

RISK MANAGEMENT

LIVE ENTERTAINMENT & SPORTS

F2F:

T 10:40 AM - 11:30 PM (FLG 0245)

R 10:40 AM - 12:35 AM (FLG 0245)

Nº 22744

SPM 4724

Z3BA



Department Chair: Dr. George Cunningham

Brian D. Avery


Office: FLG 302

Office (F2F & Zoom) hours:

Thursdays 9 AM - 10 AM

and by appointment

Zoom ID: 981 8295 7954

 **(352) 294-6922**

 **brianavery@ufl.edu**

*Preferred methods of communication -
Zoom, email, text*

***Need clarification on something
pertaining to the class?***

Text: using the Remind platform

Tweet: @briandavery — *I do not
follow back unless requested*

“ Brian, I need some
clarification on today's
discussion in class on... @brianavery ”

Text: 81010, @brianavery /
with message and/or question





Course Description: Students analyze risk management considerations including safety, security, business continuity, legal, and regulatory issues impacting the live entertainment and sport industry. This course will focus on new and existing assembly occupancies (both indoor and outdoor) accommodating 250 patrons or more with an emphasis on occupancy in excess of 6000 (large-scale).

Course Objectives:

- Analyze and apply prevailing risk management theories;
- Analyze and apply applicable live entertainment / sport risk management standards and practices;
- Evaluate and create live entertainment / sport business continuity plans;
- Analyze and apply live entertainment / sport safety and security protocols;
- Evaluate live entertainment / sport incident trends and accepted responses; and,
- Analyze basic live entertainment / sport legal considerations regarding matters of negligence.

Instructional Format: Classes will include lectures, discussions, guest speakers, case studies, simulated exercises, group work, and more.

Selected Book References (no required textbook):

- Cotten, D.J., and Wolohan, J.T. (2007). *Law for Recreation and Sports Managers-4th Ed.* Debuque, Iowa: Kendall/Hunt Publishing Company.
- Federal Emergency Management Agency (FEMA). (2014). *Business Continuity Planning.* Washington, D.C.: U.S. Department of Homeland Security.
- Hopkins, P. (2018). *Fundamentals of Risk Management Understanding, Evaluating and Implementing Effective Risk Management-5th Ed.* New York, NY: Kogan Page Limited.
- Russo, F.E., Eskilsen, L.A., and Stewart, R.J. (2009). *Public Assembly Facility Management: Principles and Practices-2nd Ed.* Coppell, TX: International Association of Venue Management.
- Spengler, J.O., and Hronek, B.B. (2011). *Legal Liability in Recreation, Sports, and Tourism-4th Ed.* Urbana, IL: Sagamore.

Additional references will be provided throughout the semester.

Assessment Methods: Student performance is based on exams, assignments, quizzes, essays, presentations, attendance, and projects.

Grading Scale and Rubric:

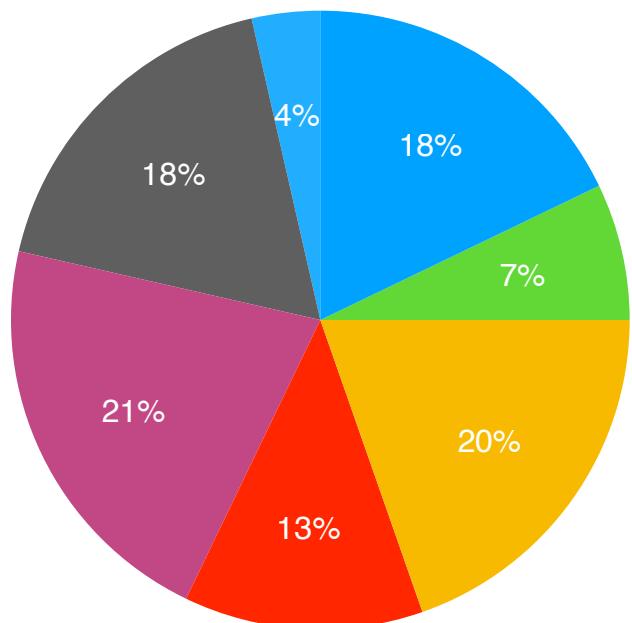
A 100-94	A- 93-90	B+ 89-87	B 86-83	B- 82-80	C+ 79-75	C 74-70	C- 69-67	D+ 66-63	D 63-60	D- 59-55	E 54-0
Outstanding - 4.0-3.67 GP		Good - 3.33-2.67 GP			Average - 2.33-1.67 GP			Below Average - 1.33-.67 GP			Fail - 0 GP
The assignment is well above the minimum requirements, well organized, analytical rather than descriptive, and includes excellent grammar and spelling.		The assignment is somewhat above minimum requirements, organized, more descriptive than analytical, and contains minimal grammar and spelling issues.			The assignment meets most of the criteria with average organization, is descriptive rather than analytical, and includes poor grammar and spelling.			The assignment does not meet the minimum criteria.			The assignment does not meet the criteria.

