SCHOOL OF BUSINESS MISSION STATEMENT:
Preparing life long, entrepreneurial thinkers, fluent in business technologies.

COURSE DESCRIPTION:
This course will investigate the functions of sport managers in the design, operation, and financing of facilities and venues as well as provide practical involvement in managing a sport event. Students will examine the issues pertaining to management of public and private arenas, stadiums, theaters, galleries, festivals, racetracks, and multipurpose facilities. Additionally, students will be assigned to committees for which they will plan, organize, publicize and manage all aspects of event operations during the semester. A required component of the course will include a commitment to work with the actual event.

REQUIRED READING MATERIALS:

Additional readings may be posted on the Brightspace and/or Basecamp.

LEARNING OUTCOMES:
Students successfully completing this course will:
1. Demonstrate an understanding of the various types, components, requirements, and functions of sport events and sport facilities.
2. Participate in running a live event and will be able to recognize and apply event & facility management concepts in a practical setting.
3. Demonstrate an understanding of and apply key marketing, sales, operational, and management strategies in a sport event setting.
4. Develop both professional written and oral communication skills.
5. Demonstrate the ability to formulate, articulate and organize ideas.
6. Practice and develop professional decision making skills.
7. Demonstrate the ability to operate in a professional work and team environment.
UNIVERSITY POLICIES AND RESOURCES

DISABILITY ACCOMMODATIONS
The university is committed to providing students with documented disabilities equal access to all university programs and services. If you think you have a disability and would like to request accommodations, you must register with the Disability Services Center. Timely notification is essential. The Disability Services Center can be reached by calling 207-780-4706 or by email dscusm@maine.edu. If you have already received a faculty accommodation letter from the Disability Services Center, please provide me with that information as soon as possible. Please make a private appointment so that we can review your accommodations.

TUTORING AND WRITING ASSISTANCE
Tutoring at USM is for all students, not just those who are struggling. Tutoring provides active feedback and practice, and is available for writing, math, and many more subjects. Walk-in tutoring is available at the Glickman Library in Portland, the Gorham Library, and the LAC Writing Center. For best service, we recommend making an appointment at https://usm.maine.edu/learningcommons/schedule-tutoring-appointment. Questions about tutoring should be directed to Naamah Jarnot at 207-780-4554. Interested in becoming a more effective, efficient learner? Check out https://usm.maine.edu/agile!

COUNSELING
Counseling is available at USM. The best way to schedule an appointment is by phone at 780-5411. More information is available at https://usm.maine.edu/uhcs.

NONDISCRIMINATION POLICY
The University of Southern Maine is an EEO/AA employer, and does not discriminate on the grounds of race, color, religion, sex, sexual orientation, transgender status, gender expression, national origin, citizenship status, age, disability, genetic information or veteran’s status in employment, education, and all other programs and activities. The following person has been designated to handle inquiries regarding non-discrimination policies: Sarah E. Harebo, Director of Equal Opportunity, 101 North Stevens Hall, University of Maine, Orono, ME 04469-5754, 207.581.1226, TTY 711 (Maine Relay System).

STATEMENT ON RELIGIOUS OBSERVANCE FOR USM STUDENTS
Absence for Religious Holy Days: The University of Southern Maine respects the religious beliefs of all members of the community, affirms their rights to observe significant religious holy days, and will make reasonable accommodations, upon request, for such observances. If a student’s religious observance is in conflict with the academic experience, they should inform their instructor(s) of the class or other school functions that will be affected. It is the student’s responsibility to make the necessary arrangements mutually agreed upon with the instructor(s).

TITLE IX STATEMENT
The University of Southern Maine is committed to making our campuses safer places for students. Because of this commitment, and our federal obligations, faculty and other employees are considered mandated reporters when it comes to experiences of interpersonal violence (sexual assault, sexual harassment, dating or domestic violence, and stalking). Disclosures of interpersonal violence must be passed along to the University’s Deputy Title IX Coordinator who can help provide support and academic remedies for students who have been impacted. More
information can be found online at [http://usm.maine.edu/campus-safety-project](http://usm.maine.edu/campus-safety-project) or by contacting Sarah E. Holmes at sarah.e.holmes1@maine.edu or 207-780-5767. If students want to speak with someone confidentially, the following resources are available on and off campus: University Counseling Services (207-780-4050); 24 Hour Sexual Assault Hotline (1-800-871-7741); 24 Hour Domestic Violence Hotline (1-866-834-4357).

