Sport Event Management

SPM3109

Class # 23988

3 Credits | Fall 2022

Connect with SPM

- www.facebook.com/UFSPM/
- https://www.instagram.com/ufspm/
- https://twitter.com/ufspm
- https://www.linkedin.com/school/ufspm/

Course Information

INSTRUCTOR	**Dr. Cynthia Willming** Office: FLG 310 Office Phone: 352-294-1662 **Email: willming@hhp.ufl.edu** Preferred Method of Contact: **UF Email** *Expect a response within 24 hours M – F, 48 hours after 4pm Fri, and 48 hours on Sat or Sun.*
OFFICE HOURS	Tuesdays and Thursdays from 11:00 am to 12:30 pm or by appointment.
MEETING TIME/LOCATION	This course does **not** have scheduled meeting times. Assignments and quizzes are due on scheduled dates and times. Access the course through Canvas on UF e-Learning (https://elearning.ufl.edu/) and the Canvas mobile app by Instructure.

COURSE DESCRIPTION

- This course introduces students to the fundamentals of project management and its application to sport events. Project management is a strategic and systematic approach to managing sports as projects. Students will apply the five phases of the project-management lifecycle to a multitude of sport events.

PREREQUISITE KNOWLEDGE AND SKILLS

- SPM 2000 and sophomore standing.

REQUIRED AND RECOMMENDED MATERIALS

- Greenwell, C., Danzey-Bussell, L., & Shonk, D. (2020). Managing Sport Events (2nd Edition). Human Kinetics: Champagne, IL. **ISBN: 978-1-4925-7095-0**
- This course will be participating in the **UF All Access** program this semester. Students will have two options to gain access to the required textbook when classes begin. Students will have a choice to "Opt-In" to access the textbook through a link provided in CANVAS for a reduced price and pay for the textbook through their student account. Students who do not choose this option will be able to purchase a standalone code through the UF Bookstore. Both options provide access to the same online materials.

MATERIALS AND SUPPLY FEES
There are no supply or material fees for this course.

COURSE FORMAT
- **Instructional Methods:** This course consist of asynchronous lectures, readings, and discussions to provide students with a variety of learning methods. You are responsible for observing all posted due dates and are encouraged to be self-directed and take responsibility for your learning.
- **Minimum Technology Requirements:** The University of Florida expects students to acquire computer hardware and software appropriate to his or her degree program. Most computers are capable of meeting the following general requirements. A student's computer configuration should include:
    - Broadband connection to the Internet and related equipment (Cable/DSL modem)
    - Microsoft Office Suite installed (provided by the university)
- **Minimum Technical Skills:** To complete your tasks in this course, you will need a basic understanding of how to operate a computer, and how to use word processing software.
- **Zoom:** Zoom is an easy-to-use video conferencing service available to all UF students, faculty, and staff that allows for meetings of up to 100 participants. You can find resources and help using Zoom at https://ufl.zoom.us.
- Students will watch pre-recorded lectures and complete weekly assignments and discussions based on assigned due dates. Students should read the textbook prior to watching the lectures.

COURSE LEARNING OBJECTIVES:
By the end of this course, students should be able to:
- Apply the event management process to sport events.
- Develop leadership behaviors to successfully manage diverse populations.
- Create risk management solutions to minimize, transfer, or avoid risks related to sport events.
- Respond appropriately to managerial challenges facing sport event managers.

Course & University Policies

ATTENDANCE POLICY
You are NOT physically required to be on UF's campus to complete this online course. However, you are required to complete the assignments, discussions, and quizzes.

PERSONAL CONDUCT POLICY
Professional behavior is expected from all students. This includes respect and consideration for the ideas and beliefs expressed by all students. It is important for students to practice civil discourse as uncomfortable or challenging topics unfold in the classroom or online. Please use respectful language in person and through email correspondence.
- *Email should include the following:*
    - To: willming@hhp.ufl.edu
    - From: name@ufl.edu
    - Subject: Name, Course Number, and Prefix (e.g. Sally Gator SPM 3109)
    - Dear Dr. Willming,
      My name is "insert name" and I am a student in your SPM 3109 course. I have read the syllabus, referred to the CANVAS website, reviewed class notes, and asked another student about_____, but I am unable to find the information. My question is….
      Thank you,

"Insert name"

- ***Adherence to the UF Student Honor Code***
  - UF students are bound by The Honor Pledge, which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." The Honor Code (http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/) specifies a number of behaviors that are in violation of this code and the possible sanctions.
  - Furthermore, you are obliged to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult the instructor or TA in this class.
  - The instructor will not tolerate honor code violations and any violation will result in a zero for the assignment or quiz.
  - The instructor will determine sanctions for first-time violators.
  - The use of technology during a Quiz will result in a ZERO along with further sanctions.
  - The Dean of Students Office will receive alleged violations of the Honor Code regardless of the severity.

