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| <b>DEREE COLLEGE SYLLABUS FOR: SM 3232 SPORT EVENTS MANAGEMENT</b> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | <b>US CR: 3/0/3</b>                         |
| (New Course: Fall 2026)                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | <b>UK LEVEL: 5</b><br><b>UK CREDITS: 15</b> |
| <b>PREREQUISITES:</b>                                              | SM 3102 Sports Marketing                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                             |
| <b>CATALOG DESCRIPTION:</b>                                        | A comprehensive examination of the sports events sector, focusing on the planning, organization, management, and legacy of sports events at local, national, and international levels. Exploration of the interrelationship between sports events and sport tourism, highlighting their social, cultural, and economic significance. Through the integration of theory and practice, students will develop the analytical, organizational, and strategic skills necessary to plan and evaluate sports events within diverse contexts.                                                                                                                                                                                                                                          |                                             |
| <b>RATIONALE:</b>                                                  | The management of sports events represents a vital and expanding area within the global sports industry. This module aims to equip students with the knowledge and practical skills necessary to plan, organize, and evaluate sports events across various contexts, from community-based initiatives to international mega-events. It explores the interrelationship between sports events and sport tourism, emphasizing their economic, social, and cultural significance. Through an applied and analytical approach, students develop key competencies in event planning, stakeholder engagement, risk management, and legacy evaluation. The module supports employability by fostering transferable skills relevant to careers in sport, tourism, and event management. |                                             |
| <b>LEARNING OUTCOMES:</b>                                          | <p>As a result of taking this course, the student should be able to:</p> <ul style="list-style-type: none"> <li>• Demonstrate understanding of the structure, scope, and significance of the sports events sector, including its relationship with sport tourism within the global sports industry.</li> <li>• Apply theoretical frameworks and key principles of event planning, organization, and management to the design and delivery of sports events”.</li> <li>• Analyse and evaluate the economic, social, cultural, and sustainability impacts of sports events, including legacy and ethical considerations.</li> <li>• Develop practical event management solutions using industry-relevant tools and case study applications.</li> </ul>                           |                                             |
| <b>METHOD OF TEACHING AND LEARNING:</b>                            | <p>In congruence with the teaching and learning strategy of the college, the following tools are used:</p> <ul style="list-style-type: none"> <li>• Lectures and class discussions.</li> <li>• Homework assignments.</li> <li>• Site visits</li> <li>• Office hours are held by the instructor to provide further assistance to students.</li> <li>• Use of library facilities for further study and preparation for the exams</li> <li>• Use of the Blackboard course management platform to further support communication, by posting lecture notes, assignment instruction, timely announcements, formative quizzes, and online submission of assignments.</li> </ul>                                                                                                       |                                             |

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| <b>ASSESSMENT:</b>                                                                                                                          | <p>Summative:</p> <table border="1" data-bbox="643 185 1441 510"> <tr> <td>1<sup>st</sup> assessment: <b>Event Planning Report</b><br/><i>Individual assessment</i> — A comprehensive plan for a proposed sport event.</td><td><b>40%</b></td></tr> <tr> <td>2<sup>nd</sup> assessment: <b>Group Presentation: Event–Tourism Integration</b><br/><i>Group assessment</i></td><td><b>30%</b></td></tr> <tr> <td>Final assessment: <b>Reflective Essay: Event Legacy and Management Practice</b><br/><i>Individual assignment</i> — Critical reflection</td><td><b>30%</b></td></tr> </table> <p>Formative:</p> <table border="1" data-bbox="643 584 1441 696"> <tr> <td>One draft for the 1st assessment</td><td><b>0</b></td></tr> <tr> <td>One draft for the 2nd assessment</td><td><b>0</b></td></tr> <tr> <td>One draft for the 3rd assessment</td><td><b>0</b></td></tr> </table> <p>The formative assessments aim to prepare students for the summative assessments.</p> <p>The 1st summative assessment tests Learning Outcomes LO1, LO2, LO3</p> <p>The 2nd summative assessment tests Learning Outcomes LO1, LO3, LO4</p> <p>The 3rd summative assessment tests Learning Outcomes LO3, LO4</p> <p>The final grade for this module will be determined by averaging all summative assessment grades, based on the predetermined weights for each assessment. Students must pass the individual assessments (1st and 3rd) for this module and if the average grade for the module is 40 or higher, students are not required to resit any failed assessments.</p> | 1 <sup>st</sup> assessment: <b>Event Planning Report</b><br><i>Individual assessment</i> — A comprehensive plan for a proposed sport event. | <b>40%</b> | 2 <sup>nd</sup> assessment: <b>Group Presentation: Event–Tourism Integration</b><br><i>Group assessment</i> | <b>30%</b> | Final assessment: <b>Reflective Essay: Event Legacy and Management Practice</b><br><i>Individual assignment</i> — Critical reflection | <b>30%</b> | One draft for the 1st assessment | <b>0</b> | One draft for the 2nd assessment | <b>0</b> | One draft for the 3rd assessment | <b>0</b> |
| 1 <sup>st</sup> assessment: <b>Event Planning Report</b><br><i>Individual assessment</i> — A comprehensive plan for a proposed sport event. | <b>40%</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                             |            |                                                                                                             |            |                                                                                                                                       |            |                                  |          |                                  |          |                                  |          |
| 2 <sup>nd</sup> assessment: <b>Group Presentation: Event–Tourism Integration</b><br><i>Group assessment</i>                                 | <b>30%</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                             |            |                                                                                                             |            |                                                                                                                                       |            |                                  |          |                                  |          |                                  |          |
