



SYLLABUS

Course Information

Course Number:	KIN 153
Course Title:	Sport Facility and Event Management
Course Code:	20805
Units:	3
Semester:	Spring 2015
Course Meeting Days:	Monday & Wednesday
Course Meeting Time:	1:30pm – 2:45pm
Meeting Place:	Dwight Bentel Hall 133
Prerequisites:	KIN 70 and KIN 152 for sports management emphasis. KIN Majors/Minors only or instructor consent

Instructor Information

Name:	Arman P. Medina
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Office Hours:	By appointment

San José State University Mission Statement

In collaboration with nearby industries and communities, SJSU faculty and staff are dedicated to achieving the university's mission as a responsive institution of the state of California: To enrich the lives of its students, to transmit knowledge to its students along with the necessary skills for applying it in the service of our society, and to expand the base of knowledge through research and scholarship.

http://www.sjsu.edu/about_sjsu/mission/

Department of Kinesiology Mission Statement

In an atmosphere of social justice, equity, and sensitivity to issues of diversity, the Department of Kinesiology seeks to:

- Assist in fulfilling the mission of San Jose State University
- Prepare exemplary professionals in the field of Kinesiology
- Promote and provide for physically active lifestyles for all
- Promote and provide for the academic study of human movement, physical activity, and sport

Additionally, the department will:

- Provide a high quality educational experience for our students
- Instill respect for lifelong learning and critical thinking
- Prepare students for life and society
- Offer a broad based and contemporary selection of activity, general education, undergraduate, and graduate courses
- Promote and provide for scholarship and professional activity
- Facilitate and promote community interaction

<http://www.sjsu.edu/kinesiology/about/>



Kinesiology Department Program Learning Outcomes (PLO)

KIN 153 supports the KIN Department PLO's in assessing all five PLO's.

At the end of a Bachelor of Science degree program in the Department of Kinesiology students should be able to:

1. To obtain a critical understanding and the ability to apply theoretical and scientific knowledge from the sub disciplines in kinesiology for personal fitness, healthy lifestyles, sport, and/or therapeutic rehabilitation.
2. To effectively communicate the essential theories, scientific applications, and ethical considerations related to kinesiology.
3. To apply scholarship and practice of different movement forms to enhance movement competence in kinesiology.
4. To recognize and apply sustainable approaches as they relate to kinesiology.
5. To identify social justice and equity issues related to kinesiology for various populations

<http://www.sjsu.edu/kinesiology/programs/undergradutes/>

Student Learning Objectives (SLO)

After successfully completing the course, students will:

1. Have a working understanding of sport and fitness facility including event management.
2. Be able to assess and evaluate a venue and/or its event management through risk management.
3. Have a thorough understanding of the critical importance of customer service, crisis, security and risk management in all types of facilities and events.
4. Be exposed to a variety of sport and fitness facilities and sport and fitness events.
5. Understand event: bidding; staffing; budgeting; sponsorship; day management and marketing.
6. Understand the significance of media promotions, relations and social media.
7. Have a thorough knowledge of current events and how it impacts sport management.
8. Be able to apply knowledge learned in this course to real world situations.

Expectation for Students/Course Requirements

1. All students are expected to read the assigned chapters and case studies before class
2. All students are expected to participate in the class discussions from the assigned readings and the Sports Business Daily
3. Students are expected to attend every class and to take the exams as scheduled.
 - a. **No makeup exams are given and late homework is not accepted.**
 - b. Written documentation of any illness, medical emergency or death of a close relative will be the exception. Contact instructor as soon as possible.
4. Students shall be excused from class or other scheduled academic activity to observe a religious holy day of their faith or a University Sponsored Activity with prior written notification via email to the instructor.
5. No noise-making electronic devices (lap tops, phones, calculators, etc.) are allowed.
6. Computers may only be used for class related activities.
7. Students must plan to spend a minimum of 6 hours per week outside of class time in order to complete all requirements, including readings, and submit assignments on schedule.
8. Subscription to the Sport Business Daily is required.
9. Check email on a regular basis and respond to emails in a timely manner.



Course Description

Provide students with the skills necessary to effectively manage sport and fitness facilities and events.

<http://info.sjsu.edu/web-dbgen/catalog/courses/KIN153.html>

Required Text

Greenwell, T. C., Danzey-Busell, L. A. & Shonk, S. (2013). *Managing Sport Events*. Champaign, IL: Human Kinetics.

