

**MISSISSIPPI STATE UNIVERSITY
COLLEGE OF EDUCATION**

**DEPARTMENT of KINESIOLOGY
COURSE SYLLABUS**

Course Prefix & Number: SS 8833

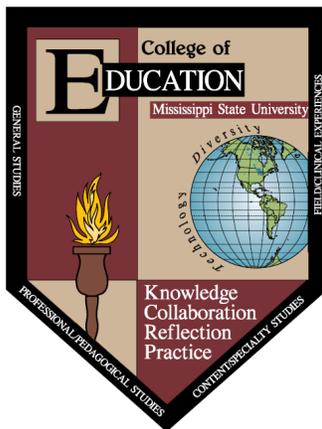
Course Title: Event and Facility Management in Sport

Credit Hours: Three (3) semester hours

Course Type: Lecture

Catalog Description: The principles and applications of management, design, and maintenance concepts as they apply to indoor and outdoor events and facilities.

College of Education Conceptual Framework:



The faculty in the College of Education at Mississippi State University are committed to assuring the success of students and graduates by providing superior learning opportunities that are continually improved as society, schools, and technology change. The organizing theme for the conceptual framework for the College of Education at Mississippi State University is educational professionals - dedicated to continual improvement of all students' educational experiences. The beliefs that guide program development are as follows:

1. **KNOWLEDGE** - Educational professionals must have a deep understanding of the organizing concepts, processes, and attitudes that comprise their chosen

disciplinary knowledge base, the pedagogical knowledge base, and the pedagogical content knowledge base. They must also know how to complement these knowledge bases with the appropriate use of technology.

2. **COLLABORATION** - Educational professionals must continually seek opportunities to work together, learn from one another, forge partnerships, and assume positions of responsibility.

3. **REFLECTION** - Educational professionals must be willing to assess their own strengths and weaknesses through reflection. They must also possess the skills, behaviors, and attitudes necessary to learn, change, and grow as life-long learners.

4. **PRACTICE** - Educational professionals must have a rich repertoire of research-based strategies for instruction, assessment, and the use of technologies. They must be able to focus that array of skills on promoting authentic learning by all students or clients, while exhibiting an appreciation and commitment to the value and role of diversity.

Course Objectives:

The course is designed to assist the sport management student in acquiring the necessary knowledge and skills needed to manage a sport facility and to develop, propose, and conduct sport-related events. This course will also investigate additional functions of the facility and the event, which relate to facility design, risk management, sponsorship acquisition/retention, volunteer management and the budgeting process.

At the conclusion of this course the student will be able to:

1. Understand the relationship between event and facility management (CFPO) #2, 3, 4, 5, 9)
2. Analyze events and facilities to better determine their safety, effectiveness, and efficiency levels (CFPO #1, 4, 5, 6, 8, 9)
3. Understand the processes involved in crisis management (CFPO #1, 2, 4, 5, 9, 10)
4. Diagram an organizational structure (CFPO #2, 4, 5, 9)
5. Identify and conduct the steps required for budget generation including financial statements, cash flow projections and financial packaging (CFPO #1, 4, 5, 6, 8, 9, 11, 12)
6. Develop feasible event and competition schedules (CFPO #1, 4, 5, 6, 9, 10, 11)
7. Assist with the design of a sport related facility (CFPO #4, 5, 6, 8, 9)
8. Effectively plan and manage international and national sporting events (CFPO #2, 3, 4, 5, 6, 9, 11, 12)

Topics Covered in this Course:

- Introduction to principles of event/facility management (3 hours – CFPO #1, 6)
- History and foundations of sporting events and facilities (3 hours – CFPO #3)
- Planning and preparing for a sporting event (3 hours – CFPO #1, 5)
- Selecting a site for an event/facility (3 hours – CFPO #1, 5)
- Human resources management at sporting events/facilities (3 hours – CFPO #6, 8)
- Recruiting and training volunteers for a special event (3 hours – CFPO #6, 7)
- Promoting and marketing a sporting event/facility (3 hours – CFPO #5, 9)
- Securing sponsorships for a sporting event/facility (3 hours – CFPO #1, 9)
- Finance and budgeting for a sporting event/facility (3 hours – CFPO #1, 5)
- Legal responsibilities, risk management, and security (3 hours – CFPO #1, 5)
- Using the web to help manage your event/facility (3 hours – CFPO #6, 10)
- Evaluating a sporting event/facility (3 hours – CFPO #4, 11)
- Case studies in event management (3 hours – CFPO #4, 9)
- Case studies in facility management (3 hours – CFPO #4, 9)
- Case studies in personnel management (3 hours – CFPO #4, 9)

Texts (required and/or recommended) approved for this course:

Fried, G. (2005). *Managing sport facilities*. Champaign, IL: Human Kinetics.

Methods of Instruction: Lecture

Suggested Student Activities:

On-site tours Obj 8

Risk management assessment Obj 3

Event management plan Obj 8

Honor Code:

“As a Mississippi State University Student I will conduct myself with honor and integrity at all times. I will not lie, cheat, or steal, nor will I accept the actions of those who do.”

Upon accepting admission to Mississippi State University, a student immediately assumes a commitment to uphold the Honor Code, to accept responsibility for learning, and to follow the philosophy and rules of the Honor Code. Students will be required to state their commitment on examinations, research papers, and other academic work. Ignorance of the rules does not exclude any member of the MSU community from the requirements or the processes of the Honor Code. For additional information please visit: <http://www.msstate.edu/dept/audit/PDF/1207.pdf>.

Plagiarism, cheating and/or fabrication will not be tolerated. Students must attribute information used in all writing assignments to a source utilizing proper citations. Presenting another person’s work, copying a past and/or present classmate’s work, failing to attribute information to the source, or making up quotations will result in immediate failure of the assignment and subsequent punishment, including failure in the course. Cheating on any quiz, exams or other assignments will result in an XF grade in the course and further disciplinary actions, including recommendation for dismissal from the University to the Academic Honesty Committee. Please refer to the *Mississippi State University Operating Policy and Procedures, Volume II Academic Affairs, Section 12.07* for further clarification on academic misconduct.

Technology:

PowerPoint notes/lectures, videos, internet

Diversity:

History of events and facilities as they began in the Eastern Hemisphere

Disability:

Necessary accommodations will be made for students with disabilities. Any student who has a disability that requires accommodation(s) should make an appointment with the Office of Student Support Services: <http://www.sss.msstate.edu>.

Field Component: None

Evaluation of Student Progress:

In-class Assessments	100 points	A = 90 - 100%
Midterm Assessment	50 points	B = 80 - 89%
Risk Management Assessment	50 points	C = 70 - 79%
Event Management Plan	100 points	D = 60 - 69%
Final Assessment	<u>100 points</u>	F = < 60%
	400 points	

This course is not part of the teacher prep program in the Department of Kinesiology, and therefore, INTASC standards have not been applied to the objectives.

Bibliography:

Pfleegor, A. G., Seifried, C. S., & Soebbing, B. P. (2013). The moral obligation to preserve heritage through sport and recreation facilities. *Sport Management Review, 16*, 378-387.

Seifried, C. S. (2010). Sport facilities as a broadcast studio for human extensibility? Geographic information system-based diagrams of a high- and low-identified sport fan. *Journal of Sport Management, 25*, 515-530.

Seifried, C. S. (2013). The Historic Structure Report: A tool for the renovation, reconstruction, restoration, and rehabilitation of sport facilities. *Journal of Venue and Entertainment Management, 4*, 13-28.