



## Course Syllabus: Managing Program Events and Facilities

Gordon T. & Ellen West College of Education

KNES 3813 Section X40

Spring 2026: January 20 – May 8

### Contact Information

Instructor: Dr. Sandra Shawver

Office: Bridwell Hall 321

Office phone: (940) 397-4941

Email: Sandra.shawver@msutexas.edu

### Office Hours

Mon. 11:00 a.m. – 1:00 p.m.; Wed. 1:00 p.m. – 2:30 p.m. & Thur. 12:30 p.m. – 2:00 p.m.

### Virtual Class Meetings/Times

TBA

### Instructor Response Policy

During the week, I will typically respond to your emails with 24-48 hours. Any emails received over the weekend will receive a response no later than Tuesday by noon. Emails received during an academic break will be answered once we return to campus.

Before emailing, make sure to follow the “Three then Me” rule. The “Three then Me” rule says that you search for your answer regarding the course in at least three other places before emailing me. For example, if you have a question about an assignment, you should consult your syllabus, your grading scale or rubric, or the assignment description on Desire 2 Learn. Please check three sources before emailing me your question. It is very likely you’ll find the answer and not need to email me. If you don’t find the answer, and need clarification, feel free to email me.

### Textbook & Instructional Materials

Required: Fried, G & Kastel, M. (2021). *Managing sport facilities* (4<sup>th</sup> Ed), Champaign, IL: Human Kinetics

Aicher, T.J., Newland, B.L., & Paule-Koba, A.L. (2020). *Sport facility and event management* 2<sup>nd</sup> Ed), Burlington, MA: Jones & Bartlet

APA Publication Manual, 7<sup>th</sup> Edition

[Purdue Owl](#) : APA Formatting and Style Guide

<https://owl.english.purdue.edu/owl/resource/560/8/>

Recommended: Street & Smith’s *SportBusiness Journal*

## **Course Description**

In-depth study of best practices associated with daily operations and overall management of sport/recreation events, programs and facilities.

## **Class Delivery/Meeting Information**

This course is a fully online course using MSUTexas Desire to Learn (D2L) platform. Students are expected to check in a minimum of two (2) days each week to be able to stay up to date on presentations, available material and assignments. Access to the MSU D2L online management system will be made available to each student. Each student is expected to be familiar with this program as it provides a primary source of communication regarding assignments, examination materials, and general course information. You can log into [D2L](#) through the MSU Homepage. If you experience difficulties, please contact the technicians listed for the program or contact your instructor.

## **Required Technology Skills**

All students must have internet access and be able to: send and receive e-mail, create, send and receive Microsoft Word, Excel, Publisher or PowerPoint documents; use Google documents, sites & slides, use Desire 2 Learn portal through MSUTexas portal, download/use ZOOM Meeting platform for class assignments/meetings & presentations, post to discussion boards, appropriately use internet links and websites such as, Google Docs, Slides, YouTube, etc.

Taking an online class requires you to have access to a computer (with Internet access) to complete and upload your assignments. It is your responsibility to have (or have access to) a working computer in this class. *Assignments and tests are due by the due date, and personal computer technical difficulties will not be considered reason for the instructor to allow students extra time to submit assignments, tests, or discussion postings.* Computers are available on campus in various areas of the buildings as well as the Academic Success Center. Your computer being down is not an excuse for missing a deadline!! There are many places to access your class! Our online classes can be accessed from any computer in the world which is connected to the internet. Contact your instructor immediately upon having computer trouble. If you have technical difficulties in the course, there is also a student helpdesk available to you. The college cannot work directly on student computers due to both liability and resource limitations however they are able to help you get connected to our online services. For help, log into [D2L](#).

## **Student Email Usage**

Students are required to use their MSUTexas email address for all correspondence during this course. Check that your MSUTexas email address is the one listed in your D2L Personal Information. Using your MSUTexas address ensures your privacy. If you have a different email account, you can forward your MSUTexas email to that account, but I will only send and respond to emails within the D2L portal or from a MSUTexas address. Please make sure to include your name on any email that you send. Students are required to check your MSUTexas email a minimum of two (2) days per week. Do not e-mail any assignments.

