Department of Tourism, Hospitality and Event Management
College of Health and Human Performance
UNIVERSITY *of* FLORIDA

Course Title

LEI4540 | Class # 26295 | 3 Credits | Fall 2024

Course Info

INSTRUCTOR	**David Lucier, Ph.D.** Office: 1040 Reitz Union Office Phone: 352-273-0534 Email: dlucier@ufl.edu Preferred Method of Contact: **Email**
OFFICE HOURS	By appointment
MEETING TIME/LOCATION	Access course through Canvas on UF e-Learning (https://elearning.ufl.edu/) & the Canvas mobile app by Instructure

COURSE DESCRIPTION

The management process as it relates to planning and operation of leisure service facilities. Subjects include traditional and contemporary management theory, the management process, legal and financial aspects, risk management and contemporary issues in leisure services management. Facility topics include feasibility studies and design issues.

PREREQUISITE KNOWLEDGE AND SKILLS

Junior standing or department permission.

REQUIRED AND RECOMMENDED MATERIALS

Recommended Text: Mahoney, K., Esckilsen, L., Jeralds, A., & Camp. S. (2020). *Public Assembly Venue Management: Sports, Entertainment, Meeting, and Convention Venues 2nd Edition*. Dallas, TX: Kendall Hunt Publishing (ISBN-13: 978-1-79-244849-2).

COURSE FORMAT

Lectures will be uploaded into Canvas with the expectation that students will complete one module each week.

COURSE LEARNING OBJECTIVES:

By the end of this course, students should be able to:

1. Demonstrate knowledge and understanding of a manager's role related to venue operations, personnel, and services.
2. Identify motivational issues facing venue employees/staff.
3. Develop skills to be able to support and foster professionalism related to venue operation and management.
4. Employ a diversity of management strategies including human, community, and natural resources to deliver venue services and events.
5. Implement safety and security measures that will protect visitors, staff, and the venue.
6. Implement strategies which enhance event and ancillary revenue sources.
7. Employ ticketing and access management strategies.

Course & University Policies

ATTENDANCE POLICY
Students are expected to watch all lectures and turn in all assignments by the due dates listed in the course schedule.

PERSONAL CONDUCT POLICY
Students are expected to exhibit behaviors that reflect highly upon themselves and our University. 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.

EXAM 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. for class attendance and make-up exams, assignments, 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."

ACCOMMODATING STUDENTS WITH DISABILITIES
Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the Disability Resource Center by visiting their Get Started page at https://disability.ufl.edu/students/get-started/. It is important for students to share their accommodation letter with their instructor and discuss their access needs, as early as possible in the semester.

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/.

Getting Help

HEALTH & WELLNESS

- 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
- Sexual Assault Recovery Services (SARS) - Student Health Care Center, 392-1161
- University Police Department, 392-1111 (or 9-1-1 for emergencies) http://www.police.ufl.edu/

ACADEMIC RESOURCES

- E-learning technical support, 352-392-4357 (select opti on 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/ On-Line Students Complaints: http://distance.ufl.edu/student-complaint-process/

Grading

Provide students with an overview of how students will be assessed in this course. A table like the one below is recommended, but not necessary—as long as it is clear what percent of the total grade each component represents. Below the table, provide more detailed descriptions and/or grading rubrics for each component. This table is what we use for anatomy, and I've left the related descriptions as examples.

Evaluation Components (number of each)	Points Per Component	Approximate % of Total Grade
Lecture Exams (2)	Exam #1: 68 / Exam #2: 82	150/500 = 30%
Group Project (1)	125 pts	125/500 = 25%
Website Project (1)	75 pts	75/500 = 15%
Facility Visit (1)	50 pts	50/500 = 10%
Quizzes	55 pts possible	55/500 = 11%
Assignments (6)	45 points possible	45/500 = 9%

Lecture Exams – Each exam will consist of multiple choice and true/false questions. Students are permitted to use their notes, textbook, or refer to course lectures during these exams. Exam questions are generated by the course instructor and the majority of focus should be given to the lecture notes when studying.

