

Eastern Illinois University

NEW/REVISED COURSE PROPOSAL FORMAT

(Approved by CAA on 4/13/06 and CGS on 4/18/06, Effective Fall 2006)

This format is to be used for all courses submitted to the Council on Academic Affairs and/or the Council on Graduate Studies. (See <http://www.eiu.edu/~eiucaa/Directions.pdf> for directions on completing this form.)

Please check one: ☒ New course ☐ Revised course

PART I: CATALOG DESCRIPTION

1. **Course prefix and number, such as ART 1000:** KSS 5213
2. **Title (may not exceed 30 characters, including spaces):** Sport Facilities & Event Management
3. **Long title, if any (may not exceed 100 characters, including spaces):**
4. **Class hours per week, lab hours per week, and credit [e.g., (3-0-3)]:** 3-0-3
5. **Term(s) to be offered:** ☐ Fall ☐ Spring ☐ Summer ☒ On demand
6. **Initial term of offering:** ☐ Fall ☐ Spring ☒ Summer **Year:** 2011
7. **Course description (not to exceed four lines):** Analysis of core aspects of managing sport facilities and sport and recreation events, including the conceptualization of sport and recreation events, facility and event management planning process, budgeting, site selection, booking, ticketing, sponsorship, and technological innovations.
8. **Registration restrictions:**
 - a. **Identify any equivalent courses** (e.g., cross-listed course, non-honors version of an honors course).
N/A
 - b. **Prerequisite(s)**, including required test scores, courses, grades in courses, and technical skills. Indicate whether any prerequisite course(s) MAY be taken concurrently with the proposed/revised course.
Graduate Student Status and KSS 4760, 4761, 4762 for graduate students without KSS bachelors degree
 - c. **Who can waive the prerequisite(s)?**
☐ No one ☒ Chair ☐ Instructor ☐ Advisor ☐ Other (Please specify)
 - d. **Co-requisites** (course(s) which MUST be taken concurrently with this one): N/A
 - e. **Repeat status:** ☒ Course may not be repeated.
☐ Course may be repeated to a maximum of _____ hours or
 - f. **Degree, college, major(s), level, or class** to which registration in the course is restricted, if any:
EIU Graduate Students
 - g. **Degree, college, major(s), level, or class** to be excluded from the course, if any: EIU Undergraduates
9. **Special course attributes** [cultural diversity, general education (indicate component), honors, remedial, writing centered or writing intensive] N/A
10. **Grading methods** (check all that apply): ☒ Standard letter ☐ C/NC ☐ Audit ☐ ABC/NC ("Standard letter"—i.e., ABCDF—is assumed to be the default grading method unless the course description indicates otherwise.)
11. **Instructional delivery method:** Lecture / other (The technology version of class will be delivered in an asynchronous format).

PART II: ASSURANCE OF STUDENT LEARNING

1. List the student learning objectives of this course:

Analyze management & human resource theories as they apply to sport facilities & events.	Depth of content knowledge Advanced scholarship through research/creative activity
Examine facility development including facility planning, site and design, and construction.	Depth of content knowledge Advanced scholarship through research/creative activity
Examine facility systems, operations, and maintenance.	Effective critical thinking Effective written & oral communication
Analyze the unique sales, marketing, and ticketing issues facing facility and event managers.	Effective critical thinking Effective written communication
Examine key legal and risk management responsibilities of facility and event managers.	Effective critical thinking and problem solving Effective written & oral communication
Comprehend the facility preparation and event management process.	Advanced scholarship through research/creative activity Effective oral communication

2. Identify the assignments/activities the instructor will use to determine how well students attained the learning objectives:

	Exams (30%)	Written Assignments (30%)	Case Studies (20%)	Research Project (20%)
Analyze management and human resource	X	X		X
Examine facility development	X			X
Examine facility systems, operations, & maintenance	X	X	X	
Analyze the unique sales	X	X		
Examine key legal & risk management responsibilities	X		X	
Analyze the facility preparation	X	X		X

3. Explain how the instructor will determine students' grades for the course:

Evaluation Criteria:

Exams (2)	150 pts
Written Assignments (2)	100 pts
Case Studies (2)	100 pts
Research Project (1)	50 pts
Total:	400 pts

Grading Scale:

360-400	A
320-359	B
280-319	C
240-279	D
<240	F

4. For technology-delivered and other nontraditional-delivered courses/sections, address the following:

- If a section of the course is technology-delivered, periodic WebCT assessments will be administered and learning activities assigned to measure student comprehension of the learning objectives
- Integrity of student work will be assured through the use of multiple forms of each assessment as well as the use of Turnitin software for writing assignments.
- Weekly instructor-student and student-student communication will be required and accomplished via email, WebCT messaging, and Skype communication technology.

