

UNIVERSITY OF GEORGIA
DEPARTMENT OF KINESIOLOGY

Session:	Spring 2019
Course code:	KINS 7270
Course Title:	Sport Facility and Event Management
Course Timetable:	Day: Tuesday Time: 11:00 – 12:15pm Room: Ramsey 224 Day: Thursday Time: 11:00 – 12:15pm Room: Ramsey 224
Professor:	Dr. Becca Leopkey Office: Ramsey 363 Phone: 706-542-1224 E-mail: bleopkey@uga.edu Office Hours: Mondays, 2:00 - 3:30 pm or by appointment

Course Description

This course is designed to introduce students to sport events and facility management. Upon completion of this course, you will understand the basic competencies necessary for managing and operating sport events.

Course Objectives:

1. Introduce the concepts of sport facility management and event management;
2. Understand the various job opportunities available in sport facilities and event management organizations;
3. Provide students with experience in critically evaluating sport facility needs and development; and
4. Gain a broad understanding of the differences in event planning in different sport events and contexts.

Course Text:

No course text is required. Associated readings will be made available on eLearning Commons (eLC).

Course Information

Structure:

The course will consist of both practical and creative learning assignments. Practical learning assignments are those in which students will apply event management theories within the sport environment. Creative learning assignments are those in which the student will apply what is learned in class in ways that go beyond the typical lecture/note-taking experience (e.g., case studies and field trips).

All updates or changes to the schedule will be announced in class. It is your responsibility to keep up with changes to the syllabus and calendar.

Readings and Assignments:

Readings and assignments will be assigned throughout the semester. It is your responsibility to keep up with due dates posted in the syllabus/eLC.

Late Policy – assignments will only be accepted for up to three days following the due date. Assignments will be docked 10% per day for tardiness up to a maximum of – 30%. Assignments will not be accepted after the third day and students will be given zero.

Attendance:

A key part of effectiveness in the industry is being present and prepared as scheduled. To model this behavior, class attendance is necessary. Any university-approved absence accompanied with appropriate documentation will be excused. Non-university approved excuses which are communicated in advance will be penalized partially (1/2 value of classroom drill activity). Unexcused absences will result in 0 points for the daily drill.

Correspondence:

Email correspondence is the preferred method of contact for this course. Please email me at bleopkey@uga.edu should you have any questions concerning the class. You must email from your UGA email address in order to receive a response regarding any class material or questions. This is a requirement for compliance with the Federal Family Educational Rights and Privacy Act (FERPA) regulations from the U.S. Department of Education. Accordingly, the public posting of grades either by student name, institutional student number or social security number without the student's written permission is a violation of FERPA. Further, student grades may not be forwarded via e-mail (even in response to the student's request).

Email Policy: Please remember that email is an official means of communication. As such, you are expected to follow simple guidelines of professionalism. You should: (a) use a subject line that is relevant to your message; (b) clearly state your question or concern; (c) use standard English and complete sentences, as opposed

to using abbreviations and texting-style communications; (d) include a signature block containing your name and email address; and (e) proofread your email prior to sending it. Emails that do not adhere to the policy could result in the deduction of points from a student's final grade.

Course announcements: Announcements will be made via eLC email from time to time. You are responsible for checking your eLC email (forwarding it to your preferred account is strongly recommended) prior to each class. Last minute class cancellations will be made via eLC email if necessary.

Course Assessment Format

Grading:

This course is graded on the following 100-point (your overall point score will be converted) scale:

A	93 – 100
A -	90 – 92
B +	87 – 89
B	83 – 86
B -	80 – 82
C +	77 – 79
C	73 – 76
C -	70 – 72
D +	65 – 69
D	60 – 64
F	59 and Below

**please note that point values over .5 will be rounded up*

Breakdown:

Assignment	Due Date	Value
UGA Historic Facilities Reflection	Feb. 21	40 pts
Sport Event Proposal Presentation	Feb. 28, March 5, 7	30 pts
Facility Evaluation	March 19	15 pts
Job Shadow Experience	April 18	25 pts
Facility Business Plan/Presentation	April 30	70 pts
Classroom Drills	Day of	20 pts
Total:		200 pts

Course Assignments:

UGA Historic Facilities Reflection (40 pts)

We will have the opportunity in class to visit the UGA Special Collections Library (archives). Here we will learn about how to search and use the artifacts at the archives. More specifically, we will look at information on the evolution of the sports facilities on campus. Students will be asked to return to the archives to further explore the information available and to write a short reflection paper on the historical evolution of the sports facilities here on campus. This paper should be approx. 5-8 pages and follow **APA format**. The reflection is due on or before **February 21 in class**. More details regarding the reflection will be provided during our visit to the archives on **January 22** and made available on eLC.

