



**Department of Health & Kinesiology  
Spring 2008**

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- I. Course Title: KIN 599 – Event and Facility Management (CID: 3949)**
- II. Course Description:** Practical application of the principles and theory related to planning, organization, and execution of sport and entertainment events will be addressed. An emphasis will be placed on current research findings and their implementation into professional practice. Fund raising and charity management will be considered, as will the management of small and large scale facilities and event venues. Site visits and interactions with local sport organizations will also take place.
- III. Course Objectives:** This course focuses on planning, organization, and execution of sport and entertainment events. Fund raising and charity management will be considered, as will the management of small and large scale facilities and event venues. At the conclusion of this course, Current research findings will be incorporated into the course and students will become familiar with the research literature focused on event and facility management.

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

- (a) Design, administer, and evaluate major sport and sport-related events for efficiency of execution.
- (b) Design an event proposal for presentation to industry professionals.
- (c) Describe major changes that have taken place in facility design, construction, funding, and amenities over recent decades.
- (d) Gain an enhanced understanding of current sport facility issues including requisitioning, staffing, security, and risk management issues.
- (e) Critique facility design and determining whether a facility is adequately meeting the needs of its clientele.
- (f) Describe principles of event management as sport facilities often serve dual purposes.
- (g) Apply concepts through site visits to major sport facilities and the designing of an actual event.
- (h) Apply established management theory principles to event and facility management.
- (i) Describe current research findings regarding facility design issues, event management issues, and crowd control issues and then incorporate these findings into an effective management strategy.

- (j) Describe many of the aspects associated with maintaining and running a major sports facility.

**IV. Required Materials:**

(1) Fried, G. (2005). *Managing sport facilities*. Champaign, IL: Human Kinetics.  
**ISBN: 0-7360-4483-3 or 978-0-7360-4483-7**

(2) Students will be distributed a variety of handouts, case studies, and research articles throughout the semester.

**V. Course Meeting Time/Place:** 6:00 pm – 8:50 pm T **TUC 218**

**VI. Course Requirements:**

1. Sport facility profiles
2. Planning a special event
3. Final exam

**VII. Determination of Grade:**

***Sport Facility Profile Papers:*** 30% of grade

- Students will be assigned a sport facility to research and profile.
- Students will prepare a 6-10 page paper on the facility and will make a 15 – 20 minute presentation to the class.
- For background information on the facility, you should have no less than 10 references. These can include journals, sport management texts, newspaper articles, the **team's official website** (the **only** acceptable Internet source), etc.
- The focus of each paper should be a complete overview of the facility and its amenities. What was the funding procedure for the facility? How was the facility approved? What types of amenities are provided at this facility? How does it compare with other similar facilities? What makes this facility unique or innovative? What hurdles did the city and/or franchise have to overcome to build the facility? What was the cost for the facility? What are the major sponsorship agreements they have in place? These are examples of questions you may ask to help guide your research – there will undoubtedly be others.
- You must follow APA format when writing the paper. Consult the ***Publication Manual of the American Psychological Association (5<sup>th</sup> ed.)*** when writing your paper for proper formatting. Make sure you properly cite **all** references utilized in the paper.
- Presentations will take place on
- The paper is due by **APRIL 22, 2008 @ 6:00 pm – NO EXCEPTIONS!!**

***Planning a Special Event:*** 40% of grade

- Students will be assigned to groups of 2-4.
- The purpose of the project will be to design an event to be executed on SHSU's campus.
- The event should be **sport-themed**, should be planned for execution on SHSU's campus, and should promote the SHSU Sport Management Program.
- The event has a budget of \$1200.
- Students will assemble a proposal consisting of a SWOT analysis, a timeline (often labeled a CDC), a detailed plan for the event (including site location, manpower requirements, etc.), a detailed budget, and a summary of expected revenues. Please include anything else in the presentation that you think may help!
- Each group will then present their proposal to a professional panel (and the class) and attempt to convince the panel to go with their event idea.
- The proposal should look professional as should the group! Come up with unique ideas for events! **THE EVENT CANNOT INCLUDE ALCOHOLIC BEVERAGES!**
- **The proposal that is selected will receive the maximum number of points for this assignment.** Other proposals not selected by the professional panel will be graded by Dr. Zapalac (and will be scrutinized for EVERY detail).
- Thus, it is in your best interest to put together the best project possible!!
- Group evaluations will factor in on this project (see below).
- **You must turn in a one page summary of your group's direction on the project by FEBRUARY 5, 2008.**
- **THE PRESENTATION WILL TAKE PLACE ON THE LAST DAY OF CLASS (MAY 6, 2008). YOU WILL ALSO TURN IN YOUR GROUP'S FINAL PROPOSAL AT THAT TIME.**

***Final Exam:*** 30% of grade

- One exam will be given at the conclusion of this course and during the normal scheduled exam time. The exam will consist of essay questions and will be comprehensive in nature. Details of the exam will be shared toward the end of the course. The final exam will take place during the normal scheduled final exam period. Exam materials can include information from the text, handouts, site visits, and guest speakers.

