



Course Syllabus: Managing Program Events and Facilities
Gordon T. & Ellen West College of Education
KNES 3813 Summer II July 8- Aug 10

Contact Information

Instructor: Dr. Carrie Taylor
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CONTACT PREFERENCE

If you cannot stop by the office, my preferred communication method is email. I check my email throughout the day (MTWR), so you can expect to hear back from me usually within 12-24 hours of receiving your message. Do not expect a response during the evening hours or over the weekend; I will respond the following Monday. The preferred method of communication is email.

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.

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, 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

Aicher, T. J., Paule-Koba, A. L., & Newland, B.L. (2020) *Sport Facility and Event Management*. Jones and Bartlett

APA Publication Manual, 7th Edition
[Purdue OWL: APA Formatting and Style Guide](#)

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 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 access to a computer (with Internet access) to complete and upload your assignments. You are responsible for having (or having access to) a working computer in this class. ****Assignments are due by the due date, and personal computer technical difficulties will not be considered a 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 and 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, a student helpdesk is available to you. The college cannot work directly on student computers due to liability and resource limitations; however, they can help you connect 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 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 an MSUTexas address. Please make sure to include your name on any email that you send. You must check your MSUTexas email at least two (2) days per week.

When emailing, please include the class number and a detailed explanation of the purpose of the email. Also, do not email any assignments.

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 2023-24](#)

Academic Misconduct Policy & Procedures

Students are expected to behave academically, interpersonally, professionally, and collaboratively in a manner consistent with standards set by the West College of Education.

Plagiarism Statement

“By enrolling in this course, the student expressly grants MSU a ‘limited right’ in all intellectual property created by the student for this course. The ‘limited right’ shall include but shall not be limited

to the right to reproduce the student's work product to verify originality, authenticity, and educational purposes." [Student Handbook/Academic Dishonesty](#)

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 individuals to whom credit is given). Additional guidelines on procedures in these matters may be found in the Office of Student Rights Responsibilities. a. The term "cheating" includes but is not limited to (1) 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 engaged in 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 the use of another's thoughts, words, ideas, or line (including text written by a generation system or artificial intelligence tool) in your own work without appropriate documentation (a parenthetical citation at the end and a list on the Reference Page)-whether you use that material in a quote, paraphrase, or summary. At the very least, plagiarism will result in an F on the assignment; at worst, the consequence will be an F in the course. Offenders will be reported to the Kinesiology and Sports and Leisure Department Chair and the Dean of Students.

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). ***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.

Assignments:

Week	Assignments	Due Date
Week 1	Flip Flip Link	July 11th
Week 1	Customer Services Qualities Flip	July 14th
Week 2	Virtual Tour Assignment: Comparison of Division I, II, and III Institutions	July 17th

Week	Assignments	Due Date
Week 3	Risk Management in Sport Event Administration: Case analysis evaluating risk management and the key components. Chapter 4	July 24th
Week 4	Comparative Analysis of Sporting Facilities and Events: Research two sporting facilities and events.	July 31st
Week 5 & 6	Designing a Sporting Event: Apply the knowledge and design a sporting event addressing, objectives, venue selection, timelines, and marketing and promotion.	Aug 6th

Assignments Points:

Assignments	Points
Flip Introduction	40
Flip Customer Service Qualities	50
Virtual Facility Tours	100
Risk Management	100
Comparative Analysis of Sport Facilities and Events	100
Designing a Sporting Event	200
Total	590

Total points for final grade.

Grade	Points
A = 90%	531-590
B = 80%	472 – 530
C = 70%	413 - 471
D = 60%	354-412

Late Work

Late work will not be accepted without pre-approved by the instructor to be submitted late.

Important Dates

Deadline to file for graduation: June 26th, 2023. Check date on Academic Calendar.

Last Day to drop with a grade of "W:." July 27th, 2023. 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. Located on the front login page of d2l is the help desk. [D2l Help](#)

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.

References

Bier, V. (n.d.). 7assessing the risks of extreme events. *Risk in Extreme Environments*, 7–48.
<https://doi.org/10.4324/9781315557540-2>

Brown, M. T. (2004). Sport facility management: Organizing events and mitigating risks. *Journal of Sport Management*, 18(3), 296–298. <https://doi.org/10.1123/jsm.18.3.296>

Miller, J. J., Martinez, J. M., & Stoll, J. A. (2021). Conducting a special small-scale sporting event: What motivates people to volunteer in a small city? *Managing Sport and Leisure*, 1–16.
<https://doi.org/10.1080/23750472.2021.1980423>

Richard Keith Wright (2012) Sports facility management: organizing events and mitigating risks, *Journal of Policy Research in Tourism, Leisure and Events*, 4:3, 385-387, DOI: [10.1080/19407963.2011.613234](https://doi.org/10.1080/19407963.2011.613234)

Schwarz, E. C. (2016). *Managing Sport Facilities and Major Events*. <https://doi.org/10.4324/9781315620695>

Tennent, K. (2016). *Foundations of Managing Sporting Events*. <https://doi.org/10.4324/9781315628295>