**Instructor Information**
Calvin Nite, PhD  
Office: PEB 210D, New College offices  
Office Hours: By Appointment  
Email: calvin.nite@unt.edu

**Course Materials**
- **Recommended Text:** *Managing Sport Events*  
  Greenwell, T. C., Danzey-Bussell, & Shonk, D. J. (2014)  
  Human Kinetics  

Course Websites: unt.instructure.com (Canvas);

**Course Description:**

This class is designed to provide students with hands-on experience regarding the administration, programming, and supervision of sport and special events. Study areas include the specialized knowledge, skills, and understandings required of the professional involved in the programming and administration of sport and special events in agencies, institutions, industries, and communities. Given the experiential learning design of this course, classes will generally be structured as workshops wherein students will work toward defined ends with the direction of the instructor and partnering organizations.

**Course Learning Objectives:**

After completing this course, students should be able to:

1. Identify organizations and associations responsible for the provision and regulation of sport events.
2. Understand the skills of planning, organizing, publicizing, scheduling, and conducting sport and special events in public and private settings.
3. Develop skills in administering sport events with regard to funding, risk management, personnel management, purchasing, and record keeping.
4. Assess the impact of sport events on community stakeholders.
5. Assess the success of sport events from multiple perspectives and provide insights for improvement.

**Grading Structure & Student Learning Outcome Evaluation**

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Student Learning Outcomes Evaluated</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Texas Sport Entertainment Industry Conference</td>
<td>1, 2, 3</td>
<td>25</td>
</tr>
<tr>
<td>(TSEIC) Engagement</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TSEIC Evaluation Report</td>
<td>4, 5</td>
<td>10</td>
</tr>
<tr>
<td>TSEIC 2020 Plan</td>
<td>1, 2, 3</td>
<td>10</td>
</tr>
<tr>
<td>TSEIC Reflection Paper</td>
<td></td>
<td>5</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>50</strong></td>
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</table>

**Grading Scale:**

- 45-50 A
- 44-40 B
- 35-39 C
- 30-34 D
- ≤ 30 F
Course Policies:

**Class Decorum**
Students will be held accountable for their words and actions in this class. Professionalism will be an element of every graded assignment. Students are expected to arrive at class on time and dressed professionally (business casual minimum). Students who do not adhere to the professional expectations of this class will lose one letter grade from their final grades per unprofessional instance. These can include but are not limited to the following: unprofessional email etiquette, dressing unprofessionally for class, not showing up for scheduled meetings with organizations working with the course, not preparing for class (e.g. reading the assigned material, not completing necessary assignments for class, etc.), and not participating in class discussions. Students will be notified by the professor of instances that are deemed unprofessional and when their grades have been reduced.

**Class Attendance**
Students are expected to attend class and be on time for class meetings. Students who miss assignments or learning activities due to absence or tardiness **WILL NOT BE ALLOWED TO MAKE UP MISSED ASSIGNMENTS OR ACTIVITIES** without documentation from a university sponsored trip, religious holy day observance, or documented illness. If students are going to have university excused absences, they should make every effort to notify the instructor PRIOR to the absence to obtain the make-up work for the missed class. For each unexcused absence, a student’s final grade will be dropped one letter grade. Students who are tardy to class (without approval from the instructor) will be given an unexcused absence and will have their final grade dropped by one letter. The professor will maintain attendance/tardy records and students will be informed when they have accrued an unexcused absence or tardy.

**Late Work & Extra Credit**
Any exams or assignments missed without prior arrangements being made or in compliance with previously outlined policies may not be made up. Also **NO EXTRA CREDIT WILL BE GIVEN, SO PLEASE DO NOT APPROACH THE INSTRUCTOR ABOUT IT!!!** Students will be given ample opportunities throughout the semester to earn their desired grades.

**Academic Integrity**
Students caught cheating or plagiarizing will receive a "0" for that particular assignment or exam [or specify alternative sanction, such as course failure]. Additionally, the incident will be reported to the Dean of Students, who may impose further penalty. According to the UNT catalog, the term "cheating" includes, but is not limited to: a. use of any unauthorized assistance in taking quizzes, tests, or examinations; b. dependence upon the aid of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems, or carrying out other assignments; c. the acquisition, without permission, of tests or other academic material belonging to a faculty or staff member of the university; d. dual submission of a paper or project, or resubmission of a paper or project to a different class without express permission from the instructor(s); or e. any other act designed to give a student an unfair advantage. The term "plagiarism" includes but is not limited to: a. the knowing or negligent use by paraphrase or direct quotation of the published or unpublished work of another person without full and clear acknowledgment; and b. the knowing or negligent unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials.