### **Course Objectives/Learning Outcomes**

This course provides graduate Sport Administration students with an enhanced knowledge and basic skills through:

1. Gaining knowledge and skills in the general daily management of sport and recreation facilities.
2. Gaining knowledge and skills necessary for management and staffing of sport and recreation facilities.
3. Accumulating experience in facility or event planning, design and costs associated with the construction of facilities and/or running of events.
4. Understanding and reviewing the daily operations of a recreation/sport facility dealing with legal concerns, maintenance, and risk management.

### **Learning Outcomes**

1. Students must virtually research, tour and report on different aspects of a sport/recreation facility.
2. Students will develop and/or review event planning processes related to crowd management, safety & security at different venues/events.
3. Students will discuss & research and present key elements & issues related to the 2024 Paris Olympics as related to facility and event management.

### **Student Handbook**

Refer to: [Student Handbook-2025-26](#)

#### **Student Honor Creed**

“As an MSU Student, I pledge not to lie, cheat, steal, or help anyone else do so.”

#### **Academic Misconduct Policy & Procedures:**

Academic Dishonesty: Cheating, collusion, use of AI passed off as original writing, and plagiarism (the act of using source material of other persons, either published or unpublished, without following the accepted techniques of crediting, or the submission for credit of work not the individuals to whom credit is given).

Additional guidelines on procedures in these matters may be found in the Office of Student Conduct/Rights & Responsibilities.

- a. The term “cheating” includes, but is not limited to (1) the use of any unauthorized assistance in taking quizzes, tests, or examinations; (2) dependence upon the aid of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems, or carrying out other assignments; or (3) the acquisition without permissions, of tests or other academic material belonging to a member of the university, faculty, or staff.
- b. The term “plagiarism” includes, but is not limited to, the use by paraphrase or direct quotation of another person’s published or unpublished work without full and clear acknowledgment. The use of AI. It also includes the unacknowledged use of materials prepared by another person or agency selling term papers or other academic materials.

- c. “collusion” means collaboration with another person in preparing work offered for credit if the faculty member in charge does not authorize that collaboration.

Plagiarism is a serious academic offense and goes against the principles of integrity and originality that are essential in an educational setting. In this course, we uphold a zero- tolerance policy towards plagiarism and the use of AI-generated content without proper attribution. It is crucial that all students understand and adhere to this policy to maintain the academic integrity of the course.

Plagiarism is the act of presenting someone else's work, ideas, or intellectual property as one's own without appropriate acknowledgment. This includes, but is not limited to, copying and pasting from online sources, using another student's work, paraphrasing without proper citation, and using AI-generated content without proper attribution.

The use of AI-generated content is not permitted in this course, unless explicitly specified by the instructor. If the use of AI-generated content is allowed for specific assignments, students must disclose this fact and provide appropriate attribution to the AI tool used. Most importantly, you must provide citations and references for all generative AI information used. Since generative AI information is not reproducible, you should save copies of the information you obtained and include those documents in appendices attached to your paper or project. Full citation information can be found at the APA How to Cite link. [How to Cite ChatGPT](#)

Self-plagiarism refers to submitting work for credit that is the same or substantially similar to work prepared or submitted for another course, without appropriate citation. This includes reusing previous assignments, papers, presentations, or other submissions without instructor approval. Self-plagiarism gives the impression of original work, when in fact the content has already been submitted for assessment elsewhere.

Students should be aware that turning in the same or similar papers for multiple classes violates academic integrity, unless expressly authorized by the instructor. To avoid self- plagiarism, communicate openly with your instructor about building on existing work or repurposing prior submissions. Provide proper citations for any previous work referenced. Unless the instructor indicates otherwise, all assignments submitted for this course must be newly prepared by you and you alone for this specific class.