Assignments – Each of the assignments is due at 11:59pm on the date listed in the course schedule. These assignments are designed to present real-world application of the topics discussed in the lecture.

Quizzes – Quizzes consist of 5 multiple choice and true/false questions. These quizzes are a good example of the type of questions students may see on the exams. Students are permitted to use their notes, textbook, or refer to course lectures during these exams.

Website Project – Students will select three websites relevant to course content and provide a report summarizing their analysis of each website following the guidelines provided in the rubric.

Facility Visit – Students will take an on-site visit of a facility of their choice and submit a written summary and evaluation of the visit, following the guidelines provided in the rubric.

Group Project – Students will be assigned groups to create a business proposal to construct a new or renovate an existing facility. The project incorporates each module and learning topic discussed throughout the course and provides students an opportunity to explain their knowledge of course materials while gaining experience of writing and presenting a business plan.

GRADING SCALE

Grades will be uploaded directly into Canvas within two weeks of submission. If a student feels there is an error with the grade posted for an assignment, they must notify the professor through Canvas and provide a detailed explanation of their request. More detailed information regarding current UF grading policies can be found here: https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/. *Any requests for additional 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.*

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	≥ 465	93.00 – 100%	4.0
A-	450 - 464	90.00 – 92.99%	3.67
B+	435 – 449	87.00 – 89.99%	3.33
B	415 - 434	83.00 – 86.99%%	3.0
B-	400 - 414	80.00 – 82.99%	2.67
C+	385 – 399	77.00 – 79.99%	2.33
C	365 – 384	73.00 – 76.99%	2.0
C-	350 – 364	70.00 – 72.99%	1.67
D+	335 – 349	67.00 – 69.99%	1.33
D	315 – 334	63 – 66.99%	1.0
D-	300 – 314	60.00 – 62.99%	0.67
E	≤ 299.99	0 – 59.99%	0

Weekly Course Schedule

CRITICAL DATES & UF OBSERVED HOLIDAYS

- September 2nd: Labor Day (Monday)
- October 18th: UF Homecoming (Friday)
- November 11th: Veteran's Day (Monday)
- November 25th – 29th: Thanksgiving Break

WEEKLY SCHEDULE

Week	Dates	Assigned Module & Schedule Notes	Assessments Due
1	Aug 22 – 23	Orientation	Orientation Quiz: August 30th
2	Aug 26 – 31	Chapter 1: History and role of public assembly venues	Mission Statement: September 6th
3	Sept 2 – 6	Chapter 2: Ownership and management	Chapter 2 Quiz: September 13th
4	Sept 9 – 13	Chapter 3: Planning, financing, design, and construction	Group Project Proposal: Sept 20th
5	Sept 16 – 20	Chapter 4: Business and financial management	Chapter 4 Quiz: September 27th **Website Project: September 27th**
6	Sept 23 – 27	Chapter 5: Booking	Double Booked: October 4th
7	Sept 30 – Oct 4	Chapter 6: Marketing	
8	Oct 7 – 11	Chapter 7: Ticketing	Chapter 7 Quiz: October 18th
9	Oct 14 – 18	Chapter 8: Revenue sources	**Exam #1: October 18th** Revenue Assignment: October 25th
10	Oct 21 – 25	Chapter 9: Operations	Chapter 9 Quiz: November 1st
11	Oct 28 – Nov 1	Chapter 10: Event management	**Facility Visit: November 1st** Current Events: November 8th

12	Nov 4 – 8	Chapter 11: Safety and security	Chapter 11 Quiz: November 15th Event Incident: November 15th
13	Nov 11 – 15	Personnel management	Personality Test: November 22nd
14	Nov 18 – 22	*Thanksgiving Break*	
15	Nov 25 – 29		**Group Project: November 29th**
16	Dec 2 – 6		**Exam #2: December 6th**

SUCCESS AND STUDY TIPS

Students should keep pace with the course and be aware of due dates for assignments, quizzes, and tests. All exam and quiz answers can be found in the lecture material, and lectures are based on the textbook. Students are encouraged to consider their interests when working on assignments to select facilities, websites, and sources that may be helpful in their future careers.

Privacy:
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 Honor Code and Student Conduct Code.