***A quick note on group projects:***

- If you choose to try to let others do the work on your group projects, you will be penalized.
- In this course, I have each group member complete an evaluation of their fellow group members' performance on the group projects.
- I then take the summed scores of all group members' ratings and divide it by the maximum number of points possible to obtain a percentage.
- Once that percentage is arrived at, I multiply the percentage by the final grade that the group receives.

- **Example:** You receive 58 out of 60 possible points from your fellow group members. That percentage comes to 96.67%. Let's say your group earned a 90 on the final project. Your adjusted grade would then be:  $.9667 * 90 = 87.003$ .
- In order for the evaluations to have merit, **you must** justify the ratings assigned to a person.
- **Why do I do this?** There's nothing worse than having someone ride the coattails of others on a project. This method provides you with a way to evaluate and report the work output (or lack thereof) that an individual put into a project. This method is meant to help your group and keeps it from being a "one-person show." In a class this small, EVERYONE will have to work together to make the project a success.

**Final Grade:** (grades will not be curved)

|                  |   |          |
|------------------|---|----------|
| 100% to 89.5%    | = | <b>A</b> |
| 89.49% to 79.5%  | = | <b>B</b> |
| 79.49% to 69.5%  | = | <b>C</b> |
| 69.49% and below | = | <b>F</b> |

### VIII. Class Procedure:

**Attendance Policy:** You are responsible for attending class each week. If you have mitigating circumstances that are keeping you from attending class, please visit with me. Since class meets once a week, missing more than two class dates will result in you being dropped from the course unless you have apprised me of your situation. Transportation to each site visit will be discussed in detail prior to each trip.

**For each site visit, please make sure you are dressed appropriately. For men, you are to wear a minimum of a sport or dress shirt, dress pants, and dress shoes. For females, you are to wear a dress, skirt and blouse, or slacks and blouse with dress shoes and conservative jewelry. Everything must be ironed. Also, please do not wear hats. I reserve the right to deduct points from your final grade and/or not allow you to go on the site visit if you are not dressed appropriately. Remember, you are representing our department, our program, and our university.**

**Exams:** You'll have until 8:50 pm to finish your exam. If you show up at 8:45 pm, you have 5 minutes left for your exam. So, be sure to arrive at 6:00 pm in order to have the maximum amount of time for the exam. If you cannot make an exam, you must tell me at least one class day prior to the exam date and provide documentation to explain why you could not take the exam that day. Not being prepared or not 'feeling' like is unacceptable. If the absence is due to a viable medical reason, the student must provide medical documentation. You may not use any notes or other types of aids during the tests. In addition, no electronic devices of any kind (i.e., cellular phones, palm pilots, etc.) are allowed to be in the student's possession during an exam. They must be placed at the front of the room with your books and other materials and must be powered off.

**Class Behavior:** Disruptive behavior will result in the student being asked to leave the classroom. A second violation and the student will be dropped. Having said that, I very much encourage class interaction and discussion as I certainly don't want to lecture non-

stop for the entire time. Don't sleep in my class. If you do, I reserve the right to call attention to it. Also turn off the cell phones!

**Guest speakers:** When we have a guest speaker, you are expected to dress professionally for that class period. For men, that means khakis and a golf shirt at a minimum. Ladies need to dress appropriately as well – no shorts please. Also, please do not wear hats. I reserve the right to deduct points from your final grade and/or not allow you to attend class if you are not dressed appropriately. Remember, you are representing our university and the impressions you make are significant to the image of the program, the department, and the university.

**Class Materials:** You are responsible for reading the materials assigned in class. This can include readings from the book and handouts distributed in class. In addition, material covered by any invited guest speakers is fair game on an exam as well. *Make sure you keep up with the readings...it is easy to fall behind.*

## IX. Academic Honesty:

The subject of academic honesty is addressed in paragraph 5.3, Chapter VI, of the *Rules and Regulations*, Board of Regents, The Texas State University System, and Sam Houston State University *Student Guidelines* published by the Office of Student Life to wit:

5.3 Academic Honesty. The University expects all students to engage in all academic pursuits in a manner that is above reproach. Students are expected to maintain complete honesty and integrity in the academic experiences both in and out of the classroom. Any student found guilty of dishonesty in any phase of academic work will be subject to disciplinary action.

5.31 The University and its official representatives, acting in accordance with Subsection 5.32, may initiate disciplinary proceedings against a student accused of any form of academic dishonesty including, but not limited to, cheating, plagiarism, collusion, and the abuse of resource materials.