Any instance of plagiarism, AI generated content, and/or self-plagiarism will be subject to disciplinary action in accordance with the Academic Integrity Policy outlined in the [Student Handbook-2022-23](#).

## [Office of Student Conduct](#)

### **Grading/Assessment**

#### Assignment Deadlines

All assignments will be due by the deadline set on the day that they are due and submitted in D2L. Since some assignments are layered it is important to stay on pace throughout the course with your readings and work.

#### Grading

All assignments must be typed for credit (work will only be accepted if it is typed). APA 7<sup>th</sup> edition formatting applies to all written work submitted. Deductions will be taken for incorrect spelling, grammar, citations and references, headings, reference, and cover page requirements. See each individual assignment for more detail. All written assignments must be submitted as a Word document. If assignments are submitted as a pdf, notes, google, etc. they will not be graded until

submitted in the correct format and receive the 5 point/day deduction for being late from the date returned to the student by the professor. Format – FOR ALL PAPERS: 12-point Times New Roman font, one (1) inch margins, and double-spaced. The title page should have the title of your document, your name, class, and section number, the semester and due date of the assignment centered on the page. Papers that do not follow this format may not be accepted or graded. All work should be in your own words! If you use Chat GP or other AI resources you must include correct citations and include the information in your reference page.

1. Late assignments will not be accepted by the instructor.
2. Grammar will be graded as part of any assignment. The MSU writing lab is available to all MSU students [Writing Center](#)
3. The office of Disability Support Services provides information and assistance and arranges accommodations information and assistance and arranges accommodations and staff. A student/employee who seeks accommodations based on disability must register with the Office of Disability Support Services. Per the law, MSU provides students with documented disabilities with academic accommodations. If you are a student with a documented disability, please contact the instructor before classroom accommodations can be provided. The Disability Support Services may be contacted at 940-397-4140 (voice), 940-397-4515 (TDD), [Disability Support Services](#), or visit 3410 Taft Blvd., Clark Student Center Room 168.

Table 1: Points allocated to each assignment –follow instructions listed under Course Schedule.

Description of Evaluation	Possible Points	Total Points	% Of Final Grade
1. Discussion Board Activities (2)	10.00	20.00	5.0%
Discussion Board (1)	20.00	20.00	5.0%
Discussion Board (1)	30.00	30.00	7.4%
2. Chapter Quiz (1) Parts 1 & 2	50.00	50.00	12.3%
3. Chapter Quiz (2) Parts 3 & 4	40.00	40.00	9.9%
5. Red Bull Case Study	50.00	50.00	12.3%
6. Facility Tour	40.00	40.00	9.9%
7. Facility Manager Interview	40.00	40.00	9.9%
8. Legal Responsibilities	30.00	30.00	7.4%
9. Risk Management Perspective	10.00	10.00	2.5%
10. Chapter 18 Review	35.00	35.00	8.5%
11. Post Event Evaluation Report	40.00	40.00	9.9%
<b>Total</b>		<b>405.00</b>	<b>100%</b>

Table 2: Total points for final grade.

Grade	Points
A = 90%	364+
B = 80%	324 - 363
C = 70%	283 - 323
D = 60%	243 - 282
F = <60%	0 - 242

## Course Assignments

**Online Discussion & Course Activities:** Students are required to participate in online discussion by posting to the Discussion Board. Each student will be required to make a minimum of one (1) post for each topic that will be engaging and bring about appropriate online conversation. Discussions will focus on chapters from Fried & Kastil (2021) with supplemental material and/or information. Students should be prepared to thoroughly discuss it as assigned on either the D2L discussion or a virtual platform. See Discussion Board Rubric for specific grading criteria.

**Facility Tour: Due February 3<sup>rd</sup> @ 11:30 PM**

Each student will take a virtual tour through the assigned college websites of sport, kinesiology and recreation facilities. You should compare the facilities to each other and prepare no more than a two (2) page summary comparing and contrasting the facilities and design of like facilities. You must follow the parameters and requirements provided to you on Blackboard in completing this assignment.

