(This syllabus is a work in progress, subject to change depending on unanticipated events. We will discuss any revisions in class. However, I communicate frequently by email between classes. I expect you will be checking your email daily).

Sport and Event Business Enterprise
TSTD 3101

Professor: Mark Hyman

Class Meetings: Rome 204 – Tuesday, 12:45 p.m. – 3:15 p.m.

Office: Funger Hall, 301

Office Hours: Wednesday, 2-4 p.m. And by appointment.

Web: Markhyman.com

Email: mhyman@gwu.edu

Required text


These books have been ordered by the GW Bookstore and should be available at the start of the semester. It is important that you obtain your copies now.
Course objectives

This course will prepare students to:

- Identify and follow the business opportunities and trends related to sports and events. As well as those related to news media, merchandising, licensing, team/event/facility management, and athlete representation.

- Describe the various entities affecting the economic conditions of a sport and event businesses (e.g. fan equity, vendors, economy).

- Understand the factors influencing sport business decisions (e.g. league expansion, customer objectives, budget).

- Identify revenues and expenses for events, organizations, and businesses.

- Write an event operations plan and understand the logistics of organizing a sport or entertainment event.

- Know various career options in sports and events, job responsibilities and qualifications.

Teaching philosophy

Students are expected to maintain regular attendance and to stay current with readings in the main text and supplemental readings. The professor believes in an informal environment that encourages student participation. Students should prepare to participate in discussion. Students’ success in class depends in part on your willingness to become an active participant, both in class and as a partner in team projects.
Instructional methods

Approaches in this course will be varied. A class period might include a lecture and class discussion regarding key points in the readings. The class might also hear from a guest speaker who visits to speak on about a topic related to the class event project. The class will use Blackboard to share ideas and further discussion.

Guest speakers/Other resources

During the semester, the class will hear from guest lecturers. As of this writing, scheduled speakers include: Navneet Pandher, GWSB Class 2016; Amy Schramm, Events Coordinator, Marine Corps Marathon Series; Michele Montague, VP Events & Asst. General Manager, Monumental Sports & Entertainment; Robert DiChiaro, Centerplate Director of Sports Operations; Valerie Sumner, Owner, VRS Meetings & Events Inc.;

Follow on Twitter

Montague @MSE
Sumner @BBTClassic
DiChiaro @Centerplate
Schramm @Marine_Marathon
Prof Hyman @gwsportsprof

When tweeting about our class, please include #GWsportevent

Class policies

There are few rules but the ones here MUST be observed.

Students may use tablets/notebooks for note-taking and for other class-related assignments. Do not check email, tweet, Web surf or spend time in other ways unrelated to the class.

Turn off cell and smart phones before class – “off” rather than mute or vibrate. If a personal or family emergency makes phone use necessary, please let the professor know before class.

Deadlines are important – observe them. Assume that work turned in late will receive no credit.

Students are responsible for all that is covered in class, whether or not they are present. Students should have a plan for getting notes when a class is missed.

Students may bring food to class. They are expected to dispose of trash and to be considerate of others.
Class attendance

Class time is short so attendance is important. Plan to attend each Tuesday for the entire class period. A reduction in points for class participation will be taken for repeated absences.

The professor monitor attendance. At the start of each class, the professor circulates an attendance sheet.

Students who know in advance that they will miss a class should let the professor know as soon as possible.

Quizzes and exams must be taken on the dates and times designated. Makeups only will be given when students give prior notice AND the professor has approved.

Class announcements/cancellations

Monitor Blackboard and student email accounts a minimum of every other day. The professor will share information about guests and assignments throughout the semester. If class is cancelled for bad weather or another reason, the professor will notify students this way.

Event operations manual

Students will work in groups to create and plan an event. Each student will work on one of the Event Committees listed below within their group.

- The final written plan is due **November 25**
- The final group presentation will be **November 29**.

Each event group will submit an “Event Proposal” by **September 20 at 5 p.m.** (submit to the Assignment Tab in Blackboard) and provide “progress report” presentations on **September 29 and October 20**. Several representatives from each committee will present each progress reports with committee members alternating. All members will participate in one progress report. All members must participate in the final oral presentation.

The “event proposal” should include:

1. Type of event to be produced
   - 10K race
   - Food Truck Rally
   - Charity Gala
2. Proposed name of the event

3. Purpose of the event

4. Location (at least a city, and 3 possible venues, if not a specific venue

5. Names of students on the organizing committee and the committees on which they will serve.

6. If this event is being planned for a specific (real) organization, name the organization and contact information.

7. Number of attendees you expect for this event.

8. Date and time of your first full committee meeting.

This will be submitted in Blackboard no later than September 20 at 5 p.m. There will be a points deduction on final papers for late submission of proposals.

