

DEREE COLLEGE SYLLABUS FOR:	
SM 4115 SPORT EVENT MANAGEMENT	
(Updated Fall 2021)	
PREREQUISITES:	SM 3005 Sports Operations and Facilities Management
CATALOG DESCRIPTION:	Analysis of the sports events sector with emphasis on the planning, organization, management and legacy of medium- and small-scale community, local and regional sports events, and on their interrelationship with tourism and hospitality infrastructure.
RATIONALE:	This module explores the role of sports events and their contribution to the sports industry. It focuses on the challenges and opportunities a sports manager is confronted with during the planning, organization and execution of medium- and small-scale events. Through extensive emphasis on managing events' legacy, their impact on planning and development of sports, as well as tourism and hospitality infrastructure, the module prepares students for careers related to professional sport, athletics, community sport and the operation of corresponding facilities.
LEARNING OUTCOMES:	As a result of taking this module, the student should be able to: <ol style="list-style-type: none"> 1. Explain the process and requirements of different types of sports events in terms of their planning, organization, management and legacy. 2. Critically discuss the interactions between different industry sectors and stakeholders in the organization of a sports event. 3. Evaluate the challenges associated with the organization of sports events and discuss the resulting implications for effective sports policy and management.
METHOD OF TEACHING AND LEARNING:	In congruence with the learning and teaching strategy of the college, the following tools are used: <ul style="list-style-type: none"> ➤ Class lectures, interactive learning (class discussions, group work) and practical problem solved in class. ➤ Tutorials on presentation skills. ➤ Site visits. ➤ Office hours: students are encouraged to make full use of the office hours of their instructor, where they can ask questions, see their exam paper, and/or go over lecture material. ➤ Use of a blackboard site, where instructors post lecture notes, assignment instructions, timely announcements, as well as additional resources.

<p>ASSESSMENT:</p>	<p>Summative:</p> <table border="1" data-bbox="594 174 1333 281"> <tr> <td>Presentation (group-approx. 10-15' duration per group)</td> <td>30%</td> </tr> <tr> <td>Term project (group, 4000-5000 words)</td> <td>70%</td> </tr> </table> <p>Formative:</p> <table border="1" data-bbox="594 348 1333 386"> <tr> <td>Case analysis and in-class discussion</td> <td>0</td> </tr> </table> <p>The formative assessment aims to prepare students for the term project. The presentation tests Learning Outcomes 1, 2 and 3. The term project tests Learning Outcomes 1, 2 and 3.</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 are not required to resit failed assessments in this module. Failure to pass the module results in module repeat.</p>	Presentation (group-approx. 10-15' duration per group)	30%	Term project (group, 4000-5000 words)	70%	Case analysis and in-class discussion	0
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Term project (group, 4000-5000 words)	70%						
Case analysis and in-class discussion	0						
<p>INDICATIVE READING:</p>	<p>REQUIRED READING:</p> <p>Greenwell, C.T., Danzey-Bussell L.A., Shonk, D.J.(2014) <u>Managing Sport Events</u>, Human Kinetics</p> <p>RECOMMENDED READING:</p> <p>A. BOOKS</p> <ul style="list-style-type: none"> • Fenich, George, G. (2012). <u>Meetings, Expositions, Events and Conventions: An Introduction to the Industry</u>, Prentice Hall, latest ed. • Getz, D. (2007). <u>Event Studies: Theory, Research and Policy for Planned Events</u>, Butterworth – Heinemann. • Parent, M. & Smith-Swan, Sharon (2013). <u>Managing Major Sports Events; theory and practice</u>, Routledge. • Shipway, R. and Fyall, A. (2013). <u>International Sports Events: Impacts, Experiences, and Identities</u>, Elsevier. • Supovitz, F., Godwater, R. (2014). <u>The sports event management and marketing playbook</u>, Wiley. • Van Der Wagen, L. (2002) <i>Event Management</i>, Prentice Hall. Yeoman, I., Robertson M., Ali-Knight J., Drummond S. and McMahon-Beattie U. (2009) <i>Festivals and Event Management: an International Perspective</i>, Butterworth – Heinemann. 						
	<p>B. ARTICLES</p> <ul style="list-style-type: none"> • Casey, M., Harvey, J., Elme, R., & Payne, W. (2012) “Examining changes in the organizational capacity and sport-related health 						

	<p>promotion policies and practices of State Sporting Organizations.” <i>Annals of Leisure Research</i>, 15(3), 261-276.</p> <ul style="list-style-type: none"> • Dixon, A.W., Backman, S., Backman, K., Norman, W., (2012) “Expenditure-based segmentation of sports tourists”, <i>Journal of Sport & Tourism</i>, 17 (1), 5-21. • Emery, P., Radu, A., (2007) “Conceptual paper: An exploration of time and its management for sport event managers”, <i>Managing Leisure</i>, 12, 204-222. • Gibson, H.J., Kaplanidou, K., Kang, S.J. (2012) “Small-scale event sport tourism: A case study in sustainable tourism.” <i>Sport Management Review</i>, 15(2), 160-170. • Kaplanidou K., Gibson H.J., (2010). “Predicting Behavioral Intentions of Active Event Sport Tourists: The Case of a Small-scale Recurring Sports Event”, <i>Journal of Sport & Tourism</i>, 15 (2), 163-179. • Kaplanidou, K., Kerwin, S., Karadakis, K. (2013) “Understanding sport event success: exploring perceptions of sport event consumers and event providers.” <i>Journal of Sport & Tourism</i>, 18(3), 137-159. • Shonk, D. J., Greenwell, T.C., Bravo, G. & Won, D. (2012) “Site Selection, Satisfaction, and Intent to Return: An Exploratory Study of the Perceptions of Rights Holders of Small-Scale Sporting Events.” <i>Journal of Convention & Event Tourism</i>”, 13(1), 1-15.
<p>COMMUNICATION REQUIREMENTS:</p>	<p>Assignments submitted in word. Presentation presented orally using Power Point Use of proper English, both oral and written</p>
<p>SOFTWARE REQUIREMENTS:</p>	<p>Blackboard, MS Office, search engines</p>
<p>WWW RESOURCES:</p>	<p>www.ioc.org www.industryclick.com/magazine.asp?siteid=28&magazineid38 www.event-management-uk.co.uk www.leisuremanagement.co.uk www.bta.org.org.uk www.barmitzvah411.com/default.cfm?passcode=35ai9p7w14&grou www.alltimefavorites.com www.deanbell.com www.redirect-west.inktomi.com/click?u www.amazon.com/ex www.corporate-events.com www.ats-us2.getorder www.energizeinc.com/art/aorg.html www.eventplanning.com/illinois/chicago www.eventplanning.net/</p>

**INDICATIVE
CONTENT:**

1. Understanding the Sports Event Industry
2. Event Conceptualization
3. Event Bidding
4. Event Staffing
5. Event Budgeting
6. Event Sponsorship
7. Event Marketing
8. Media Promotion and Relations
9. Contract Considerations
10. Risk Management and Negligence
11. Event Services and Logistics
12. Event-Day Management
13. Post-event Details and Evaluation