ASSIGNMENTS

- Assignments must be typed and double-spaced, using 12-point font, Times New Roman, and 1-inch margins. If applicable, upload assignments to CANVAS using Word and following **APA guidelines** (https://owl.purdue.edu/owl/research_and_citation/apa_style/apa_formatting_and_style_guide/general_format.html). Points are deducted if appropriate grammar, spelling, punctuation, and sentence structure are not used. Proofread all assignments. Include citations if you are citing someone else's work.
- Points are deducted from assignments that do not follow the above guidelines.
- Technology problems are not acceptable excuses for late assignments or missed exams.
- Refer to the Course Schedule and/or Canvas for assignment due dates.

MAKE-UP POLICY

- A student experiencing an illness should visit the UF Student Health Care Center or their preferred healthcare provider to seek medical advice and obtain documentation. If you have an illness, family emergency or death, please contact the Dean of Students Office (www.dso.ufl.edu) and follow the DSO Care Team procedures for documentation and submission of a request for make-up assignment (https://care.dso.ufl.edu/instructor-notifications/). The DSO will contact the instructor. Do not provide any documentation to the instructor regarding illness or family emergency. This is your personal and protected information. The DSO is qualified to receive and verify the documents you provide. The instructor will follow the recommendations from the DSO.
- Make-up quizzes, assignments, discussions, and other work in this course are consistent with university policies that can be found in the online catalog at: https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx."
- Acceptable reasons for an absence or failure to engage in class include:

- o Documented illness, Title IX-related situations, serious accidents or emergencies affecting the student, their roommates, or their family, special curricular requirements (e.g., judging trips, field trips, professional conferences), military obligation, severe weather conditions that prevent class participation, religious holidays, participation in official university activities (e.g., music performances, athletic competition, debate), and court-imposed legal obligations (e.g., jury duty or subpoena). Other reasons (e.g., job interview or club activity) might be deemed acceptable if approved by the instructor.
  - o For all planned absences, a student in a situation that allows an excused absence from a class, or any required class activity must inform the instructor as early as possible prior to the class.
  - o For all unplanned absences because of accidents or emergencies, students should contact their instructor as soon as conditions permit.
  - o The university recognizes the right of the instructor to make attendance mandatory and require documentation for absences (except for religious holidays), missed work, or inability to fully engage in class. After due warning, an instructor can prohibit further attendance and subsequently assign a failing grade for excessive absences.
- The ticket number received from the Help Desk when the problem was reported to them should accompany any requests for make-ups due to technical issues. The ticket number will document the time and date of the problem. You MUST e-mail your instructor within 24 hours of the technical difficulty if you wish to request a make-up.

ACCOMMODATING STUDENTS WITH DISABILITIES
- Accommodating students with disabilities is very important to me. If you are aware of your disability or might be concerned you have a disability, please register with the Disability Resource Center by visiting their Get Started page at https://disability.ufl.edu/students/get-started/, call them at 352-392-8565, online https://accessibility.ufl.edu/), or visit the Dean of Students Office. Once registered, please visit with me or send me an email during the first two weeks of class to provide me with a copy of your accommodation letter to ensure I fully understand your needs. It is my goal to provide you with the tools necessary to ensure you are successful in the classroom.

ZOOM
- Zoom is an easy-to-use video conferencing service available to all UF students, faculty, and staff that allows for meetings of up to 100 participants. You can find resources and help using Zoom at https://ufl.zoom.us.

COURSE EVALUATIONS
- Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at https://gatorevals.aa.ufl.edu/students/. Students will be notified when the evaluation period opens and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via https://ufl.bluera.com/ufl/. Summaries of course evaluation results are available to students at https://gatorevals.aa.ufl.edu/public-results/.