Event Committees:

Legal & Community Relations
Work on submitting application and getting an event permit from the District of Columbia or appropriate authority (if not applicable, determine the steps to securing a permit and state why exempt). Responsibilities include selecting a date, course/facility, dealing with emergency services. Decide where the profits will go and how they will be distributed e.g., select a charity and guidelines. (For a Run for Education will the money go toward local universities, DC public schools, individual students through scholarships or how distributed?).

Finance & Risk Management
Develop a budget, which includes revenues and expenses (must coordinate with all other committees to determine expenses and potential income), conduct a risk assessment and secure insurance.

Internal Operations
Select and price equipment (e.g., water, cones, timing system, signage, etc); arrange for additional medical care beyond EMS and security; develop plan on how to recruit and train volunteers; set up/break down; clean-up/recycling, event logistics. All equipment must have three bids.

Marketing/Public Relations/Sponsorship
Develop a plan on how to promote the event, and/or, gain media coverage, sell sponsorships and/or other fundraisers, licensing/merchandise, logo design and invitations, t-shirts for participants, volunteer outfits. Members of this group would preferably have taken TSTD 136 Sports Marketing but this is not required. Include a sample press release, brochure, flier, social media applications, a list of potential sponsors and possible sponsor benefits.
External Operations

Responsible for hospitality arrangements (participants, sponsors & attendees); entertainment; awards & ceremonies; register participants; event protocol (scripts & timelines); and ticket sales.

GROUP MEETING WITH PROFESSOR:

Each group will meet with the professor at an early stage in the project. A minimum of three group members MUST attend. This is an opportunity for students to describe the event that is planned and to explain the timeline and strategy. All meetings will take place the week of September 19.

II. ORAL PRESENTATIONS:
Each committee will present its progress reports and its final plan to the class. A bullet-point summary along with the budget must be provided to each class member for the final presentation. Include visuals (video, pictures, product prototype) if applicable. Dress professionally. Part of the group grade will be staying within the established time frame.

Presentation Dates / Time Limits:

<table>
<thead>
<tr>
<th>Group Presentation 1</th>
<th>September 27</th>
<th>5 minutes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Group Presentation 2</td>
<td>October 25</td>
<td>10 minutes</td>
</tr>
<tr>
<td>Final Presentation</td>
<td>November 29</td>
<td>15 minutes</td>
</tr>
</tbody>
</table>

III. GROUP PARTICIPATION
Group Participation is graded by your peers based on your participation in your group event project. Using a Group Participation Evaluation Sheet each member of the group will confidentially rate other group members.

IV. QUizzes
Two quizzes will be given on the assigned readings.

Quizzes must be taken on the dates and times designated. Makeups only will be given when students give prior notice AND the professor has approved.

V. MID-TERM & FINAL EXAM
Exams may include multiple choice, true-false, short answer and essay/case analysis measurements. Both exams will include material from lectures, guest speakers and assigned readings.

VI. CAREER DEVELOPMENT PLAN DUE NOVEMBER 1
• Describe a sport or event-related profession that you would consider.
• Identify current people, companies, and organizations involved in this field (min. 3 of each)
• List the responsibilities involved with this employment position.
• List the qualification necessary to enter this position and to succeed.
• Conduct one interview with someone in this profession – in person, by phone or by email. Submit a transcript of the interview (student questions and subject answers) Minimum: four questions or 300 words
• Provide three job openings/description with references on where you found these (the GW listserv does not count)
• Limit: Three typed pages, double-spaced

VII. REVIEW OF SPORTS BUSINESS DAILY DUE NOVEMBER 8
• Choose a keyword from a list provided by the professor.
• Throughout the semester, read Sports Business Daily.
• Consider the sport or event-related profession cited above in the Career Development Plan
• Write a memo summarizing how the information reported in SBD would be useful in (a) securing a position and (b) gaining a competitive edge over others in the field.
• Limit: Three typed pages, double-spaced

Academic Integrity

Please review the University's policy on academic integrity, located at www.gwu.edu/~integrity/code.html All graded work must be completed in accordance with The George Washington University Code of Academic Integrity.
Academic dishonesty is defined as cheating of any kind, including misrepresenting one's own work, taking credit for the work of others without crediting them and without appropriate authorization, and the fabrication of information. Common examples of academically dishonest behavior include, but are not limited to, the following: Cheating; Fabrication; Plagiarism; Falsification and forgery of University academic documents; Facilitating academic dishonesty.

More on plagiarism

Plagiarism is a serious offense. Know what it means and be clear that you are not practicing it. College students should have a clear understanding of what is their original work and what is not. Fully credit all references in your work. When in doubt, attribute all information that comes from books, newspapers, magazines, websites, television programs and other sources.

If you are feeling overwhelmed or are confronted with a personal crisis, speak with the professor. Trying to explain plagiarism or other dishonest behavior that violates the university ethics standards will be far less persuasive once an assignment has been submitted.

Students with disabilities
If you feel you need an accommodation based on the impact of a disability, please contact me privately to discuss specific needs. Please contact the Disability Support Services Office at 202.994.8250, Suite 242 Marvin Center, http://gwired.gwu.edu/dss, to establish eligibility and to coordinate reasonable accommodations.

