Faculty is required to have the outline submitted to the Academic Affairs Office. The course outline is the form used for approval of new courses by the Academic Affairs and Standards Council.

DEPT. PHED COURSE NUMBER: 2020

NUMBER OF CREDITS: 4

COURSE TITLE: Introduction to Event and Facilities Management

CATALOG DESCRIPTION: Introduces students to the study of the principles, guidelines, and recommendations for planning, constructing, using, and maintaining indoor and outdoor sport industry facilities. The introduction to grant writing for the purpose of learning funding mechanisms, when designing, maintaining, and growing of sports facilities and programs.

AUDIENCE: Registered college students that are interested in event and facilities management with an emphasis in the sport marketing field.

FULFILLS MN TRANSFER CURRICULUM AREA(S) (Leave blank if not applicable)
Area: by meeting the following competencies:
Area: by meeting the following competencies:
Area: by meeting the following competencies:

PREREQUISITES OR NECESSARY ENTRY SKILLS/KNOWLEDGE: PHED 1101 and NSCI 1100

LENGTH OF COURSE: One Semester

THIS COURSE IS USUALLY OFFERED:
Every other year [ ] fall [x] spring [ ] summer [ ] undetermined [ ]

Four goals are emphasized in course at Minnesota West Community & Technical College:

1) ACADEMIC CONTENT: The academic objectives of this course are:
   a. Have a general knowledge of facilities planning in the sports industry.
   b. Know the basic concepts of designing and managing sports facilities.
   c. Know the process of writing and submitting grants.
   d. To have an understanding of federal, state, and local laws and environmental issues when designing and building sports facilities.
   e. Know the process of planning and managing sporting events.
2) THINKING SKILLS: This course will help students improve the effectiveness of their thinking skills through:
   a. Understanding building and event planning and design concepts as they relate to the sports industry.
   b. Researching of information and the organizing of group and individual presentations.
   c. Analytical thinking for appropriate problem-solving techniques.

3) COMMUNICATIONS SKILLS: This course will help students improve their oral and written communication skills through:
   a. Interactive lecture/group and individual presentations.
   b. To discuss oral and written interpretations of the effects upon sport as it relates to societal changes.

4) HUMAN DIVERSITY: This course will help students recognize, understand, and appreciate human diversity through:
   a. Working with others in a small group setting.
   b. The fostering of a classroom that is sensitive, respectful, and “safe” for the exploration of diversity issues as they relate to sport.

TOPICS TO BE COVERED:
- Building and event concepts as they relate to the sports industry
- S.W.O.T. analysis as related to facility design and grant writing
- Perspectives in consumer behavior when dealing with event planning
- Licensed and branding with sport facilities
- Environmental issues when constructing and maintaining sports facilities
- Electronic media and public relations when planning events and the designing and building of new sport facilities
- Legal aspects of managing sporting events along with the construction and maintaining of sporting facilities

LIST OF EXPECTED COURSE OUTCOMES: To gain an overall knowledge of event planning and management, grant writing, facility design, and environmental and legal issues as they pertain to the sports industry.

LEARNING/TEACHING TECHNIQUES used in the course are:
- Collaborative Learning
- Problem Solving
- Student Presentations
- Interactive Lectures
- Creative Projects
- Individual Coaching
- Lecture
- Films/Videos/Slides
- Demonstrations
- Other (describe below)
- Lab

ASSIGNMENTS AND ASSESSMENTS FOR THIS CLASS INCLUDE:
- Reading
- Tests
- Individual Projects
- Oral Presentations
- Worksheets
- Collaborative Projects
- Textbook Problems
- Papers
- Portfolio
- Group Problems
- Term Paper
EXPECTED STUDENT LEARNING OUTCOMES:

- Students will identify environmental issues and the effects they have on the sports industry
- Students will demonstrate appropriate communication skills
- Students will define S.W.O.T. analysis and demonstrate a knowledge of the four areas
- Students will define and describe the different areas of grant writing related to the sports industry
- Students will define and describe the legal aspects of licensing and branding in the sports industry
- Students will demonstrate a knowledge of facilities design through written communication
- Students will demonstrate knowledge of event planning and management through oral presentation

Veteran Services: Minnesota West is dedicated to assisting veterans and eligible family members in achieving their educational goals efficiently. Active duty and reserve/guard military members should advise their instructor of all regularly scheduled military appointments and duties that conflict with scheduled course requirements. Instructors will make every effort to work with the student to identify adjusted timelines. If you are a veteran, please contact the Minnesota West Veterans Service Office.

The information in this course outline is subject to revision

To receive reasonable accommodations for a documented disability, please contact the campus Student Services Advisor or campus Disability Coordinator as arrangements must be made in advance. In addition, students are encouraged to notify their instructor.

This document is available in alternative formats to individuals with disabilities by contacting the Student Services Advisor or by calling 800-658-2330 or via your preferred Telecommunications Relay Service.

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