

# Cover Sheet: Request 14309

## SPM 4XXX Risk Management in Live Entertainment & Sports

### Info

Process	Course New Ugrad/Pro
Status	Pending at PV - University Curriculum Committee (UCC)
Submitter	Paul Higgerson phiggerson@ufl.edu
Created	10/2/2019 5:24:07 PM
Updated	1/23/2020 3:48:38 PM
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		10/2/2019
No document changes					
College	Approved	HHP - College of Health and Human Performance	Christopher Janelle		1/23/2020
SPM 4xxx Assignment Rubric.docx					
University Curriculum Committee	Pending	PV - University Curriculum Committee (UCC)			1/23/2020
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 14309

### Info

**Request:** SPM 4XXX Risk Management in Live Entertainment & Sports

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

**Submitter:** Sarah Eberhart seberhart@hhp.ufl.edu

**Created:** 1/23/2020 2:44:48 PM

**Form version:** 5

### Responses

**Recommended Prefix** SPM

**Course Level** 4

**Course Number** XXX

**Category of Instruction** Advanced

**Lab Code** None

**Course Title** Risk Mgt in Live Enter & Sport

**Transcript Title** Risk Mgt-Live Ent Spt

**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** Students analyze risk management considerations including safety, security, business continuity, legal, and regulatory issues impacting the live entertainment industry. This course will focus on new and existing assembly occupancies (both indoor and outdoor) accommodating 250 patrons or more with an emphasis on occupancy in excess of 6000 (large-scale).

**Prerequisites** Sophomore standing & SPM2000 Introduction to Sport Management.

**Co-requisites** N/A

**Rationale and Placement in Curriculum** The Department of Sport Management believes that SPM4XXX Risk Management in Live Entertainment & Sport will directly contribute to forthcoming revisions in the BS in Sport Management program as a core course.

**Course Objectives** • Analyze and apply prevailing risk management theories;

- Analyze and apply applicable live entertainment risk management standards and practices;
- Evaluate and create live entertainment business continuity plans;
- Analyze and apply live entertainment safety and security protocols;
- Evaluate live entertainment incident trends and accepted responses; and,
- Analyze basic live entertainment legal considerations regarding matters of negligence.

**Course Textbook(s) and/or Other Assigned Reading** 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.

**Weekly Schedule of Topics** Aug. 21 Introduction to live entertainment risk management

Aug. 23	Types of risk in live entertainment management risks) assignment	Pick 5 (ent. offerings and unique risks)
Aug. 26	Cont. discussion	
Aug. 28	Live entertainment risk management framework risks) assignment	Spot the risk (identify 5 additional risks)
Aug. 30	Cont. discussion	
Sept. 2	Holiday	No class
Sept. 4	Implementation of risk management programming / roles and responsibilities	
Sept. 6	Cont. discussion	That's not my job (convince me otherwise) assignment
Sept. 9	Risk considerations regarding spectators, participants, staff, volunteers and vendors	
Sept. 11	Cont. discussion	
Sept. 13	Venue and site (purpose vs. non-purpose built / indoor-outdoor) risk considerations	
Sept. 16	Cont. discussion	
Sept. 18	Cont. discussion Exam 1 review	A keen eye (create and conduct a venue inspection document) project
Sept. 20	Exam 1	
Sept. 23	Theories of accident / incident causation and their applicability to live entertainment	
Sept. 25	Cont. discussion	What's your theory (develop and propose) assignment
Sept. 27	Risk analysis, hazard recognition and prevention methods	
Sept. 30	Cont. discussion	
Oct. 2	Regulations, standards and practices	
Oct. 4	Homecoming	No class
Oct. 7	Cont. discussion	
Oct. 9	Cont. discussion	You're the authority (develop 3 new standards) assignment
Oct. 11	Accidents / incidents and their effects	
Oct. 14	Cont. discussion	
Oct. 16	Risk financing	
Oct. 18	Cont. discussion	
Oct. 21	Legal considerations and exposures	
Oct. 23	Cont. discussion Exam 2 review	Make a ruling (identify an incident and determine the violation(s)) assignment
Oct. 25	Exam 2	
Oct. 28	Business continuity planning (biological, geological, meteorological, and unintentional threats) What's your plan (develop a segment of a business continuity plan) project	
Oct. 30	Business continuity plan presentations	Presentations
Nov. 1	Business continuity plan presentations	Presentations
Nov. 4	Business continuity plan presentations	Presentations
Nov. 6	Security and loss prevention	
Nov. 8	Terrorism planning	
Nov. 11	Holiday	No class
Nov. 13	Cont. discussion	Consider this (active shooter / bomb response) assignment
Nov. 15	Medical and first aid considerations	
Nov. 18	Accident / incident investigation and reporting (NIMS)	FEMA Cert.
Nov. 20	Cont. discussion	
Nov. 22	Crisis communication / media relations	
Nov. 25	Cont. discussion	Calm the public (develop a crisis response) assignment
Nov. 27	Holiday	No class
Nov. 29	Holiday	No class
Dec. 2	Marketing risk considerations Exam 3 review	
Dec. 4	Exam 3 (Comprehensive and applied incident investigation)	NCS4 Training (EC)

or IAVM

**Grading Scheme Assessments Points Grade % (approx.)**

Exam 1

100

14

Exam 2

100

14

Exam 3

100 14

Assignments (8) 200 29

Project 1

50 7

Project 2

50 7

Presentation 50 7

Certification 50 7

Bonus

15 n/a

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.