Sport Event Proposal Presentation (30 pts)

As part of the class we will be going on a field trip to Gwinnett county. The Gwinnett Sports Commission (GSC) will be organizing a behind the scenes tour of several sports facilities. Students will be asked to car pool to the venue. This will be a full day event (i.e., 9:30am-2:30pm). The class will be kept informed of any changes to the schedule. The full day field trip will be held in lieu of 2-3 regular classes. Days in lieu are indicated on the calendar below.

A class assignment has been designed to align with this visit. The role of the GSC will be reviewed during the visit however, one of their purposes is to attract sporting events to the local area. Following the visit, students will be required to work in small groups to prepare a proposal for a potential event that the GSC should pursue or try and attract to the county. This must be a real event and event details (available online or by phone etc.) must be available for you to consider this as your proposal. There is no paper associated with this assignment. Your group will be responsible for presenting the background of the event, its hosting requirements, and a justification on why you think Gwinnett county might be a good fit. The presentation should be 10- 15 mins (**max**) and review the content requested in assigned outline. Presentations should be original yet professional. Presentation slots will be selected at random at the beginning of the semester (**February 28, March 5, March 7**). More information on the project/presentation will be provided during the visit.

Facility Evaluation (15 pts)

Students will be asked to visit a sport, recreation or fitness facility (It cannot be a UGA facility). They will be provided with questions/questionnaire in order to provide an evaluation of the facility. The facility evaluation is due in class on **March 19, 2019**. More details regarding the assignment will be provided in class. *Must also be different then job shadow facility.

Job Shadow Experience (25 pts)

In order to gain more real-world experience and perspective, students are required to perform a short job shadow of someone who works in a sport facility. This experience should last 2-4 hours or longer if you would like. The purpose of the assignment is to expose students to facility management jobs/roles and their respective work environments. This may take place at an actual event or during a regular work day. Students are responsible for finding their own facility manager to shadow. A 5 page reflection on this experience is due on or before **April 18 in class**. **APA format is required**. More details regarding expectations of the reflection will be provided in class and made available on eLC.

Facility Business Plan (70 pts – 50 pts paper/20 pts presentation)

Students will work in small groups on the development of a business plan for a new stadium/arena/sport facility or a major renovation of an existing facility. More details will be provided in class. The paper should be maximum 20 pages plus title page and references and follow **APA referencing style**. This plan is due on or before the last day of class – **April 30, 2019**.

Facility Business Plan Presentation

Students will be required to present their business plan to the class. The presentations should be 15 mins (**max**) and review the content requested in the actual paper. Presentations should be original yet professional. Presentation slots will be selected at random at the beginning of the semester (April 23, 25 and 30).

Classroom Drills (30 pts)

These activities will involve current topics and materials related to the sport industry that students will have to evaluate, process, and take action on as if they were practitioners in the field. Assignments will be a combination of individual and group. Classroom drills cannot be made up and are in class only. Students that are unexcused absent during the activity will lose the value of the daily drill total. Students with excused absences will need to email the instructor within a week of the assignment to set up an equivalent make-up assignment.

Course Schedule

KINS 7270 – Sport Facilities and Event Management- Spring 2019

Date	Topic	Assignments Due/ Other
Jan. 10	Overview of Syllabus -course outline, expectations, and assignments	
Jan. 15	Groups and presentation date selection ESPN Short – Brave in the Attempt	Drill #1
Jan. 17	History of Sport Events and Facilities	
Jan. 22	Visit to UGA Special Collections Library -the history and evolution of UGA sport facilities (Room 329)	Drill #2
Jan. 24	Documentary – The Real Olympics	Drill #3
Jan. 29	Sport Event Management	
Jan. 31	Sport Event Planning and Design	
Feb. 5	Sport Event Bidding	Drill #4
Feb. 7	Sport Event Legacy and Sustainability	Drill #5
Feb. 12	Guest Speaker – TBD	
Feb. 14	Visit to the GSC (Full day event -9:30-2:30) TBC	
Feb. 19	Group Project Planning Day (in class)	
Feb. 21	Facility Evaluation and Analysis	Historical Reflection Papers due in class
Feb. 26	Day in Lieu #1	
Feb. 28	GSC Sport Event Presentations	