**ACADEMIC INTEGRITY**

USM expects students to be honest in their academic endeavors. All academic work should be performed in a manner which will provide an honest reflection of the knowledge and abilities of each student. Any breach of academic honesty is regarded as a serious offense. **Simply put, academic integrity means not lying, cheating, or stealing.** To cheat on an examination, to steal the words or ideas of another, or to falsify the results of one’s research, corrupts the essential process by which knowledge is advanced. The following is a listing of some, but not necessarily all, actions that are violations of academic integrity:

- **Cheating** includes giving or receiving unauthorized aid by copying or working with others when not permitted, by using materials not authorized, by attempting to receive credit for work performed by another, submitting any academic accomplishment in whole or in part for credit more than once whether in the same course or in different courses without the prior consent of the instructors, obtaining or attempting to obtain an examination, or any part of it, before the examination has been given or after it has been given when specifically prohibited, intentionally attempting to interfere with or prevent others from having fair and equal access to the resources of the University’s libraries or computers including the intentional damaging or destroying of any materials or computer files, altering, changing, or forging University academic records or forging the signature of any academic officer, or by otherwise failing to abide by academic rules. The person who aids an individual in cheating holds equal responsibility for the cheating.

- **Plagiarism** includes failing to identify verbatim statements as quotations and failing to give appropriate credit and citations of sources used. Any work that the student borrows from others must be suitably identified with appropriate citations.

- **Fabrication** includes, but is not limited to, falsifying experimental data or results, inventing research or laboratory data or results for work not done, knowingly presenting falsified or invented results, citing information not taken from the source indicated, falsely claiming sources not used, and that are known to be false, misleading, or not supported by evidence.

Evidence of a violation of the academic integrity policy will normally result in disciplinary action. A copy of the complete policy may be obtained from the office of Community Standards and Mediation, online at [usm.maine.edu/community-standards-mediation/academic-integrity](http://usm.maine.edu/community-standards-mediation/academic-integrity) or by calling and requesting a copy at (207) 780-5242.
COURSE FORMAT & POLICIES

COURSE OVERVIEW & EXPECTATIONS
This is an experiential learning course in which students will plan and manage all facets of a sporting event. Students will work in teams to plan, market, and sell the event and then work collectively to produce and manage the event. Additionally, students will use readings, case studies, tours, etc. to further their understanding of event and facility management.

Meeting once a week for 2.5 hours, a typical class might look as follows:
● Discussions and questions regarding the topic of the day
● Case study, guest speaker, or facility tour
● Department/team updates and time to work on the event

Time Commitment — This course requires students to work extensively outside of the scheduled class meetings. This will include both individual work and department/team work necessary to complete tasks required in the planning and preparation of our event. If students cannot commit to 7-10 hours of out of class time per week, they should not take this course.

Team Commitment — Students will be assigned to a work team/department. Each team/department will have different responsibilities for planning and managing the event. Students are expected to work cohesively and professionally within their group. Teams are expected to set team expectations and goals as well as ways to hold individual members accountable. Teams should also plan regular out of class meetings and/or connect regularly via Basecamp. Any meetings should be at a time suitable for each team member and can be conducted via Zoom or similar.

Communication — Students are expected to check and respond to all messages pertaining to this course at least once daily. All internal course communication will happen via Basecamp while external communication (with businesses, participants, etc.) will happen via email. Additionally, students are expected to correspond with their teammates and classmates regularly. Failure to participate in timely and regular communication with teammates and classmates will result in a lowering of the course grade proportional to the offense.