Grades: Grades are dependent on the student’s performance measured by, but not limited to, exams, assignments, in-class activities, presentations, attendance, and/or projects. 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 provided within. 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. Grades are maintained on the CANVAS site.

Assessment Methods & Breakdowns

- Exams
- Quizzes
- Assignments
- Discussions
- Yellowdig
- Project & Pres.
- FEMA Cert.

Assessments	Points	Grade % (approx.)
Midterm Exam	50	9
Final Exam	50	9
Quizzes (2)	40	7
Assignments (6)	110	20
Discussions (7)	70	13
Yellowdig	120	21
Project & Pres.	100	18
Certification	20	4





Quizzes: Two (2) quizzes will be administered during the semester based on lectures, discussions, guest speaker(s), case studies, simulated exercises, group work, and supplemental materials. Exams are cumulative and include multiple choice, true/false, fill in the blank, and short answer questions. Make-up exams are **NOT permitted** unless absences are in accordance with the University's Make-Up Policy. Quiz dates noted in the course schedule are tentative.

Midterm Exam: The mid-term will be administered during the semester based on lectures, discussions, guest speaker(s), case studies, simulated exercises, group work, and supplemental materials. Exams are cumulative and include multiple choice, true/false, fill in the blank, and short answer questions. Make-up exams are **NOT permitted** unless absences are in accordance with the University's Make-Up Policy. Exams dates noted in the course schedule are tentative.

Final (comprehensive): The final exam will be an applied comprehensive exam. Students will be provided a case study to examine with a series of short answers and essay-style questions to complete. Each student will be required to apply the content discussed in class throughout the semester and conclude with findings appropriate to each case study. Make-up exams are **NOT permitted** unless absences are in accordance with the University's Make-Up Policy. Exams dates noted in the course schedule are tentative.

Let's continue the conversation on Yellowdig: Yellowdig is a social learning platform to encourage engagement and assist with casual conversations, exchange of ideas, or occasional debates. Each module I will post a continuation of a lecture or pickup on a topic that requires additional discussion. Students are also encouraged to create their own discussion based on the topics being covered in class or sharing related news, etc. relevant to the class on the platform. Additional details regarding the use of the platform can be found on Canvas

Assignments (6): Six (6) assignments will be given during the semester based on the course content.

1. **Facility Inspection:** Students will conduct a facility inspection at a stadium, arena, apartment complex, mall, etc. conduct a hazard recognition inspection in order to complete a risk analysis to determine suitable prevention methods based on a move-in of an live entertainment and/or sporting event.



