

## Washtenaw Community College Comprehensive Report

### BMG 168 Facilities and Event Management Effective Term: Fall 2020

#### Course Cover

**Division:** Business and Computer Technologies

**Department:** Business

**Discipline:** Business Management

**Course Number:** 168

**Org Number:** 13200

**Full Course Title:** Facilities and Event Management

**Transcript Title:** Facilities and Event MGT

**Is Consultation with other department(s) required:** No

**Publish in the Following:** College Catalog , Time Schedule , Web Page

**Reason for Submission:** New Course

**Change Information:**

**Rationale:** The purpose of this proposed class is to be part of a proposed Sports and Entertainment associate's degree.

**Proposed Start Semester:** Fall 2021

**Course Description:** In this course, students are introduced to the three major components of facility management: event management, risk management and venue management. Students will also learn management principles related to the operation, planning and design of new or existing venues. This course also surveys the role of media and news and their impact on sports and entertainment management.

#### Course Credit Hours

**Variable hours:** No

**Credits:** 3

**Lecture Hours: Instructor:** 45 **Student:** 45

**Lab: Instructor:** 0 **Student:** 0

**Clinical: Instructor:** 0 **Student:** 0

**Total Contact Hours: Instructor:** 45 **Student:** 45

**Repeatable for Credit:** NO

**Grading Methods:** Letter Grades

Audit

**Are lectures, labs, or clinicals offered as separate sections?:** NO (same sections)

#### College-Level Reading and Writing

College-level Reading & Writing

#### College-Level Math

No Level Required

#### Requisites

#### General Education

#### Request Course Transfer

**Proposed For:**

Eastern Michigan University  
Wayne State University  
Other :

**Student Learning Outcomes**

1. Recognize and apply event planning and management strategies to sports and entertainment facility operations.

**Assessment 1**

Assessment Tool: Outcome-related exam questions

Assessment Date: Fall 2024

Assessment Cycle: Every Three Years

Course section(s)/other population: All sections

Number students to be assessed: All students

How the assessment will be scored: Answer key

Standard of success to be used for this assessment: 70% of students will score 70% or higher on the outcome related questions

Who will score and analyze the data: Departmental faculty

2. Evaluate the major risk management strategies that apply to the facility in the sports and entertainment industries.

**Assessment 1**

Assessment Tool: Outcome-related exam questions

Assessment Date: Fall 2024

Assessment Cycle: Every Three Years

Course section(s)/other population: All sections

Number students to be assessed: All students

How the assessment will be scored: Answer key

Standard of success to be used for this assessment: 70% of students will score 70% or higher on the outcome related questions

Who will score and analyze the data: Departmental faculty

3. Identify the major facility management principles in the operation, planning and design of a new or existing venue.

**Assessment 1**

Assessment Tool: Outcome-related exam questions

Assessment Date: Fall 2024

Assessment Cycle: Every Three Years

Course section(s)/other population: All sections

Number students to be assessed: All students

How the assessment will be scored: Answer key

Standard of success to be used for this assessment: 70% of students will score 70% or higher on the outcome related questions

Who will score and analyze the data: Departmental faculty

**Course Objectives**

1. Identify and apply the principles of a tender process.
2. Identify and implement aspects of financial management to a sports facility.
3. Describe the implementation of the internal processes in a sports facility.
4. Recognize the resources, capabilities and skills of people who work collaboratively in a facility.
5. Describe quality control methods used in sports facility services.
6. Assess and evaluate a venue and/or its event management through risk management.
7. Assess the event's bidding, staffing, budgeting, sponsorship, and day management.
8. Understand the role of media promotions, relations and social media.

9. Develop a thorough knowledge of current events and how it impacts sports management.
10. Describe how to apply knowledge learned in this course to real-world situations.

### New Resources for Course

#### Course Textbooks/Resources

Textbooks

Kastel, M. and Fried, G.. *Managing Sport Facilities*, 3rd ed. Human Kinetics, Inc., 2015, ISBN: 9781450468114.

Manuals

Periodicals

Software

#### Equipment/Facilities

Level I classroom

Off-Campus Sites

<u>Reviewer</u>	<u>Action</u>	<u>Date</u>
<b>Faculty Preparer:</b> <i>Anthony Terry</i>	<i>Faculty Preparer</i>	<i>Mar 18, 2020</i>
<b>Department Chair/Area Director:</b> <i>Douglas Waters</i>	<i>Recommend Approval</i>	<i>Mar 20, 2020</i>
<b>Dean:</b> <i>Eva Samulski</i>	<i>Recommend Approval</i>	<i>Mar 25, 2020</i>
<b>Curriculum Committee Chair:</b> <i>Lisa Veasey</i>	<i>Recommend Approval</i>	<i>Apr 22, 2020</i>
<b>Assessment Committee Chair:</b> <i>Shawn Deron</i>	<i>Recommend Approval</i>	<i>May 01, 2020</i>
<b>Vice President for Instruction:</b> <i>Kimberly Hurns</i>	<i>Approve</i>	<i>May 05, 2020</i>