<http://www.humankinetics.com/products/all-products/Managing-Sports-Events>

ISBN-13: 9780736096119

12 week subscription of the *Street & Smith's Sport Business Daily*

- Special student subscription rate \$55.
- Regular subscription for *Sport Business Daily* costs \$440 for 12 weeks
- *Street & Smith's Sport Business Journal* is highly recommended
- Instructor receives a list of students that have the subscription

Use link below to purchase subscription:

www.sbjcollege.com/subscribe

Link to Case Studies:

<http://libaccess.sjlibrary.org/login?url=http://journals.humankinetics.com/cssm>

CANVAS and MYSJSU Messaging

Course materials such as the course syllabus and major assignment handouts will be located on CANVAS) the content management system we use at SJSU. You are responsible for regularly checking with the messaging system through MySJSU (or other communication system as indicated by your instructors).

Grading Schedule

Online Chapter Quizzes	100
Participation	100
Sport Current Events	100
Chapter Presentations	100
Case Study Presentations	100
Paper – Event Observation & Recommendations	150
Presentation of Paper	50
Midterm Exam	100
Final Exam	200
Total	1000

*Detailed instructions for each assignment including grading criteria are on the last pages of the syllabus. I will go over each assignment during class and the instructions are also available on CANVAS.



Grading Scale

97-100	A+
94-96	A
90-93	A-
87-89	B+
84-86	B
80-83	B-
77-79	C+
74-76	C
70-73	C-
67-69	D+
64-66	D
60-63	D-
0-59	F

Scale may be curved if it is to the advantage of the students.

San José State University Policies

All SJSU Policies in the Catalog, Schedule of Classes and Academic Senate apply to this course. <http://info.sjsu.edu/static/catalog/policies.html>

Dropping and Adding

Students are responsible for understanding the policies and procedures about add/drop, grade forgiveness, etc. Refer to the current semester's catalog policies.

<http://info.sjsu.edu/static/catalog/policies.html>

Add/drop deadlines can be found

<http://www.sjsu.edu/registrar/calendar/2144/index.html>

Students should be aware of the current deadlines and penalties for dropping classes.

Information about the latest changes and news is available at the Advising Hub

<http://www.sjsu.edu/advising/>

Academic Integrity

Students should know that the University's Academic Integrity Policy is available at

<http://info.sjsu.edu/static/catalog/integrity.html>

Your own commitment to learning, as evidenced by your enrollment at San José State University and the University's integrity policy, require you to be honest in all your academic course work. Faculty members are required to report all infractions to the office of Student Conduct and Ethical Development. <http://www.sjsu.edu/studentconduct/>

Instances of academic dishonesty will not be tolerated. Cheating on exams or plagiarism (presenting the work of another as your own, or the use of another person's ideas without giving proper credit) will result in a failing grade and sanctions by the University. For this class, all assignments are to be completed by the individual student unless otherwise specified. If you would like to include in your assignment any material you have submitted, or plan to submit for another class, please note that SJSU's Academic Policy F06-1 requires approval of instructors.



Campus Policy in Compliance with the American Disabilities Act

If you need course adaptations or accommodations because of a disability, or if you need to make special arrangements in case the building must be evacuated, please make an appointment with me as soon as possible, or see me. Presidential Directive 97-03 requires that students with disabilities requesting accommodations must register with the Accessible Education Center <http://www.sjsu.edu/aec/>.

Course Schedule

The dates below correspond to when each assignment is due.

Week 1

Monday	1/26/15	Introductions
Wednesday	1/28/15	Case Study Presentation Group 6 CSSM Volume 3, Case 5: Learning Sport Management Sport Current Events Group 1

Week 2

Monday	2/2/15	Chapter 1 – Group 2 Understanding the Sport Event Industry Sport Current Events Group 3
Wednesday	2/4/15	Case Study Presentation Group 5 CSSM Volume 1, Case 7: Gil's Sportsplex Sport Current Events Group 4

Week 3

Monday	2/9/15	Chapter 2 – Group 1 Event Conceptualization Sport Current Events Groups 5
Wednesday	2/11/15	Case Study Presentation Group 3 CSSM Volume 1, Case 4: A Case Study of Diversity and Leader Member Exchange in Intercollegiate Athletics Sport Current Events Groups 6

