

<b>KIN 153</b>	<b>Sport Facility and Event Management</b>
<b>Course ID: 21206</b>	Section 01, Three (3) Credits

<b>Days/Time:</b>	Monday and Wednesday 10:30am -11:45pm
<b>Classroom:</b>	SPX 77

<b>Instructor:</b>	<b>Dr. Sonja Lilienthal</b>
<b>Office Location:</b>	SPX 75B, inside the Athletic Training Lab
<b>Email:</b>	<a href="mailto:sonja.lilienthal@sjsu.edu">sonja.lilienthal@sjsu.edu</a>
<b>Web Page:</b>	<a href="http://www.sjsu.edu/people/sonja.lilienthal/">http://www.sjsu.edu/people/sonja.lilienthal/</a>
<b>Office Hours:</b>	Tuesdays 12-1pm Wednesdays 12-2pm Other times by pre-confirmed and scheduled appointments ONLY.

### **Course Description**

This course is designed to introduce students to facility and event management in the sport and fitness industry. The course will provide students with the skills necessary to effectively create and manage sport and fitness facilities and events. The course will examine the following primary areas: facility design and management; the event planning process; facility and event operations, risk management and sport event marketing.

### **SPECIAL NOTE**

- This course requires each student to complete TWENTY HOURS (MINIMUM) of event management experience by working/volunteering at a sporting event.
- The class will be involved with NCVA Volleyball Tournaments scheduled for SPARTAN GYM throughout the SPRING Semester, and several other EVENTS.
- **Students must complete at least FIVE event management hours of the TWENTY within the NCVA Volleyball Tournaments in Spartan Gym. This is NOT negotiable.**
- Failure to complete the hours assigned will result in you earning a ZERO score for this component of the course. Every effort will be made to assign each student to a suitable date. All dates are on either a Saturday or a Sunday from January to May. Dates and details distributed in class.
- These hours will take place outside of regular class hours.
- Students not able to fulfill this time commitment may best be advised not to undertake this class.

## **COURSE OBJECTIVE:**

This experiential learning course provides students with the opportunity to actively participate in their personal and professional development. Only through actively participating in the learning process will students enhance their personal experience and their understanding of the management process and the leadership and management skills involved. In the process, students will increase their knowledge of various aspects of sport event management (budgeting, operations, marketing, media relations, public relations, sponsorship, registration, hospitality, volunteer management) and apply that knowledge in the planning and execution of various sport events.

Prerequisite: KIN 70 - Intro to Kinesiology AND KIN152 - Theory of Sport Management

Students without KIN 152 must complete an additional assignment by Feb 20.

## **Required Texts**

- **Frank Supovitz, F. (2005) The Sports Event Management and Marketing Playbook. John Wiley and Sons, Inc ISBN: 0 471 460007 9**
- Additional readings from sport event trade magazines will be assigned and available via D2L throughout the semester.

## **Course Objectives**

This course will provide students with various opportunities and class activities including lectures, assignments, field investigation, guest speakers, and team participation. Upon completion of the course, students will have knowledge of the following:

1. Thorough definition of the field of facility and event management in the sport and fitness industries.
2. Students will develop the knowledge of the important factors for the planning of an event through the creation and execution of an event management plan.
3. Understand the critical importance of crisis, security and risk management in all types of facilities and events.
4. Have hands on exposure to Facility Management and Event Management.
5. Using current information technologies identify a variety of sources for volunteer, internship and professional job opportunities in the Facility and Event Management Industry.

## **Assessment Methods:**

Event Management Field Experience and Report (20 hours)	20%
Risk Management Observation Report	10%
Exam One (10%) and Exam Two (20%)	30%
Class Interaction and Participation	10%
Entrepreneurial Event Planning Manual and Presentation	30%
<b>TOTAL</b>	<b>100%</b>

## **Assignment of Final Course Grade**

100-97 = A+    96-93 = A    92-90 = A-    89-87 = B+    86-83 = B    82-80 = B-  
79-77 = C+    76-73 = C    72-70 = C-    69-67 = D+    66-63 = D    62-60 = D

**Event Field Experience and Report 20%**

**DUE DATE MONDAY MAY 13, 2013**

Each student will be required to fulfill at least **TWENTY HOURS** of event management experience actually working/volunteering in the management of a sporting event. A written Field Experience Report is also required.

**Students must complete at least FIVE event management hours of the TWENTY within the NCVA Volleyball Tournaments in Spartan Gym.**

**This is NOT negotiable.** Further details in class.

NCVA Dates for SP13 are Saturday Jan 26, Sunday Jan 27, Saturday Feb 2  
Saturday Mar 16, Sat and Sunday April 6-7, Saturday May 4

**Risk Management Observation Report 10%**

**DUE DATE WEDNESDAY APRIL 3, 2013**

Each student will choose a specialty sport facility which they will visit in person and prepare a Risk Management Observation Report. Possible facilities may include an aquatic, fitness, multi-purpose, baseball, arena, stadium, indoor sports, outdoor sport and adventure, Skate Park, equestrian facility, ski area, or shooting facility. Further details in class.

