

**Eastern Illinois University – Department of Kinesiology and Sports Studies**  
**KSS 5213.01 – Sport Facilities and Event Management**  
**Spring 2018**

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<b>Class Meetings:</b>	Lantz 1620: MW 4:00-5:15 pm	<b>Office Hours:</b>	MW (12-1 pm & 2-4 pm) & by appointment

**Course Description:** Analysis of sport facility and event management, including planning, construction, operations, maintenance, crowd management, sustainability, security, budgeting, technology, and evaluation

**Course Objectives:**

- Analysis of facility planning, site & design, and construction.
- Examination of facility systems, operations, and maintenance.
- Evaluation of sales, marketing, and ticketing strategies used by facility & event managers.
- Examination of key legal and risk management responsibilities of facility and event managers
- Analysis of facility preparation in the event management process.
- Evaluation of human resources related to staffing facilities and events

**Required Text:** Fried, G. (2015). *Managing Sport Facilities (3<sup>rd</sup> Edition)*. Human Kinetics Publishers.

**Other Resources:** Online resources such as - [sportsbusinessjournal.com](http://sportsbusinessjournal.com), [athleticbusiness.com](http://athleticbusiness.com), [SMA](http://SMA.org), [IFMA](http://IFMA.org), [athleticmanagement.com](http://athleticmanagement.com), [NCAA.org](http://NCAA.org), [sportsbusinessdaily.com](http://sportsbusinessdaily.com), [Journal of Sport Management](http://Journal of Sport Management)

**Desire2Learn:** Some class activities will be administered via Desire2Learn (<https://www.eiu.edu/eiuonline/>)

**Learning Activities: \*400 Total Points\***

**1) 'Strategic Facility Plan' for EIU Athletics** (\*Upload to [D2L](#) dropbox by Feb 14<sup>th</sup>) **70 points**

**Step #1:** Review the [EIU Athletics Blueprint for Success](#) strategic plan (document & video) (\*Note – unrealistic \$150+ million plan from 2010)  
**\*Key Question\*:** What singular facility investment will provide the greatest long-term return (R.O.I.) for EIU athletics teams and student-athletes?  
**Step #2:** Based on state of current facilities, program needs, future goals, and funding limitations, create a strategic facility plan for EIU athletics.  
**Step #3:** \* **Format Requirements:** = MS word doc., title page, section headings, Refs page w/10+ references, upload to [D2L](#) by deadline.  
 \*Include needs assessment for EIU Athletics, facility feasibility study (including SWOT analysis), financial prospectus (specific sources of revenue for project – Review Chap 12) and [computer-designed floor plan](#). Cite at least 2 other recent facility projects comparable to your proposed project.  
 \* [APA in-text citations](#) & [APA-formatted](#) reference page required.  
 \* [EIU writing rubric](#) will be used to evaluate 5 key components (14 pts each) = Content, Organization, Style, Mechanics, APA Referencing  
 \* Class text & EIU 'Blueprint' can be used as references. \*Review AB's [Facilities of Merit](#) & [Ratio](#) Architects projects for proposal ideas.

**2) Facility Management Research Presentation (groups of 2)** (30 points = [oral rubric](#), 30 points = PPT elements) **60 points**

**Step #1:** Reserve one of the research presentation topics listed on page 2 of the syllabus (\*rank & email me your top 3 topics ASAP)  
**Step #2:** Prepare a comprehensive, interactive, multimedia-enhanced presentation on the facility research topic  
**Step #3:** Upload finalized PPT file to [D2L](#) dropbox by the start of class on the presentation due date.  
**Step #4:** \* **Minimum PPT Criteria:** 20+ content slides, 3+ case studies (examples), 5+ disc Qs, 2 media clips (3-5 min), create 1 data table, create 1 graph for data, 5+ images, 10+ references (\*at least 1 from a research journal), in-slide referencing, "References" slide

