UF | Sport Management
UNIVERSITY of FLORIDA

Adv. Issues & Applications
of Risk Management in Ent. & Sport

№ 25697

Class Date: Thursday
Time: 8:30 AM - 11:30 AM
Bldg.: TBA - Room: TBA

SPM 6905
05BA

№ 25697

NO phones during class
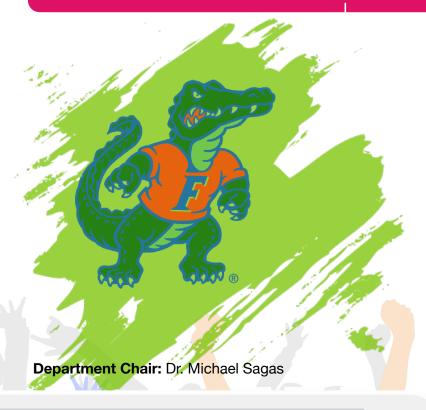
NO recording lectures

NO late work

NO cheating

Don't be late

E-note taking 1st row

Attend classes

Brian D. Avery

Office: FLG 302
Office hours:
T 9 AM - 10:15 AM
and by appointment

📱 **(352) 294-6922**

@ **brianavery@ufl.edu**

Preferred methods of communication - face-to-face, email, text

Department Chair: Dr. Michael Sagas

Need clarification on something pertaining to the class?

Text: using the Remind platform

Snap: prof_bdavery — *I mute and do not view stories*

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

remind

Course Description: This course is designed to strengthen students understanding of risk management principles, explore current issues facing venues and service providers and establish a process for the application of risk management practices in the field of entertainment and sport management.

Course Objectives:

• Define the principles and purpose of risk management;
• Analyze and apply prevailing risk management theories;
• Analyze and apply applicable risk management standards and practices;
• Evaluate risk assessment and loss control practices;
• Analyze risk training and communication;
• Identify corporate governance and stakeholder responsibilities;
• Evaluate incident trends and accepted responses; and,
• Analyze basic 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., Esckilsen, 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.
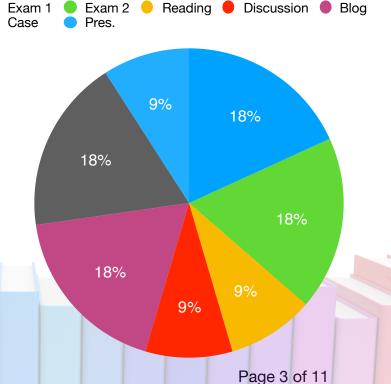
Grading Scale and Rubric:

A	A-	B+	B	B-	C+	C	C-	D+	D	D-	E
100-93	92-90	89-87	86-84	83-80	79-77	76-74	73-70	69-67	66-64	63-60	59-0
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.

Course Requirements:

Assessments	Points	Grade % (approx.)
Exam 1	50	18
Exam 2	50	18
Reading quizzes (5)	25	9
Discussion questions (5)	25	9
Blog posts (5)	50	18
Case study	50	18
Presentation	25	9

Legend: Exam 1, Exam 2, Reading, Discussion, Blog, Case, Pres.

Pie chart values: 18%, 18%, 9%, 9%, 18%, 9%, 18%

Assignments and exams (due dates to be discussed in class):

Exams 1 and 2: Two (2) exams are 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.

Reading quizzes (5): Reading quizzes will be provided in-class covering assigned readings. Journal articles will be provided for students to read and critique. Quizzes will be random throughout the semester. Additional details will follow.

Discussion questions (5): Discussions questions will be provided in-class/Canvas throughout the semester. The discussion questions will be generated from in-class discussions requiring additional examination. Students will be provided one week to complete each assigned discussion question. Each student must answer the questions in 150-200 words. Additional details to follow. *To be submitted to Canvas.*

Blog posts (5): Students will select a risk management related topic to address in blog format to be published on a Wordpress site. Each blog article must be 300-350 words and professionally written. Additional details will follow. *To be submitted to Canvas.*

Case study: Students will identify a known and foreseeable hazard and analyze its impact on a selected entertainment and/or sport offering. Additional requirements to follow (we will discuss the general concept the first week of class). *To be submitted to Canvas.*

Presentation (TED Talk style): Students will be responsible for presenting a 6-9 minute "TED Talk" on risk management—a call to action. Additional requirements to follow.