5. For courses numbered 4750-4999, specify additional or more stringent requirements for students enrolling for graduate credit. Not applicable

6. If applicable, indicate whether this course is writing-active, writing-intensive, or writing-centered, and describe how the course satisfies the criteria for the type of writing course identified.
Not applicable

PART III: OUTLINE OF THE COURSE

Provide a week-by-week outline of the course's content. Specify units of time (e.g., for a 3-0-3 course, 45 fifty-minute class periods over 15 weeks) for each major topic in the outline. Provide clear and sufficient details about content and procedures so that possible questions of overlap with other courses can be addressed.

Week 1	History and Future of Sport and Public Assembly Facilities Topics – Evolution of professional and collegiate facilities, facility focus, future trends
Week 2	Facility Management Topics – The facility manager, Constituents, Managerial functions
Week 3	Management Theory and Human Resources Topics – Management theory, Leadership, Hiring process, Employee management, Technology
Week 4	Facility Planning Topics – Fundamentals of planning, Existing facilities, Future facilities
Week 5	Facility Site and Design Topics – Site location, Site cost, Site selection, Facility design
Week 6	Facility Construction Topics – Construction planning, Construction elements, Project cost, Completion and analysis
Week 7	Facility Systems Topics – HVAC, Energy, Plumbing, Interior and exterior systems
Week 8	Facility Operations Topics – Space management, Specialized components, Establishment and maintenance of outdoor fields
Week 9	Facility Maintenance Topics – Maintenance and repair programs, Audits, Facility repair management

Week 10	Event Marketing and Sales Topics – Marketing concepts, Marketing process, Event marketing, Event sales
Week 11	Finance and Budgeting Issues in Facility and Event Management Topics – Financial concepts, Revenues and expenses, Financial analysis, Budgeting, Financing new facilities
Week 12	Legal Responsibilities Topics – Tort law, Contracts, Property law, Government regulations
Week 13	Risk Management Topics – Insurance, Medical emergency plan, Outdoor safety, Aquatic safety
Week 14	Implementing an Event Security Plan Topics – Crowd management, Crisis management
Week 15	Facility Preparation and the Event Management Process Topics – Attracting events, Event preparation, Event execution, Post-event analysis

PART IV: PURPOSE AND NEED

1. Explain the department's rationale for developing and proposing the course.

Managers of sport organizations are responsible for the development, maintenance, and operations of unique facilities that allow for both small and large scale public gatherings. Effective sport managers must have a clear understanding of the unique issues created by this responsibility. 'Facility & Event Management' has been identified by the Commission on Sport Management Accreditation (COSMA), the accrediting body for sport management education programs, as an essential content area. The Kinesiology and Sports Studies Department does not currently offer a course in facility and event management, but recognizes that in order to become more in line with COSMA accreditation standards a sport facility and event management course must be added to the current sport administration concentration curriculum.

2. Justify the level of the course and any course prerequisites, co-requisites, or registration restrictions.

Course requirement for KSS graduate students completing the sport administration concentration

3. If the course is similar to an existing course or courses, justify its development and offering.

No EIU course exists that is uniquely focused on the operation and management of sport facilities and events

4. Impact on Program(s):

The addition of the course will help the KSS graduate sport administration concentration move one step closer to COSMA accreditation. More importantly, the course will help KSS graduate students obtain a much more comprehensive understanding of the importance of effectively managing sport facilities and events. The current program of study provides one unit of facility and event management included in the KSS 4761: Sport Management and Administration course curriculum.

PART V: IMPLEMENTATION

1. Faculty member(s) to whom the course may be assigned:

Jon Oliver, Clinton Warren, Brent Walker, or other qualified instructor with graduate faculty status

2. Additional costs to students:

No additional cost beyond textbook rental.

3. Text and supplementary materials to be used (Include publication dates):

Fried, Gil. (2010). Managing Sport Facilities (2nd Edition). Human Kinetics: Champaign, IL.

PART VI: COMMUNITY COLLEGE TRANSFER

Not applicable

PART VII: APPROVALS

Date approved by the department or school: December 1, 2010

Date approved by the college curriculum committee: February 28, 2011

Date approved by the Honors Council (*if this is an honors course*):

Date approved by CAA: CGS:

*In **writing-active courses**, frequent, brief writing activities and assignments are required. Such activities -- some of which are to be graded -- might include five-minute in-class writing assignments, journal keeping, lab reports, essay examinations, short papers, longer papers, or a variety of other writing-to-learn activities of the instructor's invention. Writing assignments and activities in writing-active courses are designed primarily to assist students in mastering course content, secondarily to strengthen students' writing skills. In **writing-intensive courses**, several writing assignments and writing activities are required. These assignments and activities, which are to be spread over the course of the semester, serve the dual purpose of strengthening writing skills and deepening understanding of course content. At least one writing assignment is to be revised by the student after it has been read and commented on by the instructor. In writing-intensive courses, students' writing should constitute no less than 35% of the final course grade. In **writing-centered courses** (English 1001G, English 1002G, and their honors equivalents), students learn the principles and the process of writing in all of its stages, from inception to completion. The quality of students' writing is the principal determinant of the course grade. The minimum writing requirement is 20 pages (5,000 words).

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