2. **Arena Operations Director Scenario:** You are responsible for rolling out an effective risk management program for a newly built arena. You are tasked with determining effective methods to ensure a safe experience for both staff and patrons.
3. **Case Review:** You will conduct a case review regarding an incident and answer a series of questions regarding cause, regulations, and methods to mitigate/eliminate future incidents involving the equipment/experience.
4. **You're the Authority:** Develop and propose three (3) new standards that address known and foreseeable hazards associated with sport/live entertainment offerings. Please explain how each standard will mitigate and/or eliminate known and foreseeable hazards. Additionally, please explain how the standard will be implemented and enforced.
5. **Venue Evacuation:** You are tasked with evaluating a holding capacity/section of a stadium/arena in order to determine if it is compliant with the current Fire Marshal codes for emergency egress from a building.
6. **Active Shooter Tabletop Exercise:** In groups, students will conduct an active shooter tabletop exercise. Each group will be provided with a scenario and will be responsible for answering a series of progressive questions based on an evolving situation. Each group will have to devise a plan on how to respond to the active shooter scenario and devise a recovery plan.

Certification (FEMA): Students are required to complete the Federal Emergency Management Association (FEMA) certificate. Students are required to score a 75 or higher to receive the FEMA certificate. Please provide a screenshot or a PDF of the certificate upon completion and submit to CANVAS.

Discussions: There are 7 graded discussions, What's the Difference?, Hazard and Risk Identification, Inspection Prevention Method, Accident Discussion, OSHA Violations, Permitting, and Did I do That?

Project and presentation: Business Continuity Plan (develop a segment of a business continuity plan): Students are responsible for developing a segment (chapter) of a business continuity plan for entertainment / sport offerings. Students will select from a list of biological, geological, meteorological, and unintentional threats impacting entertainment / sport offerings in order to research and develop a business continuity plan that addresses the associated known and foreseeable hazards. Students will present their findings. Upon completion, each segment will be merged into a useable business continuity plan and returned to the students in a PDF.



Course Policies:

Professional Behavior: Professional behavior is expected from all students. This includes respect and consideration for students, instructors, TAs, guest speakers, and supervisors. Examples of appropriate classroom behaviors include, but are not limited to:

- Paying attention to lectures;
- Reading course materials before class;
- Engaging respectfully in class discussions;
- Arriving to class on time;
- Entering the back of the classroom if you are late;
- Abstaining from side discussions with other students;
- Refraining from the use of cellphones during class;
- Putting away all electronic devices (unless otherwise instructed or agreed upon) before class begins; and,
- Demonstrating the use of appropriate language through communication in the classroom and/or via email.

Check out a quick read: Professionalism is for Everyone, Five Keys to Being A True Professional, by James R. Ball

Make-Up Policy: Late or missed assignments are **NOT** accepted unless in accordance with the University's make-up policy: <http://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>.

Attendance is not required, but absences are noted. (*This does not apply to 100% UF Online students*)

- If the student is absent from a live lecture, arrives late, or leaves early without completing the assignments, projects, and/or exams, zero (0) points are earned.
- If you are absent from class, you are responsible for obtaining the missed information from a classmate.
- Requirements for class attendance are consistent with University policy: <https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/>.

Excused Absences: According to UF, students may be excused from class for the following reasons: documented illness, serious family emergency, certain curricular requirements, military obligations, severe weather conditions as noted by the University, or observance of religious holidays. It is your responsibility to obtain missed information from another classmate. Requirements for class attendance are consistent with University policy: <https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/>.



Unexcused Absences: If a student has other commitments that prevent him/her from attending this course, the student should drop the course immediately. Unexcused absences include but are not limited to outside extracurricular activities, work, family or personal vacations, fraternity or sorority functions, problems with transportation, oversleeping, or choosing not to attend class. Missed information should be obtained from another classmate. Requirements for unexcused absences are consistent with University policy: <https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/>.

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 specifies a number of behaviors that are in violation of this code and the possible sanctions. Click here to read the Honor Code. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TAs in this class.

Violations of the Honor Code: Violations will be reported to the Dean of Students Office for consideration of disciplinary action. For more information regarding the Student Honor Code, refer to <https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/>.

Email Communication: Students may email or contact the instructor after they have one (1) read the course syllabus, two (2) referred to the CANVAS website, three (3) reviewed their class notes, and four (4) consulted with another student regarding the information they are seeking. Emails are typically answered within two academic days, although emails sent one or two days prior to an exam or assignment will not be answered. **ALL emails must include the following:**

To: brianavery@ufl.edu

From: “insert_name”@ufl.edu

Subject: “Insert Name” SPM 4724 (Risk Mgmt.)