**Facility Manager Interview: Due February 22<sup>nd</sup> @ 11:30 PM**

After reading two (2) personally selected chapters from this module, students will contact a facility/event manager (someone they have not known for a minimum of 6 months) at a similar facility and personally interview them. After the interview students are to submit a written document that includes specific information outlined in D2L.

**Article Review: Due July 25<sup>th</sup> @ 11:30 PM**

*Students will develop a 2-3 page paper addressing the need for this specific research, and information related to the implications and limitations identified in the article Understanding sport event success: exploring perceptions of sport event consumers and event providers (Kaplanidou, Kerwin, & Karadikis, 2013).*

**Legal Responsibilities: Due March 27<sup>th</sup> @ 11:30 PM**

Use the web study guide and 1) watch the videos on a) sport facility and b) contract law then write a short overview (no more than 500 words for each) of key information you gained from our author for both topics and how you can/will apply it to a future event you potentially could be involved with.

2) Read an article on Emergency Preparedness for Individuals with Disabilities from any sport risk management newsletter, magazine or journal article. (i.e. From the Gym to the Jury) and give a maximum of a 1 page overview about your perspective of the information reported.

**Risk Management Personal Perspective: Due April 10 @ 11:30 PM**

Students will select one of two options related to risk management and write a 1-2 page document using correct APA formatting to share what was learned.

**Post Event Evaluation & Reporting: Due April 30 @ 11:30 PM**

Students will use an event that they have either been in an administrative role for, or discuss with someone who is an athletic/sport administrator, an event that they have run or managed.

Develop a video (5 minutes minimum/10 minutes maximum) and share how the event was evaluated. What are/were three (3) key recommendations for the event in the future concerning the venue layout, crowd management & security {1 each}, and two (2) recommendations for marketing/media exposure before/during and after the event

**Chapter Quiz's** Each student will complete the assigned quiz related to required reading and discussions in class from chapters 2, 4, and 10-12.

### Make Up Work/Tests

Any make up work will be decided on a case to case situation.

### Important Dates

Last Day to drop with a grade of "W:" 4:00 PM on April 29, 2026

Refer to: [Drops, Withdrawals & Void](#)

### Desire-to-Learn (D2L)

Extensive use of the MSU D2L program is a part of this course. Each student is expected to be familiar with this program as it provides a primary source of communication regarding assignments, examination materials, and general course information. You can log into [D2L](#) through the MSU Homepage. If you experience difficulties, please contact the technicians listed for the program or contact your instructor.

### Attendance

Students are highly encouraged to attend all meetings of the classes in which they are enrolled. Although in general students are graded on intellectual effort and performance rather than attendance, absences may lower the student's grade where class attendance and class participation are deemed essential by the faculty member. In those classes where attendance is considered as part of the grade, the instructor should so inform students of the specifics in writing at the beginning of the semester in a syllabus or separate attendance policy statement. An instructor who has an attendance policy must keep records on a daily basis. The instructor must give the student a verbal or written warning prior to being dropped from the class. Instructor's records will stand as evidence of absences. A student with excessive absences may be dropped from a course by the instructor. Any individual faculty member or college has the authority to establish an attendance policy, providing the policy is in accordance with the General University Policies.

### Online Computer Requirements

Taking an online class requires you to have access to a computer (with Internet access) to complete and upload your assignments. It is your responsibility to have (or have access to) a working computer in this class. **Assignments and tests are due by the due date, and personal computer technical difficulties will not be considered reason for the instructor to allow students extra time to submit assignments, tests, or discussion postings.** Computers are available on campus in various areas of the buildings as well as the Academic Success Center. **Your computer being down is not an excuse for missing a deadline!!** There are many places to access your class! Our online classes can be accessed from any computer in the world which is connected to the internet. Contact your instructor immediately upon having computer trouble. If you have technical difficulties in the course, there is also a student helpdesk available to you. The college cannot work directly on



student computers due to both liability and resource limitations however they are able to help you get connected to our online services. For help, log into [D2L](#).