CHANGING NAME DISPLAY IN CANAVAS

- It is important to the learning environment that you feel welcome and safe in this class and that you are comfortable participating in class discussions and communicating with me on any issues related to the class. If your preferred name is not the name listed on the official UF roll, please let me know as soon as possible by e-mail or otherwise. I would like to acknowledge your preferred name, and pronouns that reflect your identity. Please let me know how you would like to be addressed in class, if your name and pronouns are not reflected by your UF-rostered name. I welcome you to the class and look forward to a rewarding learning adventure together.
- You may also change your "Display Name" in Canvas. Canvas uses the "Display Name" as set in myUFL. The Display Name is what you want people to see in the UF Directory, such as "Ally" instead of "Allison." To update your display name, go to one.ufl.edu, click on the dropdown at the top right, and select "Directory Profile." Click "Edit" on the right of the name panel, uncheck "Use my legal name" under "Display Name," update how you wish your name to be displayed, and click "Submit" at the bottom. This change may take up to 24 hours to appear in Canvas. This does not change your legal name for official UF records.

INCLUSION, DIVERSITY, EQUITY, AND ACCESSIBILITY (IDEA) RESOURCES

- It is my intent that students from all diverse backgrounds and perspectives be equitably served by this course, that students' learning needs be addressed, and that the diversity that students bring to this class are viewed as inclusive as a resource, strength, and benefit. It is my intent to present materials and activities that are respectful of diversity: gender identity, sexuality, disability, age, socioeconomic status, ethnicity, race, nationality, religion, and culture. Your suggestions are encouraged and appreciated. Please let me know ways to improve the effectiveness of the course for you personally, for other students, or student groups.
- For suggestions or concerns related to IDEA, please reach out to any of the following:
  - Dr. Christine Wegner, SPM IDEA Liaison, christinewegner@ufl.edu
  - Dr. Cyntrice Thomas, SPM Graduate Coordinator, cthomas10@ufl.edu
  - Dr. Cynthia Willming, SPM Undergraduate Coordinator, willming@hhp.ufl.edu

IN-CLASS RECORDINGS

- Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor.
- A "class lecture" is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture does not include lab sessions, student presentations, and clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, and exams), field trips, and private conversations between students in the class or between a student and the faculty or lecturer during a class session.
- Publication without permission of the instructor is prohibited. To "publish" means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is

posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Honor Code and Student Conduct Code."

COVID-19

- In response to COVID-19, the following practices are in place to maintain your learning environment, to enhance the safety of our in-classroom interactions, and to further the health and safety of our neighbors, our loved ones, and ourselves.
- If you are not vaccinated, the University recommends you get vaccinated. Vaccines are readily available at no cost and have been demonstrated to be safe and effective against the COVID-19 virus.
  - If you are sick, stay home and self-quarantine. Please call your primary care provider if you are ill and need immediate care or the UF Student Health Care Center at 352-392-1161.
  - Course materials will be provided to you with an excused absence, and you will be given a reasonable amount of time to make up work.

Getting Help

STUDENT SUPPORT

- **U Matter, We Care:** If you or a friend is in distress, please contact umatter@ufl.edu or 352 392-1575.
- **Counseling and Wellness Center:** https://counseling.ufl.edu/, 352-392-1575.
- **Crisis Lifeline:** 998
- **Sexual Assault Recovery Services (SARS)**: Student Health Care Center, 392-1161.
- **University Police Department**: 392-1111 (or 911 for emergencies) http://www.police.ufl.edu/ .
- **Student Health Care Center:** Call 352-392-1161 for 24/7 information to help you find the care you need or visit shcc.ufl.edu.
- **UF Health Shands Emergency Room/Trauma Center:** For immediate medical care in Gainesville, call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608: ufhealth.org/emergency-room-trauma-center.