**Exams (two exams 10% + 20%) 30%**

Exam One (10%) will be held in class on Wednesday April 10, 2013.

Exam Two (20%) will be held on Monday May 20, 2013.

<http://info.sjsu.edu/static/soc-spring/final-exam-schedule-spring.html>

**Class Participation and Interaction 10%**

This class is part lecture format and part seminar/discussion format, students are expected to participate fully in all class discussions. Students will be graded based on their enthusiastic and prepared contributions to class discussions as well as the submission of several homework questions from the Textbook's Coach's Clipboard activities that are at the end of each chapter of the text.

**Entrepreneurial Event Planning Manual and Presentation 30%**

**DUE DATE MONDAY MAY 6, 2013**

The main assignment for this class is the selection and planning of an entrepreneurial Event Planning Manual. Each student will work throughout the semester to assemble all the plans for an actual Sport Event that **MUST** promote physical activity in the community.

The Event Planning document should include organizing and implementing objectives, strategies and tactics for a fictitious sport event including financial, equipment, volunteer, event operations, and marketing sections.

Each student will present the highlights of their event to the class via an oral presentation or video.

Further details outlined in class.

## **COURSE POLICIES**

### **WRITTEN ASSIGNMENT POLICIES**

- All Assignments **MUST** be attempted to achieve a Passing Grade for this class.
- All materials must be original works of the student and not have been submitted for any other course.
- **NO** assignments will be accepted via email.
- Use a standard cover page on ALL assignments with: your own name and student ID, course number and course name.

### **Assignments MUST:**

- be paginated, one inch margins, double spaced and use a 12 point font.
- have all references cited **IN TEXT** (APA Style) **AND** appear in a **REFERENCE LIST** at the end of the paper.
- be securely stapled in the top left corner and submitted with only the standard cover page described above. **DO NOT** submit assignments inside any additional folders.

### **Attendance**

Students are strongly encouraged to attend and participate in all class sessions. Students shall be excused from class or other scheduled academic activity to observe a religious holy day of their faith with prior written notification via email to the instructor.

### **Due Dates**

**Without documented serious and compelling reasons, no paper will be accepted late (late = after the beginning of class on the due date).**

**Late Penalty is 1% point of the total grade for each 24 hour period late.**

eg if assignment is due 12noon Mon. and is submitted 12 noon Wed. student grade will be deducted a full 2% of the entire grade for the course.

An email or phone message to the instructor **AND WRITTEN** documentation of any illness, medical emergency or death of a close relative will be expected should you miss any exam or assignment deadline.

All quizzes, exams are to be taken at the assigned time. A student late to class on the day of a quiz or announced in-class work will **NOT** be able to make it up.

No make-up exams will be administered and no Incomplete Grades will be assigned. No extra credit will be awarded. A missed exam or assignment will receive a zero grade.

### **MYSJSU Email, D2L Username and Course Communications**

- In order to ensure that you receive all pertinent email communication, you must have a current and accurate email address in the MYSJSU system. Please check to make sure your email is updated in MYSJSU.
- A D2L account and username is also located within your MYSJSU.
- E-mail correspondence will occur throughout the semester. It is the student's responsibility to check their University email address for announcements, assignments, and other important class information.
- If at any time you feel the need for help, information concerning the course, and/or your standing (grade, attendance, etc.) in the course, **SEE YOUR INSTRUCTOR** in **OFFICE HOURS** as soon as possible!
- Final grade notification will be provided by the University Registrar's Office. Grades will not be posted or provided via telephone.

### **Computer Use and Classroom Etiquette**

In the classroom, students to use computers only for class-related activities such as taking notes, following the lecture on Web-based PowerPoint slides that the instructor has posted, or finding Web sites to which the instructor directs students at the time of the lecture. Students should abstain from "surfing the web" and/or engaging in IM's during class, the teacher reserves the right to close the computer, or ask the student to leave the class. This will affect your participation in the class.

## **SAN JOSE STATE UNIVERSITY POLICIES**

All SJSU Policies in the Catalog, Schedule of Classes and Academic Senate apply to this course (see <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. The current year academic calendar should be consulted

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

Information about the latest changes and news is available at the [Advising Hub](#) at <http://www.sjsu.edu/advising/>

### **Academic integrity**

Students should know that the **University's Academic Integrity Policy** is available at [http://www.sjsu.edu/studentconduct/Students/Student\\_Academic\\_Integrity\\_Process/](http://www.sjsu.edu/studentconduct/Students/Student_Academic_Integrity_Process/)

and the Senate Policy is located at <http://www.sjsu.edu/senate/S07-2.htm>

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.