**Acceptable Student Behavior**
Student behavior that interferes with an instructor’s ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom and the instructor may refer the student to the Dean of Students to consider whether the student's conduct violated the Code of Student Conduct. The university's expectations for student conduct apply to all instructional forums, including university and electronic classroom, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at http://deanofstudents.unt.edu.

**Access to Information - Eagle Connect**
Your access point for business and academic services at UNT occurs at http://www.my.unt.edu. All official communication from the university will be delivered to your Eagle Connect account. For more information, please visit the website that explains Eagle Connect and how to forward your e-mail: http://eagleconnect.unt.edu/.

**ADA Statement**
The University of North Texas makes reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request accommodations at any time, however, ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. For additional information see the Office of Disability Accommodation website at http://disability.unt.edu. You may also contact them by phone at (940) 565-4323.
**Emergency Notification & Procedures**
UNT uses a system called Eagle Alert to quickly notify you with critical information in the event of an emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). The system sends voice messages (and text messages upon permission) to the phones of all active faculty staff, and students. Please make certain to update your phone numbers at [http://www.my.unt.edu](http://www.my.unt.edu). Some helpful emergency preparedness actions include: 1) know the evacuation routes and severe weather shelter areas in the buildings where your classes are held, 2) determine how you will contact family and friends if phones are temporarily unavailable, and 3) identify where you will go if you need to evacuate the Denton area suddenly. In the event of a university closure, please refer to Blackboard for contingency plans for covering course materials.

**Retention of Student Records**
Student records pertaining to this course are maintained in a secure location by the instructor of record. All records such as exams, answer sheets (with keys), and written papers submitted during the duration of the course are kept for at least one calendar year after course completion. Course work completed via the Blackboard online system, including grading information and comments, is also stored in a safe electronic environment for one year. You have a right to view your individual record; however, information about your records will not be divulged to other individuals without the proper written consent. You are encouraged to review the Public Information Policy and the Family Educational Rights and Privacy Act (FERPA) laws and the university’s policy in accordance with those mandates at the following link: [http://essc.unt.edu/registrar/ferpa.html](http://essc.unt.edu/registrar/ferpa.html)

**Student Perceptions of Teaching (SPOT)**
Student feedback is important and an essential part of participation in this course. The Student Perceptions of Teaching (SPOT) evaluation is a requirement for all organized classes at UNT. This short survey will be made available at the end of the semester to provide you with an opportunity to evaluate how this course is taught.

**Succeed at UNT**
UNT endeavors to offer you a high-quality education and to provide a supportive environment to help you learn and grown. And, as a faculty member, I am committed to helping you be successful as a student. Here’s how to succeed at UNT: Show up. Find Support. Get advised. Be prepared. Get involved. Stay focused. To learn more about campus resources and information on how you can achieve success: [http://success.unt.edu/](http://success.unt.edu/).
Assignments:

**Texas Sport Entertainment Industry Conference (TSEIC) Engagement (25 points): Learning Outcomes – 1, 2, 3**

The First Annual Texas Sport Entertainment Industry Conference will be held February 15, 2019. The event will consist of industry panels, keynote speakers, and a career fair for students. This inaugural event is meant to establish the UNT Sport and Entertainment Management program as an industry leader in the Dallas/Fort Worth region and beyond. The conference is also designed to provide students with opportunities to network with sport and entertainment executives. Students from this class will be tasked with working with Frisco staff and Dr. Bob Heere to implement and evaluate the event. Each week, students will be provided with specific tasks to be completed for the event. Further, students should make every effort to attend the event. Indeed, students will be gain hands on experience on the planning, execution, and evaluation of sport and special events. Grading will be as follows. There are five weeks until the TSEIC. Every week leading up to the event, students will be given specific tasks to be completed prior to the next class meeting. Students/groups who complete the tasks to the desired standards of Frisco staff, Dr. Heere, and Dr. Nite will receive 5 points per week. Students/groups who do not complete their assigned tasks to the desired standards will receive zero points. Frisco staff, Dr. Heere, and Dr. Nite will confer prior to each class to evaluate the efforts of the students/groups.