ACADEMIC SUPPORT

- **E-learning Technical Support:** UF HELP Desk - 352-392-4357 (select option 2) or e-mail to Learning-support@ufl.edu. https://lss.at.ufl.edu/help.shtml
- **Career Connections Center, Reitz Union:** 392-1601. Career assistance and counseling. https://career.ufl.edu/
- **Library Support:** http://cms.uflib.ufl.edu/ask. Various ways to receive assistance with respect to using the libraries or finding resources.
- **Teaching Center, Broward Hall:** 392-2010 or 392-6420. General study skills and tutoring. http://teachingcenter.ufl.edu/
- **Writing Studio, 302 Tigert Hall:** 846-1138. Help brainstorming, formatting, and writing papers. http://writing.ufl.edu/writing-studio/
- **Student Complaints On-Campus:** https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/

Grading

The table below provides an outline of all the course components.

Evaluation Components	Points Per Component	Grade
1. Syllabus Quiz (1) (individual work)	5 pts each = 5 pts	1%
2. Mid-Course Survey (1) (individual work)	10 pts each = 10 pts	2%
3. Discussion Boards (3) (individual work)	10 pts x 3 = 30 pts	6%
4. Active Shooter Certificate (1) (individual work)	75 pts each = 75 pts	16%
5. Special Events Contingency Planning for Public Safety Agencies Certificate (1) (individual work)	75 pts each = 75 pts	16%
6. Quizzes I and II (2) (individual work)	100 pts each = 200 pts	43%
7. Group Work/Assignments A-E (5) (group work)	75 pts = 75 pts	16%
	470 points possible	100%

GRADING SCALE

- Grades will be posted in the CANVAS gradebook. Grades are dependent on the student's performance measured by assignments, discussion boards, and quizzes. Final grades are based on the accumulation of points the student earns throughout the semester. Total points are converted to letter grades using the grading scale below. Grades ending in .5 will be rounded up. The grading scale is strictly enforced and unchangeable. The professor will NOT change grades at the end of the semester because the student is unhappy with their academic performance. Asking the instructor for extra credit or special exceptions to these grading policies will be interpreted as an Honor Code violation (i.e., asking for preferential treatment) and will be handled accordingly. More detailed information regarding current UF grading policies can be found here: **https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/**.

Letter Grade	Points Needed to Earn Each Letter Grade	Percent of Total Points Associated with Each Letter Grade	GPA Impact of Each Letter Grade
A	484-433	89.50-100%	4.0
A-			3.67
B+	419-432	86.45-89.44%	3.33
B	404-418	83.45-86.44%	3.0
B-	385-403	79.45-83.44%	2.67
C+	371-384	76.45-79.44%	2.33
C	356-370	73.45-76.44%	2.0
C-	337-355	69.45-73.44%	1.67
D+	322-336	66.45-69.44%	1.33
D	308-321	63.45-66.44%	1.0
D-	288-307	59.45-63.44%	0.67
E	0-287	0-59.44%	0

Tips For Success

- Schedule "class times" for yourself. It is important to do the coursework on time each week.

- Read ALL of the material contained on the CANVAS site. There is a lot of helpful information that can save you time and help you meet the objectives of the course.
- Print the Course Schedule located in the Course Syllabus and check off things as you go.
- Ask for help or clarification of the material if you need it.
- Do not wait to ask questions! Waiting to ask a question might cause you to miss a due date.
- Do your work well before the due dates. Sometimes things happen. If your computer goes down when you are trying to submit an assignment, you will need time to troubleshoot the problem.
- To be extra safe, back up your work to an external hard drive, thumb drive, or through a cloud service.

Weekly Tentative Course Schedule

This course schedule below is tentative and might change based on the pace of the lectures and student needs; however, changes will be announced through CANVAS. The instructor bears no responsibility for announcing the changes to each individual student. All times are in Eastern Standard Time (EST).

CRITICAL DATES & UF OBSERVED HOLIDAYS
- September 5: Labor Day (Monday)
- October 7: Homecoming (Friday)
- November 11: Veteran's Day (Friday)
- November 23-26: Thanksgiving Break (Wednesday – Saturday)
- Complete list available here: https://catalog.ufl.edu/UGRD/dates-deadlines/2022-2023/#fall22text