Certification (FEMA): Students have an option to complete the Federal Emergency Management Association (FEMA) certificate: https://training.fema.gov/is/courseoverview.aspx?code=is-15.b. Prior to the exam, FEMA requires the creation of a student identification (SID) number: https://cdp.dhs.gov/femasid. Click on the Register tab for a FEMA SID and complete the required information. The FEMA SID will be sent via email. Return to http://training.fema.gov/is/courseoverview.aspx?code=IS-15.b. and click the box on the right side of the screen, Take This Course, and then click on the Interactive Web Based Course. This will be the beginning of the safety training lasting up to four (4) hours. If you do not wish to view the training online, you are welcome to read the online manual but you are still expected to take the exam online. Students are required to score a 75 or higher to receive the FEMA certificate.

NCS[4] Sports & Entertainment Staff Training: The NCS[4] sport and entertainment staff training is designed to enhance safety and security efforts for sports and entertainment venues by increasing security awareness and improving capabilities for planning, emergency response, and evacuations. The training curriculum is intended to provide a baseline understanding of safety and security functions. Students interested in completing the training can learn more at: https://ncs4.usm.edu/training/online/set. To register, please see the course instructor.

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.

Professional Behavior (cont.):

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

Attendance: Random attendance is taken throughout the semester via assignments, projects, presentations, and exams.
- Points are earned for assignments, projects, and exams **ONLY** if the student completes the assignments, projects, and exams during the class period in which each assignment, project, and/or exam is due/given.
- If the student is absent from class, arrives late, or leaves early without completing the assignments, projects, and/or exams, zero (0) points are earned. **NO EXCEPTIONS!**
- 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/.

Assignments: Late or emailed assignments are **NOT** accepted unless in accordance with the University's Make-Up Policy. **NO EXCEPTIONS!**

- Assignments must follow **APA guidelines** (http://www.apastyle.org/) and use appropriate grammar, spelling, punctuation, and sentence structure; otherwise, points are deducted.
- Assignments must be **TYPED** *and double spaced,* using 12-point font, Times New Roman typeface, and 1inch margins.
- Include your first and last name, **SPM 6905 (Adv. Risk Mgmt.)**, and date in the upper right corner of the first page.
- Center the title immediately after the information in the upper right corner and above the first line of text.
- Include citations, if requested and/or necessary.
- Emailed assignments are **NOT** accepted.
- Keep all returned assignments to verify your grades.
- Assignments are **ALWAYS** due at the beginning of class (start time).
- Certain assignments are to be submitted as hard-copies and/or to CANVAS prior to the beginning of class on scheduled due dates.
- Assignments uploaded to Canvas must be submitted in **ONE** Word file prior to the beginning of class on scheduled due dates.
- Technology problems are not acceptable excuses for missed assignments.
- Refer to the Course Schedule and/or CANVAS for assignment due dates.
- **PROOFREAD ALL ASSIGNMENTS!**
- Plagiarism will be permanently recorded in your student file.

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.

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:**

Email Communication (cont.):

To: brianavery@ufl.edu

From: "insert_name"@ufl.edu

Subject: "Insert Name" SPM 6905 (Adv. Risk Mgmt.)

Dear Brian,

My name is "Insert Name" and I am a student in your SPM 6905 (Adv. 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.

Technology: Cell phones are **NOT** permitted in class. Students caught using their cell phone will be required to present for 3-5 minutes on the subject being discussed. **Students are strictly prohibited from recording (audio or video) course lectures.**

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**.

Honor Code: University of Florida students are required to abide by the Honor Code pledge: *"We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity."* You are expected to exhibit behavior consistent with this commitment to the UF academic community, and on all work submitted for credit 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."* It is assumed all students will complete all work independently in each course unless the instructor provides explicit permission for you to collaborate on course tasks (e.g. assignments, papers, quizzes, exams, etc.). Furthermore, as part of your obligation to uphold the Honor Code, you should report any condition that facilitates academic misconduct to appropriate personnel. It is your individual responsibility to know and comply with all university policies and procedures regarding academic integrity and the Student Honor Code.

Violations of the Honor Code at the University of Florida will not be tolerated. 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/."

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/.

Tentative Course Schedule

Dates	Topics		Assignment Due Dates
Week 1	Introduction to risk management / defining risk		
Week 2	Typology of risk management / organizational impact		
Week 3	Scope of risk management / principles and purpose of risk management		
Week 4	Risk management standards		
Week 5	Risk assessment considerations / classification systems / analysis and evaluation / loss control		
Week 6	Risk response and control techniques / insurance and risk transfer		
Week 7	*Exam 1*		
Week 8	Business continuity		
Week 9	Reputation management and responsibilities		
Week 10	Risk training and communications		
Week 11	Corporate governance / stakeholder expectations		
Week 12	Operational and project risk management		
Week 13	Risk assurance		
Week 14	*Presentations*		
Week 15	*Exam 2*		

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 contact an attorney.