

University of North Texas

G. Brint Ryan College of Business

SENM 5200: Sport Event and Venue Management

I. General Course Information.

Credit Hours.	Three (3)
Semester.	Summer 2026 [8-week]
Instructor.	Misun Won, PhD (Misun.Won@unt.edu)
Virtual Office.	Link shared in Canvas
Office Hours.	Tuesday 8:00-9:00PM , or by appointment
Seminar Time.	Instructor will address questions on readings and lecture content in Canvas; students will write an essay regarding module questions. Additionally, students will work in groups to design a VIP hospitality event that would be hosted around the LA Olympics.
Course Website.	www.canvas.unt.edu Students are encouraged to check the website daily for communications, postings, deadlines, and updates.

II. Course Overview.

Sport event and venue operations are an integral component to sport management regardless of the level of the industry. Annually, billions of dollars are invested in maintaining and building sport facility infrastructure and sport events housed in these venues are an integral part of the US economy. Understanding how to maximize venue usage through proper event planning and management is critical to the success of the many sport organizations.

In this class, students will first learn the proper strategies to plan for new sport entertainment venues and manage existing ones. The focus in the course is how to maximize the usage of the venue, through the bidding process for events, and/or the scheduling of events already in the portfolio. Students will delve into the logistics of turning over the facility in between events, staffing the events, and maximizing the revenue that could be generated for these events. Subsequently, they will learn about the various managerial components that occur during the event implementation stage such as risk management and security, crowd management, and managing the back and front of the house. The class will conclude with event evaluation strategies that include leveraging and impact analyses. By the end of this course, students will be able to utilize strategies to properly plan, manage, and evaluate facilities and events based on sound theoretical and practical strategies found in the sport entertainment industry.

III. Course Learning Objectives.

Upon successful completion of this course, the student will be able to:

1. Explain the relationship between sport facilities and events.
2. Investigate and interpret strategies for risk management, scheduling, and operation management.
3. Explore the challenges, issues, and trends associated with event design and the experience economy.

4. Evaluate and plan a successful bid process.
5. Conduct a feasibility study and needs assessment for sport facilities.
6. Evaluate an event's performance and impact on the community.

IV. **Required Readings.**

- All required readings will be posted in the Canvas modules

V. **Course Format | Expectations | Course Policies.**

- **Academic Integrity Policy.** According to UNT Policy 06.003, Student Academic Integrity, academic dishonesty occurs when students engage in behaviors including, but not limited to cheating, fabrication, facilitating academic dishonesty, forgery, plagiarism, and sabotage.
 - Some of the most common examples of academic integrity violations include plagiarism or cheating, such as unauthorized assistance on examinations, homework, research papers or case analyses. Your work must be entirely your own. When working on assignments, you should not discuss your work with others unless approved by the course instructor. Group assignments should only be discussed with members assigned to your group, and all group members may be held accountable in some way for known academic integrity violations in a group assignment.
 - Another example of academic dishonesty relates to improper attribution. When preparing your assignments, you must cite all outside sources in the manner requested by your instructor. Copying or using material from any source prepared by or previously submitted by others, at UNT or other institutions, or downloaded from the Internet, is plagiarism. Unless directed otherwise in an assignment, large scale “cutting and pasting” from other sources, even if properly cited, is not appropriate. You should synthesize this material in your own words and provide a reference.
 - ChatGPT and other AI assistance: Students may not use ChatGPT or other AI software to complete their work. Students may use this kind of technology for brainstorming or early drafting, but nothing else. Canvas will scan each written assignment for an AI likability score.
 - ✓ The use of AI for quizzes is prohibited. If Dr. Won suspect a student’s use of AI in their responses to short answer questions, Dr. Won will give a 0-credit to the particular quiz (not only for the short-answer question). If the student did not use AI but got a 0-credit, they must contact Dr. Won immediately to justify their responses.
 - ✓ The use of AI for assignments and presentations should be approved by Dr. Won in advance. If approved, every use of AI should be followed by an appropriate disclaimer. However, if a student is discovered to have used AI to generate their entire (or near entire) work, **that student will receive a zero on the assignment.**

A finding of academic dishonesty may result in a range of academic penalties or sanctions from admonition (a warning) to expulsion from the University.

- **Format.** The course takes place 100% online via Canvas. The composition of this course consists of assigned readings, independent research, and application of knowledge in assignments. Although the structure of the course provides flexibility for students, the

course is **not self-paced**. There are **deadlines for each assignment** to ensure students do not fall behind during the fast-paced 8-week term.