Professionalism — Students will be representing USM both internally and externally throughout this course. Therefore, students are expected to be professional in all emails, messages, phone calls, and personal interactions. Additionally, professional attire will be required at certain times during this course (i.e., meetings, guest speakers, event day). If in doubt, dress professionally, particularly if you are meeting with business people in the community. Your appearance will impact the professional respect you receive.

Preparedness & Participation — Students are expected to be fully prepared to participate in the class session. This includes having read all assigned readings prior to the class session, taking notes and preparing questions as appropriate, being prepared to update the class on your individual and team’s work for the event, and having a charged computer/tablet with you in every class session.
In addition to being prepared, active participation is required by all students. This includes:

- Engaging in thoughtful and productive discussions and conversations with faculty and peers,
- Completing tasks as necessary for the event (i.e., making sales calls, working on the website, event research, implementing a social media plan, etc.) and,
- Staying on task during class time.

ATTENDANCE
As future professionals and due to the experiential nature of this course, all students are expected to be on time and stay through the duration of every class period. However, if you are sick or feeling at all not well, you must stay home! If you must stay home due to Covid quarantine or isolation, you are still expected to attend and participate in class via Zoom to the extent you are physically able.

Missing class for any reason other than illness (which includes Covid quarantine and isolation) is not acceptable and will result in a grade of ‘F’ for this course. Not attending the event and the corresponding preparation days will result in an ‘F’ for this course.

INCLEMENT WEATHER
Because this is a once a week course, we will still plan to meet via Zoom even during inclement weather. If there is a change in the schedule due to the weather, we’ll post an announcement to the course Brightspace page. Assignments due dates will not be altered because of inclement weather or university closings. The instructors will make any announcements regarding the course via Brightspace and Basecamp.

TECHNOLOGY IN THE CLASSROOM
This course will be using the Brightspace learning management system as well as Basecamp work management software. Make sure your internet browsers are updated to ensure the best performance of these tools. Additionally, students are expected to have available their charged computers/tablets in every class session and be prepared to use these devices for work during the class session and to share their work with their peers.

ASSIGNMENT DUE DATES
Projects and assignments may not be made up and late homework will not be accepted. It is the student’s responsibility to be aware of due dates.

COURSE EVALUATIONS
At the end of each semester every student has the opportunity to provide constructive feedback on the course. It is important that you take the time to share your thoughts about the course as your feedback is used to make improvements in the course materials, assignments, and outcomes.

ACADEMIC INTEGRITY / PLAGIARISM
Everyone associated with the University of Southern Maine is expected to adhere to the principles of academic integrity central to the academic function of the University. Any breach of academic integrity represents a serious offense. Each student has a responsibility to know the standards of conduct and expectations of academic integrity that apply to academic tasks. Violations of academic integrity include any actions that attempt to promote or enhance the
academic standing of any student by dishonest means. Cheating on an examination, stealing the words or ideas of another (i.e., plagiarism), making statements known to be false or misleading, falsifying the results of one’s research, improperly using library materials or computer files, or altering or forging academic records are examples of violations of this policy which are contrary to the academic purposes for which the University exists. Acts that violate academic integrity disrupt the educational process and are not acceptable.

Evidence of a violation of the academic integrity policy will normally result in disciplinary action. A copy of the complete policy may be obtained from the office of Community Standards and Mediation, online at usm.maine.edu/community-standards-mediation/academic-integrity or by calling and requesting a copy at (207) 780-5242.

COVID-19
The UMS is requiring students to be fully vaccinated against Covid-19 as well as receive their booster shot six months after the completion of their original Covid-19 vaccination. If you are not fully vaccinated (or have an approved exemption), you will not be allowed to enter campus buildings. Thus, you will not be able to continue on in this course. You will not be able to complete this course online or by Zooming into class sessions. You will not be refunded if you have to withdraw past the normal drop/add date if you must withdraw due to your vaccination status.

Additionally, the UMS system has mandated that masks be worn at all times when indoors and is strongly recommending a N95 or KN95 mask. Masks must be worn over both the mouth and nose. If you choose not to comply with the mask requirements, I will ask you to leave class.

