

# Cover Sheet: Request 14851

## SPM3XXX Sport Event Management

### Info

Process	Course New Ugrad/Pro
Status	Pending at PV - University Curriculum Committee (UCC)
Submitter	Paul Higgerson phiggerson@ufl.edu
Created	4/5/2020 10:47:18 AM
Updated	4/23/2020 9:43:56 AM
Description of request	Creation of new undergraduate course for the Department of Sport Management.

### Actions

Step	Status	Group	User	Comment	Updated
Department	Approved	HHP - Sport Management 012604000	Michael Sagas		4/8/2020
No document changes					
College	Approved	HHP - College of Health and Human Performance	Christopher Janelle		4/23/2020
No document changes					
University Curriculum Committee	Pending	PV - University Curriculum Committee (UCC)			4/23/2020
No document changes					
Statewide Course Numbering System					
No document changes					
Office of the Registrar					
No document changes					
Student Academic Support System					
No document changes					
Catalog					
No document changes					
College Notified					
No document changes					

# Course|New for request 14851

## Info

**Request:** SPM3XXX Sport Event Management

**Description of request:** Creation of new undergraduate course for the Department of Sport Management.

**Submitter:** Paul Higgerson phiggerson@ufl.edu

**Created:** 4/20/2020 4:20:33 PM

**Form version:** 2

## Responses

**Recommended Prefix** SPM

**Course Level** 3

**Course Number** XXX

**Category of Instruction** Intermediate

**Lab Code** None

**Course Title** Sport Event Management

**Transcript Title** Sport Event Management

**Degree Type** Baccalaureate

**Delivery Method(s)** On-Campus

**Co-Listing** No

**Effective Term** Earliest Available

**Effective Year** Earliest Available

**Rotating Topic?** No

**Repeatable Credit?** No

**Amount of Credit** 3

**S/U Only?** No

**Contact Type** Regularly Scheduled

**Weekly Contact Hours** 3

**Course Description** This course introduces students to the fundamentals of project management and its application to sport events. Project management is a strategic and systematic approach to managing sports as projects. Students will apply the five phases of the project-management lifecycle to a multitude of sport events.

**Prerequisites** SPM2000 & sophomore standing.

**Co-requisites** N/A

**Rationale and Placement in Curriculum** The Department of Sport Management believes that SPM3XXX Sport Event Management will be used as an approved elective in our BS in Sport Management program.

**Course Objectives** Upon completion of this course, students will be able to:

- Describe project management and its application to sport events.
- Explain the five phases of the project-management lifecycle.
- Apply the project-management lifecycle to sport events.
- Enhance leadership behaviors to successfully manage diverse populations.
- Create risk management solutions to minimize, transfer, or avoid risks related to sport events.
- Devise sustainable best practices for sport events.
- Respond appropriately to managerial challenges facing sport event managers.

**Course Textbook(s) and/or Other Assigned Reading** Greenwell, T., Danzey-Bussell, L., & Shonk, D. (2020). Managing Sport Events. (2nd Edition). Champaign, IL: Human Kinetics.

