APSM 4372 Sport Facility and Event Management
Spring 2012 Syllabus MW

Instructor: Dr. Rodney Williams
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Phone: 214-768-2776 office
Class time: 9:30AM – 10:50AM

COURSE DESCRIPTION

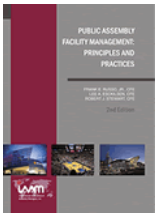
This class is designed to provide students with a thorough understanding of sports facility and event management. Key concepts including ticket sales, crowd control, customer satisfaction, human resources management, finance, marketing and sponsorships will be covered.

COURSE OBJECTIVES

By the end of the course, students should …

- Have a working knowledge of the sports facility terminology and concepts
- Be able to assess a sports facility situation and make managerial recommendations
- Be able to put together a comprehensive Event Plan

REQUIRED READING



Public Assembly Facility Management: Principles and Practices 2nd Edition
Authors: Esckilsen, Russo and Stewart
Publisher: International Association of Venue Managers (formerly International Association of Assembly Managers)
ISBN: 978-0-9841303-0-6

REQUIRED READING

STREET & SMITH'S SportsBusiness JOURNAL

16 Week Option for the Journal (not the Daily Option). To order, visit this site and select SMU from the dropdown menu:
https://forms.sportsbusinessdaily.com/candu/subscribe/2931

Date	Day	Topic/Content	Reading	Location/Notes
Jan 16	Mon	University Holiday - MLK		
Jan 18	Wed	First Day of MW classes	Introduction to Sports & Entertainment Facilities	N/A
Jan 23	Mon	Last day to add/drop (w/o tuition billing) Last day to file for May graduation	Introduction to Sports & Entertainment Facilities	
Jan 25	Wed	Event Plan Development Starts	Event Plan Overview Handout	
Jan 30	Mon	Sports Business Journal	Articles	Review
Feb 1	Wed	Last day to declare pass/fail Ownership and Governance	Chapter 1	Roberts Rules and Bylaws
Feb 6	Mon	Organization and Management	Chapter 2	
Feb 8	Wed	Organization and Management	Chapter 2	
Feb 13	Mon	Scheduling Facilities and Booking Events	Chapter 3	Video
Feb 15	Wed	Scheduling Facilities and Booking Events	Chapter 3	Guest Speaker
Feb 20	Mon	Early intervention grades due 11:59 pm Sales and Marketing	Chapter 4	
Feb 22	Wed	Family Weekend		
Feb 27	Mon	Sales and Marketing	Chapter 4	
Feb 29	Wed	Industry Immersion	Pre-Presentations	Guest Speaker
Mar 5	Mon	**Midterm Exam**		
Mar 7	Wed	Early intervention grades due		
Mar 12	Mon	**Spring Break**		
Mar 14	Wed	**Spring Break**		
Mar 19	Mon	Ticketing and Access Management	Chapter 5	
Mar 21	Wed	Mid-Term grades due at 11:59 p.m. Ticketing and Access Management	Chapter 5	
Mar 26	Mon	Business and Financial Management	Chapter 6	
Mar 28	Wed	Business and Financial Management	Chapter 6	
Apr 2	Mon	Enrollment Begins for Summer & Fall 2012 Event and Ancillary Revenue Sources	Chapter 7	
Apr 4	Wed	Last day to drop a course Event and Ancillary Revenue Sources	Chapter 7	
Apr 9	Mon	Last Day for May graduation candidates to change grades of Incomplete Event Management	Chapter 7	

Apr 11	Wed	Event Management	Chapter 8	
Apr 16	Mon	Mid-term grades due Event Management	Chapter 8	
Apr 18	Wed	Facility Operations and Event Services	Chapter 9	
Apr 23	Mon	Last day to withdraw from the University Facility Operations and Event Services	Chapter 9	
Apr 25	Wed	Event Plan Presentations	PowerPoint Presentation	
Apr 30	Mon	No final examinations or unscheduled tests and papers Last day of instruction for MW classes Event Plan Presentations	PowerPoint Presentation	
May 2-8	Wed	**Final Exams**		

ASSIGNMENTS AND EVALUATION

Midterm Exam	25%
Final Exam	25%
Event Plan	25%
Quizzes	15%
Class Participation	10%

Exams
Both exams will be short answer and essay questions over the topics covered in the IAAM/IAVM text and *Sports Business Journal*. If you cannot take an exam, please notify the instructor ahead of time.

Class Participation
Students are expected to read the assigned chapters, attend class and discuss the topics. Throughout the semester, students will be randomly called upon to present a current event article on sports facility and event management. This presentation is informal (1-3 minutes) and does not require any slides or visual aids. Students are required to hand in a printout of the article once they present to the class.

Event Plan
Students will be randomly assigned to teams for their Event Plan project. Each team must develop a comprehensive plan for a new event (e.g., sport tournament, golf tournament, 5k Fun Run, S&E Venue event, etc.). Everyone on the team will receive the same grade for the project. A student's grade can be lowered if they are poorly evaluated by their team members (See Peer Evaluation handout).

Event Plans will be graded as follows:

50% Verbal Presentation

- Presentations must look professional (good-looking slides free of mistakes), be a maximum of 10-15 minutes and everyone on the team must speak.

50% Written Plan

- Papers must be professionally written, formatted and bound. The plan must reveal a thorough understanding of event management and follow the Even Plan Outline (see handout). At least ten references which reveal the latest trends in the industry are required (APA format for citations and references should be used). If plagiarism occurs, the entire team will fail this course and be disciplined by the Dean's Office.

Extra Credit

Students can earn extra credit throughout the semester by volunteering at local events. Each event is worth 2 points added to the midterm or final exam grade (a maximum of 10 points can be earned). **Students must have prior approval from the professor and provide proof of volunteering.**

STUDENT EVALUATION AND GRADING SCALE

Final grades will be assigned based on the following scale. We may curve the scale to be more lenient, depending on the final grade distribution, though this is at the sole discretion of the instructor.

APSM Grade Scale:

94 - 100 = 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-
Below 60 = F

Attendance Policy:

For any missed class, including excused absences, students are required to write a minimum one page summary of the lecture or class exercise missed. The summary is to be completed within one week of returning to class following the absence. A counted/official absence will be accrued only for those classes missed without subsequent completion of the summary report. Deductions of points toward the overall grade (of up to 5 points total) from official/counted absences will occur in accordance with the following rubric: MW classes: 0-2 absences = 0 points lost; 3-4 absences= 3 points lost; >4 absences = 5 points lost.

POLICIES

Disability Accommodations: Students needing academic accommodations for a disability must first be registered with Disability Accommodations & Success Strategies (DASS) to verify the disability and to establish eligibility for accommodations. Students may call 214-768-1470 or visithttp://www.smu.edu/alec/dass to begin the process. Once registered, students should then schedule an appointment with the professor to make appropriate arrangements.
Religious Observance: Religiously observant students wishing to be absent on holidays that require missing class should notify their professors in writing at the beginning of the semester, and should discuss with them, in advance, acceptable ways of making up any work missed because of the absence. (See University Policy No. 1.9)

Excused Absences for University Extracurricular Activities: Students participating in an officially sanctioned, scheduled University extracurricular activity will be given the opportunity to make up class assignments or other graded assignments missed as a result of their participation. It is the responsibility of the student to make arrangements with the instructor prior to any missed scheduled examination or other missed assignment for making up the work. (University Undergraduate Catalogue).