Due to the mask mandates, there will be no food or drink allowed in class.

We will be taking attendance each class session to help with contract tracing and students should sit in the same seat every class period.

Disruptions—If someone in class tests positive for Covid-19, it is likely that everyone will be considered a close contact. If you are unvaccinated, you will be required to quarantine for 10 days. If you are vaccinated, you will only have to test negative after an appropriate amount of time in order to return to campus. If you miss time from class due to quarantining, it is your responsibility to keep up with the assignments and get the course notes from a peer.

If the instructors are both unable to come to campus, our entire class is quarantined, or the campus moves to remote learning due to a Covid-19 outbreak, we will meet via Zoom for our class sessions (as long as we are physically able to conduct class. If we are unable physically to conduct class we will communicate via email and Brightspace and provide further instructions for the class.)

*ZOOM (ONLY if we end up being moved online due to a Covid-19 outbreak)
Zoom will be used for class meetings. A Zoom meeting link and password will be sent to students prior to class and students must use their maine.edu account to join the Zoom class session. Students are also expected to turn their webcam on while in class.

Students should be aware that some of the Zoom class sessions may be recorded. Recording the class sessions is permitted under federal laws that protect your educational privacy
(FERPA), since the recording would only be available to students enrolled in this course and anything an enrolled student would learn about another student from watching the recording is the same that they would learn about each other if they were both in a face-to-face class at the same time. Please note that ‘breakout’ rooms or small group discussions in Zoom will never be recorded; only the all-group portions of class would be recorded. Please let me know if you have questions or concerns about Zoom class recordings.

Zoom etiquette considerations:
- Test your audio and video before joining the class session
- Mute yourself at all times unless speaking as background noise is heard by everyone
- Be aware of your background and surroundings which are on camera and visible to everyone
- Understand that everyone in the class can see you. Please dress appropriately.
- Make sure your laptop/tablet is on a solid surface so the camera remains steady and still.
- If you need to step away from the class for a moment, be sure to turn off your video until you return.

COURSE EVALUATIONS:
At the end of each semester every student has the opportunity to provide constructive feedback on the course. It is important that you take the time to share your thoughts about the course as your feedback is used to make improvements in the course materials, assignments, and outcomes.

COURSE ASSESSMENT:

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Chapter Quizzes</td>
<td>10%</td>
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<tr>
<td>Case Studies</td>
<td>15%</td>
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<tr>
<td>Deliverables</td>
<td>30% Total</td>
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<tr>
<td>- Sales/Sponsorship</td>
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<tr>
<td>- Deliverables (Group Specific)</td>
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<tr>
<td>Event Planning &amp; Management</td>
<td>30% Total</td>
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<tr>
<td>- Daily Hours &amp; Work Log Journal</td>
<td>10%</td>
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<tr>
<td>- Peer Evaluation</td>
<td>10%</td>
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<td>- Instructor Evaluation</td>
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<tr>
<td>Course/Event Reflection Paper</td>
<td>15%</td>
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GRADING CRITERIA:
An A represents outstanding performance. Effort alone does not guarantee above average grades, nor does meeting the minimum standards expected of an assignment. Grades for each assignment are based on the level of detail, the soundness and justification of your ideas, and the quality of your work. If you are writing “challenged,” use the Learning Commons at the library. Rubrics will be provided for most assignments.
ASSIGNMENT DESCRIPTIONS

CHAPTER QUIZZES: Students will complete a short quiz on each chapter. Quizzes will be administered on Brightspace and due on each Thursday before class begins.

CASE STUDIES: Students will complete a series of case studies and/or venue tours throughout the semester. Specific assignment requirements/details will be provided with each case. Due throughout the semester.

EVENT PLANNING & MANAGEMENT:

Daily Hours & Work Log—Students will keep a daily log which records the hours they worked on the event as well as a brief summary of what they did during that time. Logs will be graded twice—once at the halfway point and again at the end of the semester. A template will be given for the Daily Hours & Work Log.

