



Course Syllabus: Managing Program Events and Facilities
Gordon T. & Ellen West College of Education
KNES 3813 Section X20
Spring 2021: January 11 – March 5

Contact Information

Instructor: Dr. Sandra Shawver
Office: Bridwell Hall 321
Office phone: (940) 397-4941
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Office Hours

Monday 10:00AM-12:00PM
Wednesday 3:00PM-4:30PM (virtual)
Thursday 1:00PM-2:30PM

Course Description

This course provides students an opportunity to bridge general concepts previously learned with opportunities for application. Bringing together basic concepts in event & facility management, inclusive of event and facility design, organization, planning and evaluation.

Virtual Class Meetings/Times

March 10 @ 8:30PM
March 23 @ 8:30PM
April 7 @ 8:30PM
April 20 @ 8:30PM

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* (4th Edition), Champaign, IL: Human Kinetics

APA Publication Manual, 7th Edition

Purdue OWL: APA Formatting and Style Guide

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

Recommended: Street & Smith's *SportBusiness Journal*

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 Flip Grid and ZOOM Meeting platform for class assignments/meetings & presentations, post to discussion boards, appropriately use internet links and websites such as Google Docs, Sites, 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 Blackboard 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. You are required to check your MSUTexas email a minimum of two (2) days per week.

Course Objectives/Learning Outcomes

This course provides undergraduate Sport Education students with a knowledge base of the environment in which they may work. Satisfactory completion of the course will document that students have demonstrated the ability to:

1. Identify/understand pertinent areas of the history and future of sport facility management.
2. Review and/or develop human resource materials used within the recreation/sport management industry.
3. Identify key elements within a selected sport facility or venue design.
4. Gain basic knowledge of finance and marketing of a sport/recreation facility.
5. Develop a marketing/promotion piece appropriate to a select facility or event.
6. Complete a risk assessment within a recreation or sport facility/venue.

Student Handbook

Refer to: [Student Handbook-2019-20](#)

Academic Misconduct Policy & Procedures

Academic Dishonesty: Cheating, collusion, 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 individual's to whom credit is given). Additional guidelines on procedures in these matters may be found in the Office of Student Conduct.

[Office of Student Conduct](#)

Grading/Assessment

Assignment Deadlines

All assignments will be due by the deadline set on the day that they are due. If, without prior approval (minimum of 48 hours), an assignment is turned in late, a deduction of 5 points per day will be enforced. Any instructor approved late assignments turned in more than 5 days late will not be accepted or graded. **Any assignment not pre-approved by the instructor to be submitted late WILL NOT BE ACCEPTED OR GRADED.**

All written work must be typed and submitted through D2L unless otherwise stated by the instructor. All work should be done in Times New Roman or Aerial 11 or 12 point font on a Word Document. APA 7th edition formatting applies to all written work submitted and deductions will be taken for incorrect spelling, grammar, citations and references. See each individual assignment for more detail. If assignments are submitted as a pdf, notes, google, etc. will not be

graded until submitted in the correct format and receive the 5 point/day deduction for being late.

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

Assignments	Points
Quizzes (2 @ 15 pts each)	30
Virtual Facility Tour	20
Discussion Boards (3 @ 10 pts each)	30
Finance and Marketing Assignment	40
Special Event Project	65
Human Resource Assignment	30
Risk Management Assignment	30
Facility Assessment	40

Table 2: Total points for final grade.

Grade	Points
A = 90%	256 - 285
B = 80%	228 - 255
C = 70%	200 - 227
D = 60%	171 -199
F < 60%	Less than 171

Homework

Online Discussion & Course Activities: Due dates vary with submissions either on D2L class portal or Flipgrid.

Students are required to participate in online discussion by posting to the Discussion Board. Each student will be required to make a minimum of two (2) posts for each topic that will be engaging and bring about appropriate online conversation. Discussions will focus on chapters from Fried (2021) and supplemental material provided by the instructor. Each student will read the designated material or chapter, and be prepared to thoroughly discuss it each week on the discussion board. See Discussion Board Rubric for specific grading criteria.

Virtual Facility Tour: Due via D2L class portal on Friday, March 11th. 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 in completing this assignment.

Case Studies: Due via D2L class portal as assigned. Select cases will be used from the instructors’ personal experience or from course materials to help

students think critically and consider different avenues for dealing with a selected situation.

Legal Perspectives: Due via D2L on Saturday, 9th .