Weeks & Dates	Modules &Topics	Readings	Assignments Due
#1 8-24 to 8-26	Module 1 *Event Terminology*	Course Syllabus & Canvas Chapter 1 Understanding the Sport Event Industry	
#2 8-29 to 9-2	Module 2 **Sport Events as Projects** *Project Management*	No Readings	**Due: Wed, Aug 31 at 11:59 pm** • Discussion Board #1: Post #1 **Due: Fri, Sept 2 at 11:59 pm** • Discussion Board #1: Response Post #1 & Response Post #2 • Syllabus Quiz
#3 9-6 to 9-9	Module 2 **Sport Events as Projects** *Event Management*	Julia Rutherford Silvers – EMBOK and Event Management https://www.embok.org/juliasilvers/embok.html	**Labor Day Holiday (Monday, September 5)** **Due: Fri, Sept 9 at 11:59 pm** • A. Sport Event Title & Description *(group work)*

#4 9-12 to 9-16	Module 3 **Event Management: Initiate** *Mission Statement* *SMART Goals* *Data Collection*	Chapter 2 Event Conceptualization	**Due: Fri, Sept 16 at 11:59 pm** • *B. SMART Goals (group work)*
#5 9-19 to 9-23	Module 3 **Event Management: Initiate** *SWOT, 5Ws* *Stakeholders*	Chapter 2 Event Conceptualization	**Due: Fri, Sept 23 at 11:59 pm** • *C. 5Ws (group work)*
#6 9-26 to 9-30	Module 3 **Event Management: Initiate** *Market Segmentation*	Chapter 6 Event Marketing	**Due: Wed, Sept 28 at 11:59 pm** • Discussion Board #2: Post #1 **Due: Fri, Sept 30 at 11:59 pm** • Discussion Board #2: Response Post #1 & Response Post #2
#7 10-3 to 10-6	Module 4 **Event Management: Planning** *Organizational Structure* *Work Breakdown Structure (WBS)* *Gantt Chart* *Critical Path Analysis*	Ch 10 Event Staffing	**Due: Thurs, Oct 6 at 11:59 pm** • *D. Gantt Chart (group work)* **UF Homecoming Holiday (Friday, October 7)**
#8 10-10 to 10-14	Module 4 **Honorlock Quiz I**	Quiz 1 – Covers weeks 1-7	**Due: Fri, Oct 14 (8:00 am – 11:59 pm)** (You will have 50 minutes to complete the quiz in canvas in one sitting.)
#9 10-17 to 10-21	Module 4 **Event Management: Planning** *Leadership Theories* *Emotional Intelligence*	No readings	**Due: Fri, Oct 21 at 11:59 pm** • *Mid-Course Survey (individual work)*
#10 10-24 to 10-28	Module 4 **Event Management: Planning** *Volunteers* *Recruitment* *Training* *Evaluation* *Recognition*	Ch 10 Event Staffing	**Due: Fri, Oct 28 at 11:59 pm** • *Federal Emergency Management Association (FEMA)IS-15.b Special Events Contingency Planning for Public Safety Agencies Certificate (individual work)*

#11 10-31 to 11-4	Module 5 **Event Management: Execute** *Logistics, Site Plan, Suppliers F&B, Security, Crowd Management, Emergency Plan, & Communication*	Ch 11 Event Services and Logistics Ch 12 Event Day Management	
#12 11-7 to 11-10	Module 5 **Event Management: Execute** *Risk Management Risk Assessment Other Responses to Risk*	Ch 9 Risk Management and Negligence	**Veteran's Day Holiday (Friday, November 11)** **Due: Thurs, Nov 10 at 11:59 pm** • *E. Risk Assessment Plan (group work)*
#13 11-14 to 11-18	Module 5 **Event Management: Execute** *Contracts Insurance*	Ch 8 Contract Considerations	**Due: Fri, Nov 18 at 11:59 pm** • *IS-107 Active Shooter: What You Can Do Certificate (individual work)*
#14 11-21 to 11-25	Thanksgiving	Study for Quiz II	**Thanksgiving Break**
#15 11-28 to 12-2	Module 5 **Event Management: Execute** *Sustainability Economic Environmental Social*	No readings	**Due: Wed, Nov 30 at 11:59 pm** • Discussion Board #3: Post #1 **Due: Fri, Dec 2 at 11:59 pm** • Discussion Board #3: Response Post #1 & Response Post #2
#16 12-6	Module 6 **Honorlock Quiz II**	Quiz II covers weeks 9-15	**Due: Tues, Dec 6 (8:00 am – 11:59 pm)** (You will have 50 minutes to complete the quiz in canvas in one sitting.)