	(4 groups)	
March 5	GSC Sport Event Presentations (3 groups)	
March 7	GSC Sport Event Presentations (3 groups)	
March 11-15	Spring Break	
March 19	Facility Planning	Facility Evaluation due in class Drill #6
March 21	Attendance at Global Forum	
March 26	Day in Lieu #2	
March 28	Facility Design	
April 2	Tour of Sanford Stadium – Joe McCollum (TBC)	Drill #7
April 4	Tour of UGA Golf Course – Matt Peterson	
April 9	Field trip/Guest Speaker (TBC)	
April 11	Day in Lieu #3	
April 16	Facility Comparison	Double Drill day!!
April 18	Group Project Time/Flex day	
April 23	Group Presentations (4 groups)	
April 25	Group Presentations (3 groups)	
April 30	Group Presentations (3 groups)	Final group project due

****The course schedule may be altered at the discretion of the instructor. Advance notice will be given.**

University, Department and Class Policies

Academic Honesty:

The University of Georgia and the Department of Kinesiology mandate the highest standards of academic conduct and will not tolerate any form of academic dishonesty or plagiarism. Due to the importance placed on academic integrity, any student believed to be in violation of the UGA Academic Honesty policy will be immediately reported to the University administrators. Non-familiarity with academic rules is not an excuse. UGA Academic Honesty guidelines can be found at: <https://ovpi.uga.edu/academic-honesty>

The penalties for academic dishonesty or plagiarism are at the discretion of the instructor, department and University. Penalties range from receiving an “F” in the course to a student’s suspension or expulsion from the University.

Copyright of Class Material:

Students may not post any material from this course on any internet websites or other personal networking sites without the explicit and written permission of the instructor. Any students who are found to violate this guideline will be reported to University administrators.

Diversity:

The Department of Kinesiology is committed to maintaining a community that recognizes and values the inherent worth and dignity of every person; fosters sensitivity, understanding, and mutual respect among its members; and encourages each individual to strive to reach his or her own potential. In pursuit of its goal of academic excellence, the Department seeks to develop and nurture diversity, believing that it strengthens the organization, stimulates creativity, promotes the exchange of ideas, and enriches campus life. The Department prohibits discrimination against any member of the Department’s community on the basis of race, religion, color, sex, age, national origin or ancestry, marital status, parental status, gender identity, sexual orientation, ability status, health status, or veteran status.

Student Rights:

Students who feel they may need an accommodation based on the impact of a disability should contact the instructor to arrange an appointment as soon as possible. At the appointment the instructor and you can discuss the course format, anticipate your needs and explore potential accommodations. The instructor relies on the Disability Resource Center for documentation in verifying the need for accommodations and developing accommodation strategies. If you have not previously contacted the UGA Disability Resource Center and believe you will need accommodations in this class, we encourage you to do so at (voice) (706) 542-8719; (fax) (706) 542-7719; (tty) (706) 542-8778.

Consideration of Life Demands:

A recent American College Health Survey found that stress, sleep problems, anxiety, depression, interpersonal concerns, death of a significant other and alcohol use among the top ten health impediments to academic performance. Students experiencing personal problems or situational crises during the semester are encouraged to contact the UGA Counseling and Psychiatric Services for assistance, support and advocacy.

<https://www.uhs.uga.edu/caps/>

Phone: 706-542-2273; After Hour Mental Health Crisis: 706-542-2200 (UGA Police -- ask for clinician on-call)

Exam Policy:

Do not schedule trips that will conflict with scheduled course exams or the final exam period assigned by the University of Georgia. Failure to do so could result in a grade of zero for the final exam.

Please see the UGA Academic Calendar at <http://www.reg.uga.edu/calendars> and the Registrar's Office at <http://www.reg.uga.edu/> for dates and regulations associated with course withdrawal and course add/drop deadlines and fees.

Campus Carry Legislation:

For information about HB 280 (Campus Carry legislations), please go to: <http://www.policies.uga.edu/FA/nodes/view/1263/Weapons-Prohibited-on-Campus>.

The course syllabus is a general plan for the course; deviations announced to the class by the instructor may be necessary.