After watching assigned videos and case readings students are to write an overview of key information and take-a-ways in an APA correct document.

Quizzes

There will be two (2) quizzes related to chapter readings and presentation slides. If applicable information from select video presentations will be announced when included. Each quiz will be worth 15 points and will be timed. Quiz #1 will cover information gained from Part 2 (chapters 5-8) and due Sunday, April 3rd by 11:50PM. Quiz #2 will be over Part 4 (chapters 17-20) and due Friday, April 28th by 11:50PM.

Projects Required

Facility Design of Community Gymnasium: Due via D2L on Thursday, March 31st. As related to information gained from Part II: Facility Development. Students will design and provide a schematic drawing of a common gym space that may be used for recreational sports, leagues, fitness classes and drop in activities within an overall community recreation facility.

Risk Assessment/Management: Due via D2L on Tuesday, April 24th. Contact a facility manager and have them go over their procedures of crowd management for their organizations regular and special events. OR Attend a game and note how pre- and postgame activities are scheduled. Were they executed well and with seamless transitions, or were they poorly pieced together? What would you have done differently?

Late Work

If, without prior approval, an assignment is turned in late, a deduction of 5 points per day will be enforced. Any instructor approved late assignments turned in more than 5 days late will not be accepted or graded. Any assignment not pre-approved by the instructor to be submitted late will not be accepted or graded.

Make Up Work/Tests

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

Important Dates

Last day for term schedule changes: **January 13, 2022.** Check date on Academic Calendar.

Deadline to file for graduation: **February 14, 2022.** Check date on Academic Calendar.

Last Day to drop with a grade of "W:" **March 21, 2022.** Check date on Academic Calendar.

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 expected 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

Indicate here policies which apply to this class such as dress codes, attendance requirements particular to the program and or course, class etiquette expectations etc.

Change of Schedule

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) exist 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

Campus Carry Rules/Policies

Refer to: [Campus Carry Rules and Policies](#)

Smoking/Tobacco Policy

College policy strictly prohibits the use of tobacco products in any building owned or operated by WATC. 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.

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:

Course outline with assigned course topics, assigned readings, and assignments are required for certification courses.

Use this area to tell the students what is scheduled for the duration of the class. Please note the disclaimer above and include that with your schedule. There can be no blanks in your table. You must put some kind of text in all the blanks such as: N/A or No content. (Use the same color text as background if you want to keep it uncluttered for your sighted learners). Tables must not extend to another page (cannot be wider than the page). If it is going to extend to next page, you will need to create another table with heading. You can use a dash (-) or "to" between dates, avoid using the @ sign unless in web address.

Course Schedule

Module	Activities/Assignments/Exams	Due Date
Module 1 3/5to /23 Chapts 1 - 4	Videos: Functions of Management: https://youtu.be/aWV8w-coyhM HR Management: https://youtu.be/ Introductory Post (Discussion Board) Virtual Facility Tours 2022 Olympic Facility Discussion ZOOM Class Meeting @ 8:30 PM	Clearly posted Due Dates March 9 March 11 March 17 March 23
Module 2 3/24 to 4/7 Chapts 5-7	Videos: Sport Facility Walkthrough Design: https://youtu.be/ITNzw57OtU8 Sports & Recreation Parks Design Spotlight: https://youtu.be/UYqTmfNYJDA Facility & Event Mgmt. Discussion Community Gymnasium Project Chapter Quiz	 March 28 March 31 April 3
Module 3 4/8 – 4/18 Chpts.14-16	Videos: Marketing with Millennials: https://youtu.be/YDiFvxGBHJY Fitness Center Marketing: https://youtu.be/9oRZDymSw6g Facility Financing: https://youtu.be/1E4zLyTgc9o Sport facility law: https://youtu.be/VCXS7l8gdvc Negligence: https://youtu.be/B-Np9wRp2vw Contract law: https://youtu.be/vcBrRsR04DM Finance Case Study Marketing to Millennials Discussion	 April 9 April 11

Module	Activities/Assignments/Exams	Due Date
	Legal Responsibilities/Perspectives	April 19
Module 4 4/19 – 5/4 Chpts.17-20	Single & Multipurpose Facilities	April 24
	Risk Assessment/Management	April 30
	Chapter Quiz	May 5

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Note: Tables cannot continue to the next page. If the table continues to the next page, you will need to make a new table using the table tools for every page. Remember to add Alt Text.