### Instructor Class Policies

During this course you will be expected to deal with your subject area, your instructors, your peers, and your colleagues as a professional.

Please note: By enrolling in this course, the student expressly grants MSU a "limited right" in all intellectual property created by the student for the purpose of this course. The "limited right" shall include but shall not be limited to the right to reproduce the student's work product in order to verify originality and authenticity, and for educational purposes.

We are using the discussion board and other platforms for class discussion and students are expected to present ideas, information, etc. in a professional manner both in their writing and speaking. In short be professional and complete. If the assignment calls for a presentation then it is expected that students will be dressed in business casual (no ball caps, hats, beanies, tank tops, or workout clothes). See each individual assignment for more detail.

### Change of Schedule

**\*\* There is no change in schedule during the summer semesters.\*\***

A student dropping a course (but not withdrawing from the University) within the first 12 class days of a regular semester or the first four class days of a summer semester is eligible for a 100% refund of applicable tuition and fees. Dates are published in the [Schedule of Classes](#) each semester.

### Refund and Repayment Policy

A student who withdraws or is administratively withdrawn from Midwestern State University (MSU) may be eligible to receive a refund for all or a portion of the tuition, fees and room/board charges that were paid to MSU for the semester. HOWEVER, if the student received financial aid (federal/state/institutional grants, loans and/or scholarships), all or a portion of the refund may be returned to the financial aid programs. As described below, two formulas (federal and state) exists in determining the amount of the refund. (Examples of each refund calculation will be made available upon request).

### Services for Students with Disabilities

In accordance with Section 504 of the Federal Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990, Midwestern State University endeavors to make reasonable accommodations to ensure equal opportunity for qualified persons with disabilities to participate in all educational, social, and recreational programs and activities. After notification of acceptance, students requiring accommodations should make application for such assistance through Disability Support Services, located in the Clark Student Center, Room 168, (940) 397-4140. Current documentation of a disability will be required in order to



provide appropriate services, and each request will be individually reviewed. For more details, please go to [Disability Support Services](#).

## College Policies

### Plagiarism Statement

“By enrolling in this course, the student expressly grants MSU a ‘limited right’ in all intellectual property created by the student for the purpose of this course. The ‘limited right’ shall include but shall not be limited to the right to reproduce the student’s work product in order to verify originality, authenticity, and educational purposes.” from Student Handbook

### **Senate Bill 11**

Senate Bill 11, passed by the 84th Texas Legislature, allows licensed handgun holders to carry concealed handguns on campus, effective August 1, 2016. Areas excluded from concealed carry are appropriately marked, per state law. For more information regarding campus carry, please refer to the University’s webpage at [Campus Carry](#).

### Smoking/Tobacco Policy

College policy strictly prohibits the use of tobacco products in any building owned or operated by MSUTexas. Adult students may smoke only in the outside designated-smoking areas at each location.

### Alcohol and Drug Policy

To comply with the Drug Free Schools and Communities Act of 1989 and subsequent amendments, students and employees of Midwestern State are informed that strictly enforced policies are in place which prohibits the unlawful possession, use or distribution of any illicit drugs, including alcohol, on university property or as part of any university-sponsored activity. Students and employees are also subject to all applicable legal sanctions under local, state and federal law for any offenses involving illicit drugs on University property or at University-sponsored activities.

