



SPRT 339 - 101 – Sports Facility Management & Operations Spring 2018

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Office Location: Norville Center for
Intercollegiate Athletics

Office Hours: By appointment
Class Meetings: Mondays, 4:15-6:45
Class Location: Corboy Law Center, Room
105

Course Description:

This course examines the comprehensive planning, development, and operations of new and existing sport and fitness facilities and the management of those events held within those facilities. Prerequisites: Junior standing with minimum grade of “C-“ in SPRT 130.

Course Overview:

This course focuses on planning, maintaining, and managing sport events and multi-purpose sports facilities. Concentration is on the planning, implementation, and evaluation of sport events in addition to the design, maintenance, and full utilization of athletic facilities. Principles for effective management of sport events and facilities in both human and physical resources are stressed.

Required Materials

Schwarz, Hall, Shibli (2015). *Sport Facility Operations Management: A Global Perspective. 2nd Edition.*

Topical readings will be assigned by the instructor and posted to Sakai. Students will also be required to subscribe to a curated industry news service.

Course Objectives and Learning Outcomes

Upon successful completion of this course, active course participants should expect to:

- Identify and be able to correctly use common terminology and basic concepts associated with planning, designing, and managing athletic facilities.
- Identify the deficiencies and highlights of well-designed athletic facilities.
- Strategically formulate a plan for a new sport event and demonstrate the ability to navigate the key management points of a sport event.
- Summarize several of the current trends and issues at play within the field of sport facility and event management. Students should be able to speak intelligently about those trends and issues and will be able to find resources which will provide further information about those topics.
- Model sound decision-making regarding facility and event management based on principles covered throughout the course.

Course Evaluation (500 points):

- Two (2) Examinations (200 points total)
- Request for Event Proposal Project (100 points)
- Professional Development Report/Presentation (50 points)
- Trends in Facility Design Presentation (50 points)
- Facility Evaluations (50 points)
- Class Engagement (50 points)
- Extra Credit Opportunities
 - Mystery Shopper exercise (20 points each, two maximum)

Grading Scale

A	100-93%	C	76-73
A-	92-90	C-	72-70
B+	89-87	D+	69-67
B	86-83	D	66-60
B-	82-80	F	59 and below
C+	79-77		

Classroom Policies

- **Respect** – in order to maintain a positive learning environment:
 - We will value all personal perspectives. Degrading or discriminatory remarks or behaviors will not be tolerated. Discussions will reflect a healthy exchange of information, experiences, ideas, and opinions.
 - We will respect each other's time by arriving to class early, if not on time, and ready to participate in class activities.
 - We will be active listeners when instructor, speakers, or students are presenting.
- **Class engagement** – defined as the depth of which the student showcases attention, curiosity, interest, and passion during class discussion and assignments. Engagement includes but goes beyond attendance and participation.
 - In order for this course to be a rewarding academic experience, it is imperative all students arrive to class on time prepared to actively participate in discussion. Engagement points will be deducted accordingly for students who do not arrive to class on time. Like in a workplace environment, students must notify the instructor prior to missing any class meetings.
- **Examinations** – two exams will be proctored for this course, covering materials presented in lectures, discussion, and readings. Each exam covers material presented in the prior unit, thus the final is not cumulative.
 - Make-up examinations may only be granted for unavoidable circumstances (illness verified by a signed physician's note, participation in intercollegiate athletic events, subpoenas, jury duty, military service, bereavement, or religious observance).



- **Assignments** – written assignments and presentations are due at the beginning of class on the days scheduled. Late assignments are subject to a one letter grade reduction for each 24-hour period after the assignment was due.
- **Communication Commitment** – email is the best way to communicate with the instructor. Students and instructor will reply to email within 24 hours unless notice has been provided ahead of time of unavailability.
- **Academic Integrity** - all members of the Quinlan School of Business shall refrain from academic dishonesty and misconduct in all forms, including plagiarism, cheating, misrepresentation, fabrication, and falsehood. Plagiarism or cheating on the part of the student in individual or group academic work or in examination behavior will result minimally in the instructor assigning the grade of “F” for the assignment or examination. In addition, all instances of academic dishonesty must be reported to the chairperson of the department involved.
 - For further information about expectations for academic integrity and sanctions for violations, consult the complete Quinlan School of Business Honor Code and Statement of Academic Integrity here:
<http://www.luc.edu/media/lucedu/quinlanschoolofbusiness/pdfs/Honor-Code-Quinlan-July2012.pdf>



Course Calendar

Date	Main Topic	Readings/Assignments*
Jan. 22	Course Introduction	
Jan. 29	Ownership Structures/Facility Financing	Ch. 2 & 3, Siegfried/Zimbalist
Feb. 5	Planning, Design, & Construction	Ch. 5, Wintrust Readings
Feb. 12	<i>Wintrust Arena Facility Tour</i>	
Feb. 19	Facility Design Components (cont.)	Facility Design Packet/Facility Eval #1 due
Feb. 26	<i>Midterm Examination</i>	
Mar. 12	<i>Professional Development Presentations</i>	Professional Development Report due
Mar. 19	Event Management/Planning	Ch. 13
Mar. 26	Legal Issues/Risk Assessment	Ch. 11, 13, 14
Apr. 2	Operations Management	Ch. 10
Apr. 9	Facility Tour – TBA	
Apr. 16	Financial Management/Operational Decision Making	Ch. 8 & 9/Facility Eval #2 due
Apr. 23	<i>RFP Project Presentations</i>	Mystery Shopper Exercise(s) due
Apr. 30	Final Examination	RFP Project Report due

***Instructor reserves the right to deviate from course calendar and to make adjustments as needed. In addition, topical readings will be assigned throughout the course. Trends in facility design project presentations will be scheduled in early February.**