style-type: none"> <li>- <a href="#">SWOT Analysis</a></li> <li>- <a href="#">Event Debriefing Exercises</a></li> </ul>	Product Evaluation and Reflection	<ul style="list-style-type: none"> <li>- Quiz 10 (Due Monday 9:00 PM)</li> <li>- Discussion 10 (Due Tuesday 9:00 PM)</li> <li>- Research paper (Due Friday 9:00 PM)</li> </ul>