

MODULE DESCRIPTOR

MODULE TITLE	Introduction to Sports Event Management		
MODULE CODE	LS1517	CREDIT VALUE	10 Credits
MODULE DELIVERY	Semester 2		
MODULE TUTORS	Richard Daniels, John Fry		
DATE APPROVED	April 2008	VERSION NUMBER	1
DEPARTMENT	Tourism & Leisure Management	PARTNER INSTITUTION	Myerscough College

RELATIONSHIP WITH OTHER MODULES

Co-requisites	None	Pre-requisites	None	Excluded Combinations	None
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MODULE AIMS

This module aims to introduce students to the range of sports events, activities and tournaments and outline the processes of fund raising and sponsorship.

The module will investigate the concepts involved in the operation of stadia, explore the legal concepts and terms associated with event management and discuss the component tasks, roles and responsibilities involved in organising sporting events.

MODULE CONTENT

Introduction to Event Management

- 1 Every opportunity – Range of events, activities and facilities – Participation events, individual activities, team activities, taster events, tournaments.
- 2 Events research and feasibility – Evaluation of facilities – Types of facilities, suitability.
- 3 Event planning, structure, timing and objectives.
- 4 Sponsorship/Fund Raising – Sponsorship theory, processes of obtaining sponsorship, contracts, sources of funds, fund raising skills, legal aspects (eg risk assessment, health & safety).
- 5 Tournament organisation – Tournament types. Playing schedules, seeding charts, participation rules.
- 6 Team roles and responsibilities during the event management process.
- 7 An introduction to Customer Care.
- 8 Operational management of an event.

LEARNING OUTCOMES

On successful completion of this module a student will be able to:

1	Identify the differing range of sustainable sports events and analyse the characteristics, processes, and managerial requirements to run a sport event.
2	Create and explain the importance of an event feasibility study.
3	Identify the importance of Customer Care to sport event organisational effectiveness.

TEACHING AND LEARNING STRATEGY

Formal lectures are used throughout the duration of the module supplemented by group based activities and visits.

INDICATIVE CLASS CONTACT

Lecture 2 hours per week.

INDICATIVE ASSESSMENT

Number of Assignments	Assessment	Weighting %	Type/Duration/ Wordcount (indicative only)	Learning Outcomes being assessed
1	Report 1: Range of Events	40%	800 words	1
1	Report 2: Feasibility Study with Customer Care Plan	60%	1200 words	2 and 3

MODULE PASS REQUIREMENTS

For successful completion of the module, each individual element must be attempted and an overall average of 40% achieved.

BIBLIOGRAPHY AND LEARNING SUPPORT MATERIAL

Core text

McDonnell, I. Allen, J. and O'Toole, W. (1999) *Festival and Special Event Management*. Brisbane, Wiley.

Additional/Useful Material

Allen, A. (1999) *Event Planning*. New York, John Wiley & Sons.

American Sport Education Programme. (1996) *Event Management for Sport Directors*. Champaign IL, Human Kinetics.

Byl, J. (1998) *Organizing Successful Tournaments*, 2nd ed. Champaign IL, Human Kinetics.

Cashman, R. and Hughes, A. (1999) *Staging the Olympics: The Event and its Impact*. Sydney: University of New South Wales Press.

Gilchrist, K. (1999) *Organising an Event*. West Malling, Charities Aid Foundation.

Gilchrist, K. (1998) *Organising Effective Events*. Kinston-upon-Thames, Croner.

Gillentine, A. (2005) *Foundations of Sport Management*, Fitness Information Technology. Nottingham.

Goldblatt, J. (1997) *Special Events: Best Practices in Modern Event Management*, 2nd ed. New York, John Wiley & Sons.

Goldblatt, J. and Stedman, G. (1995) *The Ultimate Guide to Sport Event Management and Marketing*. New York, McGraw-Hill.

Goldblatt, J. and Supovitz, F. (1999) *Dollars and Events: How to Succeed in the Special Events Business*. New York, John Wiley & Sons.

Grayson, E. (1999) *Sport and the Law*, 3rd ed. London, Longman.

Health & Safety Executive. (1999) *The Event Safety Guide: A Guide to Health, Safety & Welfare at Music & Similar Events*, 2nd ed. Norwich, HSE Books.

Roth, B. (1999) *Stay Safe in Sports and Event Management*. Aldershot, Gower.

Smith, A. and Stewart, B. (1999) *Sports Management*. St Leonards NSW, Allen & Unwin.

Spengler, J. and Connaughton, D. (2006) *Risk management in Sport and Recreation*. Human Kinetics, London.

Stayte, S. and Watt, D. (1998) *Events: From Start to Finish*. Reading, ILAM.

Stotlar, D.K. (2004) *Developing successful sport sponsorship plans*, Fitness Information Technology. Nottingham.

Watt, D. (1998) *Event Management in Leisure and Tourism*. London, Pitman.

OTHER PUBLICATIONS

Golf Club Management
Golf Industry News
Golf Range News
Marketing Magazine