"Cheating" includes the following and similar actions:

- (1) Copying from another student's test paper, laboratory report, other report, or computer files, data listings, and/or programs.
- (2) Using, during a test, materials not authorized by the person giving the test.
- (3) Collaborating, without authorization, with another student during an examination or in preparing academic work.
- (4) Knowingly, and without authorization, using, buying, selling, stealing, transporting, soliciting, copying, or possessing, in whole or in part, the contents of an unadministered test.
- (5) Substituting for another student, permitting any other person, or otherwise assisting any other person to substitute for oneself or for another student in the taking of an examination or test or the preparation of academic work to be submitted for academic credit.

(6) Bribing another person to obtain an unadministered test or information about an unadministered test.

(7) Purchasing, or otherwise acquiring and submitting as one's own work any research paper or other writing assignment prepared by an individual or firm. This section does not apply to the typing of the rough and/or final versions of an assignment by a professional typist.

5.32 "Plagiarism" means the appropriation and the unacknowledged incorporation of another's work or idea into one's own work offered for credit.

5.33 "Collusion" means the unauthorized collaboration with another person in preparing work offered for credit.

5.34 "Abuse of resource materials" means the mutilation, destruction, concealment, theft or alteration of materials provided to assist students in the mastery of course materials.

5.35 "Academic work" means the preparation of an essay, dissertation, thesis, report, problem, assignment, or other project that the student submits as a course requirement or for a grade.

**If you are found in violation of the academic honesty policy for this course, you will be referred to the Health & Kinesiology Department Chair, the Dean of the College of Education and/or the Dean of the College of Business, and the Dean of Student Services for disciplinary action which could include failure of the course and expulsion from the university. Bottom line – make sure all work is yours and don't cheat!**

**X. *STUDENT ABSENCES ON RELIGIOUS HOLY DAYS POLICY***

*Section 51.911(b) of the Texas Education Code requires that an institution of higher education excuse a student from attending classes or other required activities, including examinations, for the observance of a religious holy day, including travel for that purpose. A student whose absence is excused under this subsection may not be penalized for that absence and shall be allowed to take an examination or complete an assignment from which the student is excused within a reasonable time after the absence.*

*University policy 861001 provides the procedures to be followed by the student and instructor. A student desiring to absent himself/herself from a scheduled class in order to observe (a) religious holy day(s) shall present to each instructor involved a written statement concerning the religious holy day(s). This request must be made in the first fifteen days of the semester or the first seven days of a summer session in which the absence(s) will occur. The instructor will complete a form notifying the student of a reasonable timeframe in which the missed assignments and/or examinations are to be completed.*

**XI. Disability Policy**

Any student with a documented disability needing academic adjustments or accommodations is requested to speak with me during the first two weeks of class. All discussions will remain confidential. Students with disabilities should also contact the Counseling Center. The Counseling Center is located across from the Lee Drain Building, next to the Farrington Building. The telephone number is (936) 294-1720.

**XII. Tentative Course Outline (DATES ARE TENTATIVE)**

| <b><u>Date:</u></b> | <b><u>Material:</u></b>  |
|---------------------|--|
| 1/22/08             | Course Overview/Group Organization/Chapter 1 – History of Sport and Public Assembly Facilities                       |
| 1/29/08             | Chapter 14 – Facility Preparation / Play 1 – Defining and Developing Objectives, Strategies, and Tactics             |
| 2/5/08              | Chapter 15 – Implementing a Security Plan / Play 2 – Identifying Costs<br><b>ONE-PAGE EVENT PROPOSAL SUMMARY DUE</b> |
| 2/12/08             | Chapter 16 – Event Management in the Facility / Play 3 - Identifying Revenue Streams                                 |
| 2/19/08             | Chapter 2 – Facility Management / Play 5 – Starting the Clock on the Sports Event Planning Process                   |
| 2/26/08             | Chapter 3 – Management Theory and Practice   |
| 3/4/08              | <b>SITE VISIT – MINUTE MAID PARK (Michael Kenny)</b>   |
| 3/11/08             | <b>SPRING BREAK HOLIDAY (NO CLASS)</b>   |
| 3/18/08             | Chapter 4 – Facility Planning  |
| 3/25/08             | <b>SITE VISIT – RELIANT PARK (Victor Turner)</b>   |
| 4/1/08              | Chapter 5 – Facility Site and Design / Chapter 6 – Facility Construction   |
| 4/8/08              | <b>SITE VISIT – TOYOTA CENTER (Doug Hall)</b>  |
| 4/15/08             | Chapter 10 – Marketing and Sales / <b>FACILITY PROFILE PRESENTATIONS</b>   |
| 4/22/08             | Chapter 11 – Finance and Budgeting / <b>FACILITY PROFILE PRESENTATIONS / FACILITY PROFILE PAPER DUE</b>              |
| 4/29/08             | Chapter 12 – Human Resources/Chapter 13 – Legal Responsibilities   |
| 5/6/08              | <b>EVENT PROPOSAL PRESENTATIONS<br/>LAST DAY OF CLASS</b>  |
| 5/13/08             | <b>FINAL EXAM (8:00 pm – 10:00 pm)</b>   |