**Weekly Schedule of Topics** Mon 1-6 Course and Syllabus Introduction

Wed 1-8 Chapter 1. Introduction and History

Fri 1-10 Chapter 1. Introduction and History

Mon 1-13 Chapter 2. Project Management

Wed 1-15 Chapter 2. Project Management Due: Assignment A: Career Skills

Fri 1-17 Chapter 2. Project Management Due: Assignment B: 5Ws  
 Mon 1-20 Martin Luther King Day – No Class Martin Luther King Day – No Class  
 Wed 1-22 Chapter 4. Risk Management  
 Fri 1-24 Chapter 4. Risk Management Due: Assignment C: SWOT & Goals  
 Mon 1-27 Chapter 5. Finance and Budgeting Due: Assignment D: Risks  
 Wed 1-29 Chapter 5. Finance and Budgeting  
 Fri 1-31 Chapter 5. Finance and Budgeting  
 Mon 2-3 Chapter 6. Bidding for Sport Projects Due: Assignment E: Budgeting  
 Wed 2-5 Chapter 6. Bidding for Sport Projects  
 Fri 2-7 Chapter 6. Bidding for Sport Projects  
 Mon 2-10 Chapter 8. Marketing and Sport Due: Assignment F: Bidding  
 Wed 2-12 Chapter 8. Marketing and Sport  
 Fri 2-14 Chapter 8. Marketing and Sport Due: Assignment G: Promotion  
 Mon 2-17 Chapter 9. Consumer Behavior Due: Assignment H: Marketing  
 Wed 2-19 Chapter 9. Consumer Behavior  
 Fri 2-21 Chapter 9. Consumer Behavior  
 Mon 2-24 Exam I Review Chapters 1, 2, 4, 5, 6, 8, & 9  
 Wed 2-26 Exam I: Chapters 1, 2, 4, 5, 6, 8, & 9 Exam I  
 Fri 2-28 Out of Class Assignment  
 Mon 3-2 Spring Break – No Class Spring Break – No Class  
 Wed 3-4 Spring Break – No Class Spring Break – No Class  
 Fri 3-6 Spring Break – No Class Spring Break – No Class  
 Mon 3-9 Chapter 10. Managing People in Sport  
 Wed 3-11 Chapter 10. Managing People in Sport  
 Fri 3-13 Chapter 10. Managing People in Sport  
 Mon 3-16 Chapter 11. Logistics Due: Assignment I: Staffing  
 Wed 3-18 Chapter 11. Logistics  
 Fri 3-20 Chapter 11. Logistics  
 Mon 3-23 Chapter 12. Sponsorship Due: Assignment J: Logistics  
 Wed 3-25 Chapter 12. Sponsorship  
 Fri 3-27 Chapter 12. Sponsorship  
 Mon 3-30 Chapter 13. Traditional Revenue Generation in Sport Due: Assignment K:  
 Sponsorship  
 Wed 4-1 Chapter 13. Traditional Revenue Generation in Sport

Due: #1 Certificate

Fri 4-3 Chapter 13. Traditional Revenue Generation in Sport  
 Mon 4-6 Chapter 14. Sustainability and Legacy  
 Wed 4-8 Chapter 14. Sustainability and Legacy Due: #2 Certificate  
 Fri 4-10 Chapter 14. Sustainability and Legacy  
 Mon 4-13 Chapter 15. Measurement and Evaluation Due: Assignment L: Sustainability  
 Wed 4-15 Chapter 15. Measurement and Evaluation  
 Fri 4-17 Chapter 15. Measurement and Evaluation  
 Mon 4-20 Exam Review Chapters 10-15  
 Wed 4-22 Exam II Chapters 10-15 EXAM II

<b>Grading Scheme</b>	Exam I	100	17%
	Exam II	100	17%
	Assignments A-H	202	33% - see attached syllabus
	Attendance (10 x 5 pts)		

50

8%

Certificates (2 x 75 pts)	150	25%
<b>Total Points</b>	<b>602</b>	<b>100%</b>

A	92.5-100	4.0
A-	89.5-92.4	3.67
B+	86.5-89.4	3.33
B	83.5-86.4	3.0

B-	79.5-83.4	2.67
C+	76.5-79.4	2.33
C	73.5-76.4	2.0
C-	69.5-73.4	1.67
D+	66.5-69.4	1.33
D	63.5-66.4	1.0
D-	59.5-63.4	0.67
E	59 & below	0.0

- A & A- Outstanding: The project far surpasses the assignment requirements, well organized, analytical rather than descriptive, and excellent grammar.
- B+, B, & B- Very Good: Project exceeds the minimal requirements of the assignment, organized, descriptive rather than analytical, and good grammar.
- C+, C, & C- Average: Project may not meet all criteria of the assignment, organization is below average, paper is far too descriptive, and poor grammar.
- D+, D, & D- Below Average: Project barely meets minimum criteria.
- E Fail: Project does not meet the minimum criteria.

**Instructor(s)** Dr. Cynthia Willming

**Attendance & Make-up** Yes

**Accomodations** Yes

**UF Grading Policies for assigning Grade Points** Yes

**Course Evaluation Policy** Yes