| Final assessment: <b>Reflective Essay: Event Legacy and Management Practice</b><br><i>Individual assignment</i> — Critical reflection       | <b>30%</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                             |            |                                                                                                             |            |                                                                                                                                       |            |                                  |          |                                  |          |                                  |          |
| One draft for the 1st assessment                                                                                                            | <b>0</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                             |            |                                                                                                             |            |                                                                                                                                       |            |                                  |          |                                  |          |                                  |          |
| One draft for the 2nd assessment                                                                                                            | <b>0</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                             |            |                                                                                                             |            |                                                                                                                                       |            |                                  |          |                                  |          |                                  |          |
| One draft for the 3rd assessment                                                                                                            | <b>0</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                             |            |                                                                                                             |            |                                                                                                                                       |            |                                  |          |                                  |          |                                  |          |
| <b>INDICATIVE READING:</b>                                                                                                                  | <p><b>REQUIRED READING:</b></p> <p>Lawrence, H., &amp; Wells, M. (latest edition). <i>Event management blueprint: creating and managing successful sports events</i>. Kendall Hunt Publishing Company.</p> <p><b>RECOMMENDED READING:</b></p> <ul style="list-style-type: none"> <li>• Chappelet, J. L., &amp; Parent, M. M. (Eds.). (2015). <i>Routledge handbook of sports event management</i>. Routledge.</li> <li>• Greenwell, T. C., Danzey-Bussell, L. A., &amp; Shonk, D. J. (2024). <i>Managing sport events</i>. Human Kinetics.</li> <li>• Masterman, G. (2021). <i>Strategic Sports Event Management</i> (4th ed.). Routledge.</li> <li>• Parent, M. M., &amp; Smith-Swan, S. (2013). <i>Managing Major Sports Events: Theory and Practice</i>. Routledge.</li> <li>• Shone, A. &amp; Parry, B. (2019). <i>Successful Event Management: A Practical Handbook</i> (5th ed.). Cengage.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                             |            |                                                                                                             |            |                                                                                                                                       |            |                                  |          |                                  |          |                                  |          |
| <p><b>INDICATIVE MATERIAL:</b><br/>(e.g. audiovisual, digital material, etc.)</p>                                                           | <p><b>REQUIRED MATERIAL:</b></p> <p>Relevant sport organization manuals (IOC, FIFA, World Athletics, etc.)</p> <p><b>RECOMMENDED MATERIAL:</b></p> <p>Industry reports from SportAccord, SportBusiness, or local sport agencies</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                             |            |                                                                                                             |            |                                                                                                                                       |            |                                  |          |                                  |          |                                  |          |
| <b>COMMUNICATION REQUIREMENTS:</b>                                                                                                          | <p>Assignments submitted in word on BB.</p> <p>Presentation presented orally using Power Point.</p> <p>Use of proper English, both oral and written.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                             |            |                                                                                                             |            |                                                                                                                                       |            |                                  |          |                                  |          |                                  |          |

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| <b>SOFTWARE REQUIREMENTS:</b> | MS Office, Blackboard CMS, and search engines.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>WWW RESOURCES:</b>         | <a href="http://www.olympics.org/ioc">www.olympics.org/ioc</a><br><a href="http://www.sportsplanningguide.com/sports-event-planning-resources/safetyculture.com/topics/event-management/sports-event-management">www.sportsplanningguide.com/sports-event-planning-resources/safetyculture.com/topics/event-management/sports-event-management</a><br><a href="http://www.insidethegames.biz/">www.insidethegames.biz/</a><br><a href="http://www.sportaccord.sport/">www.sportaccord.sport/</a><br>International Sports Federations websites (33) |
| <b>INDICATIVE CONTENT:</b>    | Introduction to Sport Event Management<br>Event Concept and Design<br>Event Planning and Operations<br>Marketing and Communications<br>Financial Management and Budgeting<br>Human Resource and Volunteer Management<br>Event Delivery and Execution<br>Post-Event Evaluation and Legacy<br>Contemporary Issues in Sport Event Management                                                                                                                                                                                                          |