Course Title: Sport Facilities Management and Planning

Course Number: SPM 406

I. Rationale:

Ever wonder how a facility can host a basketball tournament game on a Friday, hockey game on a Saturday and a rock concert on a Sunday? This class will demonstrate to the student how it is accomplished. Most people attend an event and never realize what goes on “behind the scenes” to make the event a success.

Through this course, students will gain and appreciation of the planning, organizing, employee training, security issues and management skills that are needed to operate a facility.

II. Major Instructional Goals:

Goal A:
Describe the principles and processes related to planning and management of sport facilities.

Learning Outcomes: The student will:

A-1 Know how the managerial process is used every day in facility management
A-2 Understand how time management is critical in facility operation.
A-3 Understand the decision making process and how this is used to operate facility operations, from booking events to daily operation.

Goal B:
Identify and define the various stages involved in the risk management process.

Learning Outcomes: The student will:

B-1 Know how to write a risk management plan.
B-2 Understand security steps needed to take in a post 9/11 environment.
B-3 Understand the process of establishing a security plan in a facility.
B-4 Will become familiar with common risk management issues in facility management.

Goal C:
Identify major trends and issues impacting the planning, designing, construction and operation of facilities.

Learning Outcomes: The student will:

C-1 Understand the construction process of building a new or renovating an existing facility.
C-2 Know how the design-build process works in construction of a new facility.
C-3  Know the common “pit falls” that occurs during the construction process and how to correct them.

C-4  Learn what questions to ask during the design process of a facility.

**GOAL D:**
Explain the budgetary process used in facility management.

**Learning Outcomes:** The student will:

D-1  Identify the major cost associated with operating a facility.
D-2  Understand how to write a contract for an outside organization using a facility.
D-3  Know what reimbursable costs are and how they impact operating a facility.
D-4  Learn how to read a general operating budget.

**GOAL E:**
Learn how ticket revenue is only a portion of facility revenue and how concession, merchandising is important to operating a facility.

**Learning Outcomes:** The student will:

E-1  Learn the four major ways concession stands are operated.
E-2  Understand how to operate a successful merchandise system within a facility.
E-3  Learn how public demand at facilities has changed the concession industry.
E-4  Understand how marketing is important in promoting a facility.

**GOAL F:**
Describe how employee training is the key to operating a facility.

**Learning Outcomes:** The student will:

F-1  Know how to establish an employee training program/manual.
F-2  Understand how important customer service is in facility management.
F-3  Learn how to motivate your event staff.
F-4  Learn how to deal with disruptive patrons.
F-5  Understand how to train employees when alcohol will be served at an event.