Your own commitment to learning, as evidenced by your enrollment at San Jose 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/>

### **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 during office hours.

Presidential Directive 97-03 requires that students with disabilities requesting accommodations must register with the [Disability Resource Center](#) (DRC) at

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

to establish a record of their disability.

### **SJSU Writing Center**

The SJSU Writing Center is located in Room 126 in Clark Hall. It is staffed by professional instructors and upper-division or graduate-level writing specialists from each of the seven SJSU colleges. Our writing specialists have met a rigorous GPA requirement, and they are well trained to assist all students at all levels within all disciplines to become better writers. The Writing Center website is located at

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

### **Peer Mentor Center**

The Peer Mentor Center is located on the 1<sup>st</sup> floor of Clark Hall in the Academic Success Center. The Peer Mentor Center is staffed with Peer Mentors who excel in helping students manage university life, tackling problems that range from academic challenges to interpersonal struggles. Peer Mentor services are free and available on a drop –in basis, no reservation required. The [Peer Mentor Center website](#) is located at

<http://www.sjsu.edu/muse/peermentor/>

### **CASA Student Success Center**

Provides advising for undergraduate students majoring in Kinesiology or other programs offered in CASA Departments and Schools.

<http://www.sjsu.edu/casa/ssc/>

**KIN 153****SPRING 2013 COURSE CALENDAR - SUBJECT TO CHANGE**

Week	Day	Date	Topic	Reading and/or Assignment DUE
1	Wed	Jan 23	Overview and Introduction to Course Managing Events from "Concept to CleanUp"	
2	Mon	Jan 28	History of Public Assembly Facilities "Nothing New Under the Sun"	
	Wed	Jan 30	The Sole Purpose vs Multi-Purpose facility. Development of Baseball Parks, from the sandlots and wooden ballparks of the 19th century to the monolithic stadiums of today.	Video: Modern Marvels: Baseball Stadiums
3	Mon	Feb 4	Super Bowl XLVII as a Mega Event - Mega Events are something Special..... NFL STADIUMS	Discussion 2: SuperBowl
	Wed	Feb 6	Sport Facility Disasters	
4	Mon	Feb 11	The Power of Sports Events: Defining, Developing Objectives, Strategies and Tactics. The P-A-P-E-R Test	Introduction Text p. 1-10 Play 1
	Wed	Feb 13		
5	Mon	Feb 18	Identifying Event Costs	Play 2
	Wed	Feb 20		
6	Mon	Feb 25	Identifying Revenue Streams	Play 3
	Wed	Feb 27	Venue Management Organizations and Trade Associations – VIRTUAL CLASS	Class on D2L
7	Mon	Mar 4	Virtual Class on D2L	Reading 4
	Wed	Mar 6	Event Operations: Event Day Procedures and Timelines; Working Game Days.	
8	Mon	Mar 11	Hiring Personnel - staff training and staff support, looking after volunteers.	Reading 5 Textbook p 129-134
	Wed	Mar 13		
9	Mon	Mar 18	Risk Assessment and Risk Management: what is it and how does it apply to Facility and Event Management? Facility and Event Negligence Patron Flow	Play 14
	Wed	Mar 20		
10	Mon	Mar 25	<b>SPRING BREAK March 25-April 1</b>	
	Wed	Mar 27		
11	Mon	Apr 1	No class – CAMPUS CLOSED	Play 4 <b>Risk Management Observation Report DUE</b>
	Wed	Apr 3	Soliciting and Selecting Host Cities and Venues	

12	Mon	Apr 8	Event Planning Process	PLAY 5
	Wed	Apr 10	<b>Mid Term Exam</b>	
13	Mon	Apr 15	Economic Impact of Hosting Small and	Reading 6
	Wed	Apr 17	Regional Events	
14	Mon	Apr 22		
	Wed	Apr 24	The Event Sponsor Relationship	Play 6 and 7
15	Mon	Apr 29	Maximising the Media Partnership	Play 8
	Wed	May 1		
16	Mon	May 6	Event Manual Presentations	<b>EVENT PLANNING MANUAL DUE</b>
	Wed	May 8	Event Manual Presentations	
17	Mon	May 13	Event Manual Presentations <b>LAST DAY of INSTRUCTION</b>	<b>Event Field Experience Assignment DUE</b>

**Tuesday May 14 is Dead Day**

**Monday May 20, 2013 at 9:45am is the FINAL EXAM**

according to the SJSU Schedule of Classes

<http://info.sjsu.edu/static/soc-spring/final-exam-schedule-spring.html>