- **Expectation.** The goal of this course is to examine sport event and venue operations within the sport entertainment industry. Management systems will be discussed that include capacity management, bidding on events, risk management and security, and front and back of house management. Issues of volunteer recruitment and management, event evaluation, and sustainability will be addressed so students will gain the capacity to plan, deliver, and evaluate the event experience.
 - **Active participation in group work** is essential to succeed in this course. Students will be assigned to groups and will work as a group to complete semester-long projects. If anyone in the group is not actively participating (e.g., no communication, not meeting pre-set deadlines by groups, not contributing), students should let Dr. Won know immediately. Peer evaluation on each group work is recommended, especially for the group with less participating students. **Those who are not actively participating may receive point adjustments based on peer comments and evaluation.**
 - Active participation for each module is expected. There is an expectation that each student (and group) will read the assigned articles, undertake independent research, respond to the review questions, actively consume the online module contents, take the weekly quizzes, and actively apply their knowledge and learning in each assignment.
- **Assignments.** All assignments and quizzes are due on time. No late assignments accepted, unless you have prior arrangements with the instructor.
 - All written assignments are to be error-free (i.e., grammar, punctuation, spelling, flow, and general composition) and are expected to follow APA (7th) format particularly for the source citations. Follow the assignments guidelines for assignment formatting and submissions instructions.
 - If students use any previously published journals or work in their papers, those work should be cited in-text and in a reference page.
 - When saving and uploading each assignment, they should be titled as course title, assignment title, and student’s last name (e.g. **SENM5200 – Deliverable 1 – Won**).
 - PDF submissions are not allowed (unless instructed). Microsoft Office Suite® and Adobe PDF Reader are the official software packages for this class. You are enrolled in a College of Business class therefore, you may obtain a free-of-charge copy at [Licensing Agreement](#). Do not upload assignments in Pages®, Word Perfect®, or linked to Google Docs®.

VI. Course Evaluation.

Assignments.	Learning Outcome.	Points.	Due.	
8 Quizzes @ 5 points each (Online)	1 - 6	40	See the schedule	Individual
Module Essay (Online)	1 - 6	15	7/12/26	Individual

Samsung's Hospitality Event at the LA Olympics		45 total		
▪ Deliverable 1	1-6	15	6/15/26	Group
▪ Deliverable 2		15	7/5/26	
▪ Deliverable 3		15	7/20/26	
Total Points Possible		100		

VII. Grading:

- A 90–100
- B 80–89
- C 70–79
- D 60–69
- F ≤59
- Note: Grades are not rounded to the closest digit.

VIII. Assignments.

1. Weekly Quizzes (8 quizzes | 40 points total | Learning Outcome 1-6).

From weeks 1 to 8, there will be one weekly online multiple-choice quiz. Questions derived from the lecture and assigned readings for that particular module will test student comprehension and recall. Each quiz will be 10 questions worth a total of 5 points. Each quiz consists of multiple choice, True/False questions, short answers (or fill-in-the blanks), and short essays. Each quiz is timed at 25-50 minutes. Students are allowed to use class notes during each quiz, however, it is encouraged that they review their notes prior to taking quizzes, as the time allowed may not be enough for them to go back and forth in their notes. When responding to short answer questions, students must synthesize research (and utilize their readings) and cite the sources. Failure to do so will result in a deduction. Additionally, the use of AI for quizzes is prohibited. If Dr. Won suspects a student's use of AI in their responses to short answer questions, Dr. Won will give a 0-credit to the particular quiz. If the student did not use AI but got a 0-credit, they must contact Dr. Won immediately to justify their responses.

2. Module Essay Assignment (1 Essay | 15 points total | Learning Outcome 1-6).

Students will individually work on this assignment to apply their learning from Module 1 through 8 into one essay. Each student is required to choose **one** of 8 modules and write their responses to the module questions. The complete essay should be in 600-850 words. When responding to the questions, students need to critically think and apply their learning and knowledge from the modules to the listed questions (see Canvas). All the research and module contents should be cited in text and under the reference section, using APA 7th edition.

Submit your answers in a Word Document (not a PDF file) and save your file as SENM5200-Essay-[Your Last Name] (e.g. SENM5200-Essay-Won).

Late submission receives a 15% deduction (i.e. 2.25 points).

3. Samsung's Hospitality Event at the 2028 Olympics – Event Planning (3 Deliverables | 45 points total | Learning Outcome 1-6)

Throughout the semester, students (in a group of 3) will work on planning an event that will be hosted around the 2028 LA Olympics. Each group is considered an event management

firm that Samsung has reached out in order to organize and execute their very first VIP hospitality event at the Olympics. Samsung has sponsored the Olympics for many years now and has held an experience exhibit center at the previous Olympics (particularly at the 2018 Olympics and Paralympics in Korea). The objective of this semester-long project is to build a feasible program for Samsung as an event management firm to activate a hospitality event near the final match of your choice of sports in Los Angeles in 2028 and provide some entertaining activities such as sweepstakes.

The project consists of three deliverables.

Students should submit a PowerPoint file for each deliverable that includes (a) voice recordings on each slide and (b) presentation pitch (or explanations of each slide) under speakers' notes on each slide.

Note: Active and consistent participation in this group work is essential for this group project. If a student in a group participates less, continues to fail to meet pre-arranged deadlines within a group, less contributes to the deliverables, this group must inform Dr. Won immediately and submit a peer evaluation. If this happens to any group, those groups will get two different grading settings:

- The grading for that student who caused this ineffective group work will be solely based on this student's part in the decks, not affecting other students,
- The grading for remaining students will be based on the remaining parts (completed by those students) in the decks.