### Active Shooter

The safety and security of our campus is the responsibility of everyone in our community. Each of us has an obligation to be prepared to appropriately respond to threats to our campus, such as an active aggressor. Please review the information provided by MSU Police Department regarding the options and strategies we can all use to stay safe during difficult situations. For more information, visit [Safety / Emergency Procedures](#). Students are encouraged to watch the video entitled “*Run. Hide. Fight.*” which may be electronically accessed via the University police department’s webpage: [“Run. Hide. Fight.”](#)

### Obligation to Report Sex Discrimination under State and Federal Law

Midwestern State University is committed to providing and strengthening an educational, working, and living environment where students, faculty, staff, and visitors are free from sex

discrimination of any kind. State and federal law require University employees to report sex discrimination and sexual misconduct to the University's Office of Title IX. As a faculty member, I am required to report to the Title IX Coordinator any allegations, personally observed behavior, or other direct or indirect knowledge of conduct that reasonably may constitute sex discrimination or sexual misconduct, which includes sexual assault, sexual harassment, dating violence, or stalking, involving a student or employee. After a report is made, the office of Title IX will reach out to the affected student or employee in an effort to connect such person(s) with resources and options in addressing the allegations made in the report. You are also encouraged to report any incidents to the office of Title IX. You may do so by contacting:

Laura Hetrick  
Title IX Coordinator  
Sunwatcher Village Clubhouse  
940-397-4213

[laura.hetrick@msutexas.edu](mailto:laura.hetrick@msutexas.edu)

You may also file an online report 24/7 at [Online Reporting Form](#)

Should you wish to visit with someone about your experience in confidence, you may contact the MSU Counseling Center at 940-397-4618. For more information on the University's policy on Title IX or sexual misconduct, please visit [Title IX Website](#)

### Grade Appeal Process

Update as needed. Students who wish to appeal a grade should consult the Midwestern State University [MSU Catalog](#)  
Notice

Changes in the course syllabus, procedure, assignments, and schedule may be made at the discretion of the instructor.

## Course Schedule

### **PART 1 Jan 20 – Feb 14**

Topics: Facility Management, & Human Resources

Online Course Activities as Assigned

Readings: Chapters 2 & 4

Videos: Functions of Management: <https://youtu.be/aWV8w-coyhM>

HR Management: <https://youtu.be/A2HFusWQleE>

Discussions: Recreation Management Roles Jan 20 – 25

Essential Job Functions Jan 1 – Feb 8

**Class Meeting,**  
**TBA** **Zoom**  
**I**

**Due Tuesday, Feb 3** Facility Tour Before 11:30PM

**Due Saturday, Feb 13** Quiz on Chapters 2 & 4 (Timed) Before 11:30PM

### **PART 2 Feb 15 through Mar 21**

Topics: Managing Specific Facilities & Events  
Online Course Activities as Assigned

Readings: Chapters 10 - 12

Videos: Sports & Recreation Parks Design Spotlight: <https://youtu.be/UYqTmfNYJDA>

Discussions: Bidding Events Feb 26 – Mar 4

**Due, Sunday, Feb 22** Manager Interview

**Due, Tuesday, Mar 17** Red bull Case Study

**Due Saturday, Mar 21** Quiz 1 on Chapters 1, 2, 4, 10 - 12 (Timed) Before 11:30PM

### **PART 3 March 22 through April 10**

Topics: Legal Responsibilities & Facility Preparation for an Event  
Online Course Activities as Assigned

Readings: Chapters 16 & 18

Videos: Sport facility law: <https://youtu.be/VCXS7l8gdvc>

Negligence: <https://youtu.be/B-Np9wRp2vw>

Contract law: <https://youtu.be/vcBrRsR04DM>

Discussions: Storming the Court Mar 25 – Apr. 1

<b>Due Friday, Mar 27</b>	Legal Responsibilities	Before 11:30PM
<b>Due, Friday, Apr 10</b>	Risk Management Perspective	Before 11:30 PM
<b>PART 4</b>	<b>April 11 through May 8</b>	
<b>Due, Sunday, Apr 19</b>	Chapter 18 Review	Before 11:30 PM
<b>Due, Thursday, Apr 30</b>	Post Event Evaluation	Before 11:30 PM
<b>Due Monday, May 4</b>	Quiz 2 (Parts 3 & 4)	Before 11:30 PM