Week 4

Monday	2/16/15	Chapter 3 – Group 3 Event Bidding Sport Current Events Group 2
Wednesday	2/18/15	Case Study Presentation Group 4 CSSM Volume 1, Case 6: Maybe It Is About the Bike: The LIVESTRONG Community and Lance Armstrong Allegations Sport Current Events Group 1



Week 5		
Monday	2/23/15	Chapter 4 – Group 4 Event Staffing Sport Current Events Groups 2
Wednesday	2/25/15	Case Study Presentation Group 2 CSSM Volume 2, Case 7: San Marcos Municipal Events Center A Capital Budgeting Case Sport Current Events Groups 3
Week 6		
Monday	3/2/15	Chapter 5 – Group 5 Event Budgeting Sport Current Events Groups 4
Wednesday	3/4/15	Case Study Presentation Group 1 CSSM Volume 2, Case 3: Selling to Visiting Fans at the Expense of Home Field Advantage Sport Current Events Groups 6
Week 7		
Monday	3/9/15	Chapter 6 – Group 6 Event Sponsorship Sport Current Events Group 5
Wednesday	3/11/15	Case Study Presentation Group 5 CSSM Volume 1, Case 1: Clicking for a Cause: Using Social Media Campaigns to Drive Awareness for Golf Tournaments and Charitable Organizations Sport Current Events Group 1
Week 8		
Monday	3/16/15	Chapter 7 – Group 1 Event Marketing Sport Current Events Group 2
Wednesday	3/18/15	Midterm – NO CLASS MEETING Online Exam via CANVAS available from 1:30pm to 2:45pm
Week 9		
Monday	3/23/15	No Class Spring Recess
Wednesday	3/25/15	No Class Spring Recess
Week 10		
Monday	3/30/15	Chapter 8 – Group 2 Media Promotion and Relations Sport Current Events Group 3



Wednesday	4/1/15	Case Study Presentation Group 6 CSSM Volume 1, Case 10: Leveraging Sponsorships to Meet Organizational Marketing Objectives: A Case Study of a Consumer Packaged Good Product with the Super Bowl Sport Current Events Group 4
Week 11 Monday	4/6/15	Chapter 9 – Group 3 Contract Consideration Sport Current Events Group
Wednesday	4/8/15	Case Study Presentation Group 4 CSSM Volume 1, Case 5: Grappling With Growth: The Innovative Use of Traditional and New Media Marketing to Enhance Interactions with Consumers Sport Current Events Groups 6
Week 12 Monday	4/13/15	Chapter 10 – Group 4 Risk Management and Negligence Sport Current Events Group 1
Wednesday	4/15/15	Case Study Presentation Group 3 CSSM Volume 2, Case 2: The Responsibilities of Olympic Sponsors? BP and the London 2012 Olympic Games Sport Current Events Group 2
Week 13 Monday	4/20/15	Class Rescheduled to 6:30pm (NOT MANDATORY BUT HIGHLY RECOMMENDED) San Jose Giants vs. Inland Empire Municipal Stadium, 588 East Alma Ave., San Jose, CA 95112
Wednesday	4/22/15	Chapter 11 – Group 5 Event Services and Logistics Case Study Presentation Group 2 CSSM Volume 2, Case 9: Season Ticket Holder No-Shows: An Attendance Dilemma at Mississippi State Baseball Games Sport Current Events Group 3
Week 14 Monday	4/27/15	Chapter 12 – Group 6 Event-Day Management Sport Current Events Group 4



Wednesday	4/29/15	Case Study Presentation Group 1 CSSM Volume 1, Case 2: The Turnips: A Study in Leadership Sport Current Events Groups 8 & 9
Week 15		
Monday	5/4/15	Chapter 13 Postevent Details and Evaluation Sport Current Events Group 5
Wednesday	5/6/15	Paper – Event Observation & Recommendations Due 9:00am Case Study Presentation Group CSSM Volume 1, Case 9: Building an Athletic Brand: The University of South Carolina Beaufort Crafts a New Image Sport Current Events Group 6
Week 16		
Monday	5/11/15	Presentation of Papers Final Exam Review
Wednesday	5/13/15	Presentation of Papers
Final Exam		
Wednesday	5/20/15	12:15pm-2:30pm