Exam 3 (comprehensive): Exam three (3) will be a comprehensive and applied incident investigation. Students will be provided a case study to examine with a series of short answer and essay style questions to complete. Each student will be required to apply the content discussed in-class throughout the semester and conclude with findings appropriate to each case study. 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.

Assignments (8): Eight (8) assignments will be given during the semester based on the course content. Assignments will be submitted via CANVAS prior to the beginning of class on the assigned due date. Please follow the formatting guidelines provided within the syllabus. Assignment dates noted in the course schedule are tentative.

1. Pick 5 (ent. offerings and unique risks) assignment: Please research and select five (5) live entertainment offerings (number 1-5) and identify three (3) corresponding risk considerations regarding each of them (listed 1-3). Please select one (1) risk from each live entertainment offering and explain why you believe the risk to be a hazardous situation to either staff, patrons, vendors or all. Submit it to CANVAS upon completion.

2. Spot the risk (identify 5 additional risks) assignment: Upon submission, review and return of the "pick 5" assignment, additional in-class instructions will be provided regarding the completion of the "spot the risk" assignment. Submit it to CANVAS upon completion.

3. That's not my job (convince me otherwise) assignment: Please select three (3) known and foreseeable hazards associated with live entertainment offerings and provide a paragraph on each as to the importance of training (staff, volunteers, vendors, and patrons), and the responsibilities of

hazard recognition and how it mitigates and/or eliminates incidents. Submit it to CANVAS upon completion.

4. What's your theory (develop and propose) assignment: Please research and propose a fully evolved theory on incident causation and prevention as it relates to the live entertainment industry. Please establish your beliefs and principles that explain the rationale of your theory as it relates to the recognition, mitigation and/or elimination of hazards associated with live entertainment offerings. We will "test" the theories in-class.

5. You're the authority (develop 3 new standards) assignment: Develop and propose three (3) new standards that address known and foreseeable hazards associated with live entertainment offerings. Please explain how each standard will mitigate and/or eliminate known and foreseeable hazards. Additionally, please explain how the standard will be implemented and enforced. We will discuss each and reach a consensus on the standards proposed in-class. Submit it to CANVAS upon completion.

6. Make a ruling (identify an incident and determine the violations) assignment: Please research and select a live entertainment related incident (must provide a synopsis of the incident or article) and determine three (3) violations of either standards, policies, case law associated with the incident. Please determine how the hazard(s) associated with the incident could have been mitigated or eliminated. Submit it to CANVAS upon completion.

7. Consider this (active shooter / bomb response) assignment: An active shooter / bomb response scenario will be provided for you to complete. Submit it to CANVAS upon completion.

8. Calm the public (develop a crisis response) assignment: A case study will be provided for you to review in order to develop a crisis response plan and message. You will be responsible for outlining your plan and crafting an initial press release. You will deliver your crisis response message in-class. Submit it to CANVAS upon completion.

Project 1: A keen eye (create and conduct a venue inspection document) project: Students are responsible for developing and conducting a pre-live entertainment facility and/or site inspection according to existing standards and practices. Students will select a venue and/or site and develop a tailored inspection protocol for the live entertainment offering. Students will use the inspection tool to conduct a pre-live entertainment venue/site inspection and document their findings. Students will complete recommendations for corrective actions and provide feedback regarding their findings to the entity, etc. that managed the live entertainment venue and/or site. Additional instructions and materials will be provided.

Project 2 and presentation: What's your plan (develop a segment of a business continuity plan) project?: Students are responsible for developing a segment (chapter) of a business continuity plan for live entertainment offerings. Students will select from a list of biological, geological, meteorological, and unintentional threats impacting live entertainment offerings in order to research and develop a business continuity plan that addresses the associated known and foreseeable hazards. Students will present their findings. Upon completion, each segment will be merged into a useable business continuity plan and returned to the students in a PDF. Additional instructions and materials will be provided.

**Instructor(s)** Brian D. Avery  
**Attendance & Make-up** Yes  
**Accommodations** Yes  
**UF Grading Policies for assigning Grade Points** Yes  
**Course Evaluation Policy** Yes

## Assignment Rubric

### **Exceeds Expectations**

Clearly & effectively responds to assignment.

Main idea very clearly stated.

Main idea supported by relevant facts, examples, & illustrations from experience, references, etc.

Few, if any, minor errors in sentence construction, usage, grammar, or mechanics.

Source material is incorporated logically & insightfully. Sources are documented accurately.

### **Meets Expectations**

Response to assignment generally adequate & thorough.

Main idea clear.

Main idea is well-supported in body of paper by facts, examples, illustrations though support may not be readily apparent.

There may be a few minor or major errors in sentence construction, usage, grammar, or mechanics.

Source material incorporated logically. Sources documented accurately.

### **Needs Improvement**

Minimally responds to the assignment.

Main idea clear or implicit.

Main idea is generally supported in body of paper by facts, examples, details. No more than one paragraph, etc. with inadequate support.

There are some common errors (major and minor) in sentence construction and mechanics but the writer generally demonstrates a correct sense of syntax.

Source material incorporated adequately & usually documented accurately.

### **Inadequate**

Does not respond well to assignment.

Main idea unclear & topic only partially limited.

Main idea is supported in body of paper by few facts, examples, details. More than one paragraph with inadequate support.

There are numerous minor errors and some major errors. Sentence construction is below mastery and may display a pattern of errors in usage and mechanics.

Source material incorporated but sometimes inappropriately or unclearly. Documentation is accurate only occasionally.