Grading

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points/Value</th>
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</thead>
<tbody>
<tr>
<td>Quizzes (2)</td>
<td>40 (2 quizzes @ 20 each)</td>
</tr>
<tr>
<td>Mid Term Exam</td>
<td>100</td>
</tr>
<tr>
<td>Final Exam</td>
<td>120</td>
</tr>
<tr>
<td>Group Participation</td>
<td>10 (graded by peers)</td>
</tr>
<tr>
<td>Event Plan Oral</td>
<td>10</td>
</tr>
<tr>
<td>Event Plan Written</td>
<td>100</td>
</tr>
<tr>
<td>Class Participation</td>
<td>100</td>
</tr>
<tr>
<td>Sports Business Daily Review</td>
<td>10</td>
</tr>
<tr>
<td>Career Development Plan</td>
<td>10</td>
</tr>
<tr>
<td>Total Points:</td>
<td>500</td>
</tr>
</tbody>
</table>

Midterm and Final Exams

Midterm and final exams may include multiple choice, true-false, short answer and essay questions on readings and case studies from the text. The exams may also include questions drawn from lectures and remarks by guest speakers. The midterm is worth 150 points; the final is worth 150 points. (300 points)

Group Participation

Group Participation is graded by your peers based on your participation in the final project. Using a Group Participation Evaluation Sheet each member of the group will confidentially rate the other members of his/her group based on 5 areas on a scale of 1 to 5. Each person will then be given an overall score. The Evaluation Sheets will be distributed during your work on the project. (30 points)
Class Participation

Discussion and analysis of issues addressed in lectures, readings and by guest speakers are important components of the course. Plan to come to class with your ideas and be prepared to express them. Note that attendance and participation are not the same.

Here are factors that can increase a participation grade:

- Meaningful contributions to discussion
- Comments that reflect the student’s understanding of assigned readings
- Engaging guest speakers
- Willingness to contribute to discussion when others aren’t
- High frequency of contributions
- Improvement in these areas during the semester

Here are factors that can detract from a participation grade:

- Comments that suggest the student has not done the assigned reading
- Comments that restate what others have said
- Infrequent contributions
- Failure to participate

(100 points)

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Final Numerical Grade Calculation (+/-):

<table>
<thead>
<tr>
<th>Grade</th>
<th>Score</th>
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<tbody>
<tr>
<td>A</td>
<td>93-100</td>
</tr>
<tr>
<td>A-</td>
<td>90-92</td>
</tr>
<tr>
<td>B+</td>
<td>87-89</td>
</tr>
<tr>
<td>B</td>
<td>84-86</td>
</tr>
<tr>
<td>B-</td>
<td>80-83</td>
</tr>
<tr>
<td>C+</td>
<td>77-79</td>
</tr>
<tr>
<td>C</td>
<td>74-76</td>
</tr>
<tr>
<td>C-</td>
<td>70-73</td>
</tr>
<tr>
<td>D+</td>
<td>67-69</td>
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<tr>
<td>D</td>
<td>64-66</td>
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<tr>
<td>D-</td>
<td>60-63</td>
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<tr>
<td>Day</td>
<td>Date</td>
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<tr>
<td>1</td>
<td>August 30</td>
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<tr>
<td>2</td>
<td>September 6</td>
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<tr>
<td>3</td>
<td>September 13</td>
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<td>4</td>
<td>September 20</td>
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<td>5</td>
<td>September 27</td>
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<td>6</td>
<td>October 4</td>
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<td>7</td>
<td>October 11</td>
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<td>8</td>
<td>October 18</td>
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<td>9</td>
<td>October 25</td>
</tr>
<tr>
<td>10</td>
<td>November 1</td>
</tr>
<tr>
<td>Date</td>
<td>Event Description</td>
</tr>
<tr>
<td>------------</td>
<td>--------------------------------------------------------</td>
</tr>
<tr>
<td>November 8</td>
<td>Site visit: RFK Stadium</td>
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<tr>
<td>November 15</td>
<td>International Sports &amp; Events and Sport &amp; Entertainment Agencies</td>
</tr>
<tr>
<td>NO CLASS</td>
<td>- Thanks giving</td>
</tr>
<tr>
<td>November 29</td>
<td></td>
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<tr>
<td>December 13</td>
<td></td>
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**Grading Guidelines for GWSB**

The following are guidelines for grade distributions for GWSB classes.

The suggested ranges are based on feedback from faculty. Each year the Dean’s office will share with Faculty these averages for the entire school as well as by department and program.

The differences in grade guidelines reflect variations in core/non-core classes.

<table>
<thead>
<tr>
<th>Undergraduate Classes</th>
<th>Average GPA Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>BADM</td>
<td>2.9 – 3.3</td>
</tr>
<tr>
<td>Non-BADM</td>
<td>3.0 – 3.4</td>
</tr>
</tbody>
</table>