Online Chapter Quizzes via CANVAS

- 100 points
- 7 to 8 multiple choice questions
- 4 minutes to complete quiz
- Questions are one at a time
- You will not be able to go back
- Quizzes are available on Sundays from 11:30am to 11:30pm
- Quiz dates and point values:
 - Chapter 1 2/1/15 7 points
 - Chapter 2 2/8/15 7 points
 - Chapter 3 2/15/15 7 points
 - Chapter 4 2/22/15 7 points
 - Chapter 5 3/1/15 8 points
 - Chapter 6 3/8/15 8points
 - Chapter 7 3/15/15 8 points
 - Chapter 8 3/29/15 8 points
 - Chapter 9 4/5/15 8 points
 - Chapter 10 4/12/15 8 points
 - Chapter 11 4/19/15 8 points
 - Chapter 12 4/26/15 8 points
 - Chapter 13 5/3/15 8 points

Participation

- 100 points
- THIS IS NOT AN ATTENDANCE GRADE
- This class relies on participation
- If you are not here you cannot participate
- You must have a question prepared for the current chapter or case study
 - You will be called on randomly
- You are expected to participate in Sport Current Events
 - You should have an article from the SBD to discuss each class
- Point Breakdown
 - 0 missing participation 100 points
 - 1 missing participation 95 points
 - 2 missing participation 85 points
 - 3 missing participation 75 points
 - 4 missing participation 65 points
 - 5 missing participation 0 points

Sport Current Events

- 100 points
- Your group will lead the discussion four times
- You will receive 25 points per discussion
- This is an open discussion using Sport Business Daily as a primary source
- Everyone should have an to article to discuss each class
- Groups will be responsible to lead four class discussions on Sport Current Events
 - Each member must have a couple articles to discuss
 - See Course Schedule for dates
 - 0 points if you miss class when your group is leading the discussion



Chapter Presentations

- 100 points
- Your group will lead the class twice at 50 points per presentation
- Everyone should read the chapter and have one question for the discussion
- Your group will lead the discussion on your assigned chapters
 - Recap chapter
 - Explain key concepts
 - Review new vocabulary
 - How do you apply this to real world situations?
 - Presentation slides are expected
 - Handouts are not necessary
 - See Course Schedule for dates
 - 0 points if you miss class when your group is presenting the chapter

Case Study Presentations

- 100 points
- Your group will lead the class twice at 50 points per presentation
- Everyone should read the case study and have one question for the discussion
- Your group will lead the discussion on your assigned case studies
 - Recap the case study
 - Explain key concepts
 - How do you apply this to real world situations?
 - Presentation slides are not necessary
 - Handouts are not necessary
 - See Course Schedule for dates
 - 0 points if you miss class when your group is presenting the case study

Paper – Event Observation & Recommendations

- 150 points
- Due Wednesday 5/6/15 9:00am on CANVAS as a pdf file
- At least six pages not including cover or references
- APA Format
- Attend a professional or collegiate sporting event
 - List the event attended and time/day
- Using the textbook, determine areas that the venue/event is doing well
 - Venue and/or Event Management
- Identify areas that can be improved upon and suggest ways to better those flaws
 - Venue and/or Event Management
- Must use three citations from the book
 - Citations must be tied in to the paper
 - The paper cannot have random quotes
- Must use two scholarly references
 - References must be tied in to the paper
 - The paper cannot have random quotes
 - Sports Illustrated and the New York Times is not scholarly
- Avoid Common Point Deductions
 - Follow assignment directions
 - 6 pages not 5.5 or 5.75 pages



- Proper APA
 - 1 inch margins
- Spelling or Grammatical errors

Presentation of Paper

- 50 points
- Recap of paper
- Timed 2 to 3 minute presentation
- Point deductions for going under or over time limit
- This should be a professional presentation that has been rehearsed several times

Midterm Exam

- 100 points
- Everything in the readings or anything mentioned/discussed in class is fair game
- Online Exam via CANVAS
- Available on 3/18/15 from 1:30pm to 2:45pm
- Multiple choice
- At least 50 questions
- Timed exam 30 seconds per question
- Questions are one at a time
- You will not be able to go back

Final Exam

- 200 points
- Wednesday, 5/20/15 at 12:15pm-2:30pm
- The final exam is cumulative
- Everything in the readings or anything mentioned/discussed in class is fair game
- 15 short answer/essay questions

Disclaimer

This syllabus is subject to modification. The instructor will communicate with students on any changes.