Dear Brian,

My name is “Insert Name” and I am a student in your SPM 4724 (Risk Mgmt.) course. I have read the syllabus, referred to the CANVAS website, examined my class notes, and asked another classmate about _____, but I am unable to find the information.



Academic Resources: This course is posted on CANVAS (e-Learning) and each student is expected to understand how the system works prior to the submission of scheduled assignments. If you require e-Learning support, please contact *E-learning technical support* at (352) 392-4357 and select option 2 or send an e-mail to learning-support@ufl.edu. For career assistance, contact the *Career Resource Center*, Reitz Union, (352) 392-1601 or go to their website: <http://www.crc.ufl.edu/>. Should you require *Library Support* go to the following website: <http://cms.uflib.ufl.edu/ask>.

Accommodations: Support services for students with disabilities are coordinated by the Disability Resource Center in the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor, in person, when requesting accommodations. Please address accommodations needed during the first week of class.

Counseling Services: The UF Counseling and Wellness Center offers a variety of resources for students: <https://www.counseling.ufl.edu/cwc/Default.aspx> The U Matter, We Care initiative is committed to creating a culture of care by encouraging members of the UF community to look out for one another and to reach out for help. The U Matter, We Care Team can help connect students to the many other helping resources available including, but not limited to, Victim Advocates, Housing staff, and the Counseling and Wellness Center. **If you or a friend needs help**, please call (352) 294-2273 or send an email to umatter@ufl.edu. Please remember that asking for help is a sign of strength. **In case of emergency, call 911.**

Instructor Feedback: 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 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 viaufl.bluera.com/ufl/. Summaries of course evaluation results are available to students at gatorevals.aa.ufl.edu/public-results/.

COVID: 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 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.



House Bill 7: People learn best when they are encouraged to ask questions and express their diverse opinions on course content which may include images, texts, data, or theories from many fields. This is especially true in courses that deal with provocative or contemporary issues. UF offers many such courses, in which students encounter concepts of race, color, sex, and/or national origin. We teach these important issues because understanding them is essential for anyone who seeks to make economic, cultural, and societal contributions to today's complex world. With this in mind, we do not limit access to, or classroom discussion of, ideas and opinions-including those that some may find uncomfortable, unwelcome, disagreeable, or even offensive. In response to challenging material, students and instructors are encouraged to ask honest questions and thoughtfully engage one another's ideas. But hostility, disruptive and disrespectful behavior, and provocation for provocation's sake have no place in a classroom; reasonable people disagree reasonably. These guidelines can help instructors and students as they work together to fulfill the mission of the University of Florida, which includes the exploration of intellectual boundaries, the creation of new knowledge, and the pursuit of new ideas.

In-Class Recording: 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, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, 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 Policy on Course Syllabi Honor Code and Student Conduct Code.

Tentative Course Schedule

Modules	Topics
Module 1	Introduction, history, typology, and theories of risk management
Module 2	Risk management frameworks
Module 3	Implementation of risk management
Module 4	Theories of accident (incident) causation
Module 5	Workplace safety and health
Module 6	Regulations, standards, and practices
Module 7	Venue and show site safety
Module 8	Crowd management and control
Module 9	Security and loss prevention
Module 10	Medical and first aid
Module 11	Business continuity
Module 12	Special topics
Module 13	Risk financing
Module 14	Tort law
Module 15	Course review

Friendly Reminder: The instructor reserves the right, when necessary, to modify the syllabus, change examination and assignment dates, and modify the course content. Modifications will be announced and discussed in class and will be posted on the course website. Students are responsible for those changes.

Copyright Statement: The materials used in this course are copyrighted.

Legal Matters: Information presented/discussed in-class in no-way represents legal advice. Should students need legal advice, they are encouraged to utilize available campus legal resources or contact an attorney.