**Reports of unprofessional or inappropriate behavior from organizational representatives will result in severe grade repercussions. Behaviors deemed unprofessional or inappropriate may include but are not limited to the following: failure to attend scheduled meetings, arriving late to scheduled meetings, using offensive language, wearing inappropriate attire, etc. Punishments for these violations may included but are not limited to loss of points on the final grade, receiving a zero for the marketing plan assignment, and/or being dropped from the class. Students will be held accountable for their behavior.**

**TSEIC Evaluation Report (10 points): Learning Outcomes – 4, 5**

Students will work closely with Dr. Heere and Dr. Nite to develop criteria and methods for evaluating the TSEIC. Students/groups will be required to collect the desired data from the event and compile a report based on the criteria provided.

**Written report (5 points).** Students will develop a professional report detailing the impact of the TSEIC based upon the provided criteria. Details of the precise expectations will emerge throughout the semester and students will provided specific instructions.

**Report presentation (5 points).** Students will compile the findings from the event evaluation and deliver a professional presentation to interested stakeholders. Details of the precise expectations will emerge throughout the semester and students will provided specific instructions.

**TSEIC 2020 Plan (10 points): Learning Outcomes – 1, 2, 3**

At the conclusion of the TSEIC conference, students will begin the process of planning the 2nd Annual TSEIC. Students will work closely with Frisco staff, Dr. Bob Heere, and Dr. Nite to accomplish specific tasks to aid in the planning of the 2nd Annual TSEIC. Grading will be as follows. There are five weeks until the TSEIC. Every week leading up to the event, students will be given specific tasks to be completed prior to the next class meeting. Students/groups who complete the tasks to the desired standards of Frisco staff, Dr. Heere, and Dr. Nite will receive 2 points per week. Students/groups who do not complete their assigned tasks to the desired standards will receive zero points. Frisco staff, Dr. Heere, and Dr. Nite will confer prior to each class to evaluate the efforts of the students/groups.

**TSEIC Reflection Paper (5 points)**

At the end of the course, each student will write an essay critically assessing their experiences in the course. This essay will be approximately two to three pages and will provide students the opportunity to reflect upon how their experiences in this class impacted to their learning of the course content. Students will also provide their thoughts on the strengths and weaknesses of the course. Finally, students will offer suggestions on how the course could be improved.
**Tentative Course Schedule**

<table>
<thead>
<tr>
<th>Week 1</th>
<th>Thursday (1/17)</th>
<th>Syllabus, Course and TSEIC Introduction</th>
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<tbody>
<tr>
<td>Week 2</td>
<td>Thursday (1/24)</td>
<td>TSEIC planning and logistics</td>
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<tr>
<td>Week 3</td>
<td>Thursday (1/31)</td>
<td>TSEIC planning and logistics</td>
</tr>
<tr>
<td>Week 4</td>
<td>Thursday (2/7)</td>
<td>Developing evaluation tools and criteria</td>
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<tr>
<td>Week 5</td>
<td>Thursday (2/14)</td>
<td>TSEIC set up and logistics</td>
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**First Annual Texas Sport Entertainment Industry Conference (8:30 a.m. – 5:00 p.m.)**

<table>
<thead>
<tr>
<th>Week 6</th>
<th>Thursday (2/21)</th>
<th>TSEIC recap</th>
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<tbody>
<tr>
<td>Week 7</td>
<td>Thursday (2/28)</td>
<td>TSEIC evaluation workshop</td>
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<tr>
<td>Week 8</td>
<td>Thursday (3/7)</td>
<td>TSEIC evaluation report</td>
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**Spring Break (3/11 – 3/15)**

<table>
<thead>
<tr>
<th>Week 9</th>
<th>Thursday (3/21)</th>
<th>2020 TSEIC planning</th>
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<tbody>
<tr>
<td>Week 10</td>
<td>Thursday (3/28)</td>
<td>2020 TSEIC planning</td>
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<tr>
<td>Week 11</td>
<td>Thursday (4/4)</td>
<td>2020 TSEIC planning</td>
</tr>
<tr>
<td>Week 12</td>
<td>Thursday (4/11)</td>
<td>2020 TSEIC planning</td>
</tr>
<tr>
<td>Week 13</td>
<td>Thursday (4/18)</td>
<td>2020 TSEIC planning</td>
</tr>
<tr>
<td>Week 14</td>
<td>Thursday (4/25)</td>
<td>2020 TSEIC presentation</td>
</tr>
<tr>
<td>Week 15</td>
<td>Thursday (5/2)</td>
<td>End of year celebration; Reflection Paper due</td>
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*There may be instances where we have unannounced guest speakers. In those instances, the course content will be covered in subsequent lectures.*