



SYLLABUS

International Facility and Event Management
Instructor: Daniel G. Kelly, II, PhD
Contact Hours: 45
Language of Instruction: English
London, England

COURSE DESCRIPTION

At the completion of this course, a student will understand the use of needs assessment, feasibility, and impact studies in the facility planning process; understand the concept of risk management as it relates to planning and managing a sport facility and event; understand key principles associated with managing a sport facility and event; and demonstrate knowledge of how to schedule, promote, and maintain sport facilities and events

COURSE OBJECTIVES

Student Outcomes. Students who successfully complete this course will:

- 1) Understand the use of needs assessment, feasibility, and impact studies in the facility planning process;
- 2) Understand the concept of risk management as it relates to planning and managing a sport facility and event;
- 3) Understand key principles associated with managing a sport facility and event; and
- 4) Demonstrate knowledge of how to schedule, promote, and maintain sport facilities and events.

INSTRUCTIONAL METHODOLOGY

Class Format: Class sessions will follow a seminar format with formal lecture-discussion, small group discussion, small group projects, and reflection/application papers.

Assignments and Evaluations: Assignments are to be typed (12pt font; Times New Roman, 1” margins on all sides) and submitted to the instructor at the beginning of class on the assigned day (*unless otherwise noted below*). Late assignments will be accepted and evaluated by the instructor, but will receive **no grade**. Make up exams may be arranged with the instructor in advance of the scheduled exam date. Assignments *will not be accepted* via email unless specified by the instructor.

The final grade in percentage terms will be converted to a letter grade per the following scale:

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

METHOD OF EVALUATION (GRADING)

1. Facility Video

In groups, students will develop a video highlighting the best features of an athletic facility in London. The video must highlight both interior and exterior spaces, but may also highlight the urban/community environment.

2. Examinations

Two examinations and a final will be offered throughout the semester. The exams may consist of matching, multiple-choice, and true-false. The final exam will be cumulative, although emphasis will be placed on the topics covered since the previous exam.

Assignment	Percentage
1. Facility Video	25
2. Examinations	
a. Exam #1	25
b. Exam #2	25
c. Final	25

COURSE OUTLINE

Tentative Course Schedule and Assignments

Typically listed by week or date, includes topics and assignments

Date	Topic	Assignment Due
1 – June 27 th	Course Introduction/Orientation	
2 – June 28 th	Event Planning	
3 – June 29 th	Event Execution & Analysis	
4 – June 30 th	History and Future of Sport and Public Assembly Facilities	
5 – July 1 st	Facility Management	Exam #1
July 4th	Holiday	
6 – July 5 th	Management Theory and Human Resources	
7 – July 6 th	Facility Planning & Facility Site and Design	
8 – July 7 th	Facility Construction & Facility Systems	
9 – July 8 th	Facility Operations & Facility Maintenance	Exam #2
10 – July 11 th	Finance and Budgeting/Legal Responsibilities	
11 – July 12 th	Marketing and Sales	

12 – July 13 th	Implementing a Security Plan
13 – July 14 th	Facility Preparation and Event Management Final Exam
14 – July 15 th	Facility Video (Presentations)
15 – July 16 th	End of Program

BIBLIOGRAPHY

Fried, G. (2010). *Managing sports facilities*. Champaign, IL: Human Kinetics.
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