**3) 60-Second EIU Facility Marketing Video** (\*Upload YouTube link to [D2L](#) dropbox by Mar 21<sup>st</sup>) **60 points**

**Step #1:** Select an EIU campus facility - research its history and dimensions/specifications, evaluate it strengths and current/potential uses  
**Step #2:** Create a 10+ photo (+10 captions) slideshow with optimistic music/audio and 5+ slide transitions to effectively market and promote the facility's strengths, functionality, and amenities to the public. Captions should include supportive [data](#) to enhance venue perception.  
**Step #3:** \*Publish to [YouTube](#) – submit link to [D2L](#) drop box. Finished product should be professional enough to upload/link on EIU website.  
 \* Variables assessed – timing, image resolution, caption content, slide transitions, smoothness of start/finish.

**4) 2018 EIU Athletics "Spring Fling" Event = \*Saturday, April 7th, 2018\*** **60 points**

**\*20 points** = fulfill duties on pre-event committee **\*25 points** = fulfill duties at the event **\*15 points** = reflective summary Apr 9 via [D2L](#)

**5) Exams** (3 exams = 50 questions – 1 point each – 1 hour <except Final = 2 hours> - administered via [D2L](#) in class – no text or notes) **150 points**

Exam #1 (Feb 7)	Exam #2 (Mar 7)	Exam #3 (Final Exam = Apr 30)
Chapter 1 – History of Sport Facilities-Venues	Chapter 6 – Facility Construction	Chapter 11 – Facility Marketing and Sales
Chapter 2 – Management of Facilities	Chapter 7 – Facility Systems	Chapter 12 – Finance and Budgeting
Chapter 3 – Mgmt. Theory & Human Resources	Chapter 8 – Facility Operations	Chapter 13 – Legal Responsibilities
Chapter 4 – Facility Planning	Chapter 9 – Facility Maintenance	Chapter 14 – Crowd Management-Security
Chapter 5 – Facility Site and Design	Chapter 10 – Green Facility Management	Chapter 15 – Event Management

**6) Attendance – **required** – final semester grade reduced 1 letter grade on 3rd unexcused absence. 10<sup>th</sup> absence = 'F'**

**7) Extra Credit** (\*complete up to 2 options) submit materials by **Friday, April 27<sup>th</sup>** **5 points each**

- Attend **professional development** workshop relevant to evt/fac mgmt during semester, provide evidence & summarize experience
- Volunteer or work at sport event or facility** (beyond your current duties/responsibilities) - provide evidence & summarize experience
- Propose extra credit**, justify rationale & benefits, get approval, provide evidence & summarize experience

\*For each - \* [Answer 3 key Qs](#) in detail: 1) What did you do? 2) What did you learn? 3) How did you professionally & personally benefit? - [D2L](#) dropbox

## Spring 2018 Tentative Class Schedule

(\*subject to change with notice)