Peer Evaluation—Students will be evaluated by teammates and classmates twice during the semester—one at the midterm and again at the end of the semester. Evaluations will be based on students’ contributions to their group and to the work of the class. Evaluation forms will be provided.

Instructor Evaluation—Students will be evaluated by the instructors of the course. Similarly to a site supervisor evaluating an intern, students will be evaluated on the following: Professionalism, ability to think critically, ability to complete tasks in a timely manner, ability to work independently, quality of work, ability to work as a team member, ability to take instruction, commitment to the project, etc. An evaluation form will be shared with the student. Evaluations will take place twice, once at the midterm and once at the end of the semester. An individual meeting with the instructors may be required following the first evaluation to review the students’ performance.

COURSE REFLECTION PAPER: Students will complete a final reflection paper on the event and the work they completed in this course. More detailed instructions and prompts will be provided to guide specific content areas of the report. Due at the end of the semester.
## TENTATIVE CLASS SCHEDULE (subject to change)

<table>
<thead>
<tr>
<th>Week/Date</th>
<th>Topic &amp; Classwork</th>
<th>Due Before Class Begins</th>
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</table>
| Week 1; Jan. 20 | ● Review syllabus  
                   ● Participation and attendance expectations  
                   ● Introduction to the event  
                   ● Event brainstorming  
                   ● Event group determination               |                                                             |
| Week 2; Jan. 27 | ● Content review  
                   ● Updates  
                   ● Group work               | ● Chapter 1 lecture & quiz  
                                                                               ● Chapter 2 lecture & quiz |
| Week 3; Feb. 3  | ● Content Review  
                   ● Class organizational chart  
                   ● Contractual needs  
                   ● Updates  
                   ● Group work               | ● Chapter 8 lecture & quiz  
                                                                               ● Chapter 9 lecture & quiz |
| Week 4; Feb. 10 | ● Content review  
                   ● Event budgeting  
                   ● Columbus Clippers Case Study  
                   ● Updates  
                   ● Group work               | ● Chapter 6 lecture and quiz  
                                                                               ● Chapter 16 lecture and quiz |
| Week 5; Feb. 17 | ● Content review  
                   ● Risk assessment  
                   ● Updates  
                   ● Group work               | ● Columbus Clippers Case Study                                 |
| Week 6; Feb. 24 | ● Content review  
                   ● Emergency & medical plan  
                   ● Contingency planning  
                   ● Updates  
                   ● Group work               | ● Chapter 10 lecture and quiz  
                                                                               ● Chapter 11 lecture and quiz |
| Week 7; March 3 | ● Content review  
                   ● Accommodation discussion/needs  
                   ● Updates  
                   ● Group work               |                                                             |
| Week 8, March 10| ● Content review  
                   ● Spring break action items  
                   ● Updates  
                   ● Group work               | ● Chapter 12 lecture and quiz  
                                                                               ● Chapter 13 lecture and quiz |
<p>| Week 9; March 17| ● NO CLASS; SPRING BREAK                                           |                                                             |</p>
<table>
<thead>
<tr>
<th>Week 10; March 24</th>
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<th>Week 11; March 31</th>
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<tbody>
<tr>
<td>• Check-in/updates</td>
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<td>• Chapter 5 lecture and quiz</td>
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<td>• Stadium Case Study</td>
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<td>• Chapter 7 lecture and quiz</td>
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<td>• Group work</td>
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<td>Week 12; April 7</td>
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<td>Week 13; April 14</td>
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<td>• Alcohol Sales Case Study</td>
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<td>• Updates</td>
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<td>• Group work</td>
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<tr>
<td>Week 14; April 21</td>
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<td>Week 15; April 28</td>
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<tr>
<td>• EVENT WEEK!</td>
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<tr>
<td>• Updates</td>
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<td></td>
<td>• Event evaluation and reflection</td>
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<tr>
<td>• Event finalization</td>
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<tr>
<td>Week 16; May 5</td>
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<td>• Alcohol Sales Case Study</td>
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<td>• TBD</td>
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<tr>
<td><em>Sunday, April 24 is the event date!!</em></td>
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