IX. UNT Policies | Disabilities | Student Help | Emergency Notifications.

Accommodating Students with Disabilities. UNT makes reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Access (ODA) to verify their eligibility. If a disability is verified, the ODA will provide a student with an accommodation letter to be delivered to faculty to begin a private discussion regarding one's specific course needs. Students 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. Students are strongly encouraged to deliver letters of reasonable accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information, refer to the Office of Disability Access website at <http://www.unt.edu/oda>. You may also contact ODA by phone at (940) 565-4323.

Emergency Notification & Procedures. UNT uses a system called Eagle Alert to quickly notify students 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). In the event of a university closure, please refer to Canvas for contingency plans for covering course materials.

Connectivity Requirements. The University is committed to providing a reliable online course system to all users. However, in the event of any unexpected server outage or any

unusual technical difficulty which prevents students from completing a time sensitive assessment activity, the instructor will extend the time windows and provide an appropriate accommodation based on the situation. Students should immediately report any problems to the instructor and contact the UNT Student Help Desk: helpdesk@unt.edu or 940.565.2324 and obtain a ticket number. The instructor and the UNT Student Help Desk will work with the student to resolve any issues at the earliest possible time. For additional support, visit Canvas Technical Help.

Student Support Services

UNT provides mental health resources to students to help ensure they have numerous outlets to turn to regardless of the nature of an issue or its severity. Listed below are several resources on campus that can support students' academic success and mental well-being:

- Student Health and Wellness Center (<https://studentaffairs.unt.edu/student-health-and-wellness-center>)
- Counseling and Testing Services (<https://studentaffairs.unt.edu/counseling-and-testing-services>)
- UNT Care Team (<https://studentaffairs.unt.edu/care>)
- UNT Psychiatric Services (<https://studentaffairs.unt.edu/student-health-and-wellness-center/services/psychiatry>)
- Individual Counseling (<https://studentaffairs.unt.edu/counseling-and-testing-services/services/individual-counseling>)

Other student support services offered by UNT include the following:

- Registrar (<https://registrar.unt.edu/registration>)
- Financial Aid (<https://financialaid.unt.edu/>)
- Student Legal Services (<https://studentaffairs.unt.edu/student-legal-services>)
- Career Center (<https://studentaffairs.unt.edu/career-center>)
- Multicultural Center (<https://exhibits.library.unt.edu/multicultural-center/>)
- Counseling and Testing Services (<https://studentaffairs.unt.edu/counseling-and-testing-services>)
- UNT Food Pantry (<https://deanofstudents.unt.edu/resources/food-pantry>)

UNT offers the following academic support services:

- Academic Resource Center (<https://clear.unt.edu/canvas/student-resources>)
- Academic Success Center (<https://success.unt.edu/asc>)

Sport Event and Venue Operations (Online) | Tentative Course Timeline

Note: The last day of this course is July 24th. Submissions made after 11:59PM July 24th will not be accepted.

Note: There are handful of readings and/or videos to read for each module. See those required materials in Canvas.

Note: The outline of weekly module learnings (listed in the below table) gives an idea of the speed of your reviewing each module. You can absolutely review all modules as early as you want. However, there are particular deadlines for each assignment to be submitted. This ensures no one is falling behind with their learning schedule.

Note: This course timeline is subject to change.

Date.	Topic.	Due. (11:59PM, Sunday)
Week 1 Jun. 1	Module 1 – Event Planning & The Experience Economy	
Week 2 Jun. 8	Module 2 – Facilities Feasibility, Design, & Sustainability	Quiz 1 & Quiz 2 Due June 14 11:59PM
Week 3 Jun. 15	Module 3 – Event Bidding & Competition <i>Deliverable 1 Due</i>	Deliverable 1 Due June 21 11:59PM
Week 4 Jun. 22	Module 4 – Event Evaluation & Impact Analyses	Quiz 3 & Quiz 4 Due June 28 11:59PM
Week 5 Jun. 29	Module 5 – Event Legacies (and Leverage) <i>Deliverable 2 Due</i>	Deliverable 2 Due July 5 11:59PM
Week 6 Jul. 6	Module 6 – Back of the House Booking, Staffing, & Budgeting <i>Module Essay Due by 7/12/26 at 11:59PM</i>	Essay Due July 12 11:59PM
Week 7 Jul. 13	Module 7 – Front-of-the-House Event Productions	Quiz 5 & Quiz 6 & Quiz 7 Due July 19 11:59PM
Week 8 Jul. 20	Module 8 – Risk & Crowd Management <i>Deliverable 3 Due*</i>	Deliverable 3 Due July 20 11:59PM* Quiz 8 Due July 24 11:59PM

*This class does not have a TA who could assist Dr. Won in grading. Hence, **Deliverable 3** is due on Monday, which would allow Dr. Won sufficient time for grading and allow students to appeal their grade (if necessary) before a final grade reporting is due on 7/27/26.