Week	Planned Discussion Topic	Assignments Due
Jan 8-10	Chap 1 - History of Facilities - ancient to modern times * Ex – Roman Colosseum = <a href="#">Arches</a> , <a href="#">Sub-Floor Design</a>	Read Chapter 1 - review syllabus and <a href="#">D2L</a> course home page
Jan 17 *Jan 15 – MLK, Jr Holiday	Chap 2 - Facility Management – definitions and considerations	Read Chapter 2 - create Research PPT groups
Jan 22-24	Chap 3 – Management Theory & Human Resources Chap 4 - Facility Planning	Read Chapters 3 & 4 * Review 'old' <a href="#">EIU Athletics Blueprint for Success</a>
Jan 29-31	Chap 5 - Facility Site and Design	Read Chapter 5 * Jan 31 - Group Presentation #1 due
Feb 5-7	Chap 6 - Facility Construction	Read Chapter 6 * Feb 7 = Exam #1 - <a href="#">D2L</a> – in class
Feb 12-14	Chap 7 - Facility Systems	Read Chapter 7 * Feb 14 – 'Facility Plan for EIU Athletics' due
Feb 19-21	Chap 8 - Facility Operations	Read Chapter 8 * Feb 21 - Group Presentation #2 due
Feb 26-28	Chap 9 - Facility Maintenance Chap 10 – Green Facility Management	Read Chapters 9 & 10
Mar 5-7	Chap 10 – Green Facility Management	* Mar 5 - Group Presentation #3 due * Mar 7 = Exam #2 - <a href="#">D2L</a> – in class
Mar 12-14	* Spring Break – no class sessions	No assignments due
Mar 19-21	Chap 11 - Facility Marketing & Sales	Read Chapter 11 * Mar 21 – EIU Facility Marketing Video due
Mar 26-28	Chap 12 - Finance and Budgeting - 2018 Spring Fling Prep?	Read Chapter 12 * Mar 28 - Group Presentation #4 due
Apr 2-4	Chap 13 - Legal Responsibilities & 2018 Spring Fling Prep?	Read Chapter 13 * Apr 7 - EIU Athletics 2018 Spring Fling
Apr 9-11	Chap 13 - Legal Responsibilities	* Apr 9 <sup>th</sup> - EIU Spring Fling Summary due * Apr 11 <sup>th</sup> – Group Presentation #5 due
Apr 16-18	Chap 14 - Crowd Management - Security Planning	Read Chapter 14 * Apr 18 <sup>th</sup> - Group Presentation #6 due
Apr 23-25	Chap 15 - Event Management & - Final Exam Preview - Review of Event - 2013 <a href="#">President's Cup</a> – Dublin, OH	Finish Chapter 15 * Apr 27 <sup>th</sup> – Extra credit deadline
Week 17 – *Final Exam*	Monday, April 30, 2018 – 5:15 pm to 7:15 pm	Exam #3 – <a href="#">D2L</a> – in class

### \* Facility and Event Management Research Presentation Topics – 60 minutes per group

- #1 - What are the different modern eras of stadium design during the history of MLB and the NFL. Include 3+ case studies. (\*Note - not arenas)
- #2 – What is 'changeover' management? What does it entail? What resources are needed? Define and analyze 3 relevant case studies.
- #3 – What is 'green facility' management? - How do 'sustainability initiatives' apply to the design, construction, and operation of sport facilities?
- #4 – Is hosting a global sporting event a wise financial investment for a city or country? (ex – hosting the World Cup and/or the Olympic Games)
- #5 – What is the Americans With Disabilities Act (ADA)? Requirements for Sport Facilities? Reasonable Accommodation? Analyze 3 ADA lawsuits.
- #6 – Compare strategic security planning for 'venue-based' (ie-NFL) vs. 'open-course' (ie-NYC marathon or PGA tour event) events?

### \* Course Policies \*

(1) [Academic integrity](#) - Students are expected to maintain principles of academic integrity and conduct as defined in [EIU's Code of Conduct](#). Violations will be reported to the Office of Student Standards.

(2) [Students with Disabilities](#) - If you are a student with a documented disability in need of accommodations to fully participate in this class, please contact the [Office of Student Disability Services](#). All accommodations approved through OSDS. Ninth Street Hall, Room 2006, or call 217-581-6583.

(3) [The Student Success Center](#) - Students who are having difficulty achieving their academic goals are encouraged to contact the [Student Success Center](#) for assistance with time management, test taking, note taking, avoiding procrastination, setting goals, and other skills to support academic achievement. The Student Success Center provides individualized consultations. To make appt., call 217-581-6696, or go to 9th Street Hall, Rm 1302.

### Reminders:

- a. All assignments due by start of class
- b. **20% off** each day an assignment is late
- c. Check EIU email everyday
- d. \*1 point per writing error on each assignment (spelling, punctuation, capitalization, spacing, etc) – **proofread carefully** before submitting