

COURSE SPECIFICATION DOCUMENT

Academic School/Department:	Richmond Business School
Programme:	Master of Arts Degree in International Sports Business
FHEQ Level:	7
Course Title:	Organisation and Management of Sports Events
Course Code:	SPT 7402
Total Hours:	200
Timetabled Hours:	39
Guided Learning Hours:	21
Independent Learning Hours:	140
Credits:	20 UK CATS credits 10 ECTS credits 4 US credits

Course Description:

This course will develop knowledge, skills and techniques which will enable students to plan, organise, manage and evaluate a sports event. Students will develop the ability to critically appraise an applied sports event management issue. It gives students an enhanced theoretical understanding of the concept of sports event organisation and management, the historical perspective, and the scale. They will become familiar with the need for planning, organisation and management of sports events of all sizes and types and will start to develop the ability to put theory into practice.

Prerequisites: MA International Sports business students only

Aims and Objectives:

- Critically examine the role of sports event managers;
- Critically appraise technical, human, conceptual and personal skills/knowledge/issues involved in the process of managing sports events;
- Use effective decision making in preparing, analysing and defending proposals on the selection and sanctioning of a sports event;
- Research, synthesise and apply knowledge and/or techniques to the planning and implementation of a sports event

Programme Outcomes:

A1, A2, A4,
B1, B3, B4, B5
C1, C2, C3, C5
D1, D2, D3, D5

A detailed list of the programme outcomes are found in the Programme Specification. This is found at: <https://www.richmond.ac.uk/programme-and-course-specifications/>

Learning Outcomes:

By the end of this course, successful students should be able to:

Knowledge and Understanding

- Develop knowledge, skills and techniques to plan, organise, lead, control and evaluate a regional, national or international sports event;
- Demonstrate the ability to critically appraise a sports event management issue;
- Contextualise academic study with practical application in an authentic sporting situation.

Cognitive skills

- Critically appraise a range of applied sports events in terms of the key planning stages.
- Apply event management ideas and knowledge to a range of national and international situations.

Subject specific, practical and professional skills

- Work together as members of a team, in group work that will require rational, and analytical approaches

General/transferable skills

- Develop analytical skills and communicate their findings effectively to others.

Indicative Content:

- Conceptual framework of the management of sports events
- Nature and environment of event management.
- Role of the event/project manager and selection of the team;
- Strategic management of sports events
- Event led municipal strategies.
- Bidding.
- Long-term planning;
- Management of sports events
- Selection and sanctioning of events.
- Planning - Project Management Techniques.
- Organising - Culture, Structure and Behaviour Leadership
- Power, Authority and Leadership Theories.
- Evaluating - Mechanisms of Control, Methods of Evaluation and Impact Assessment;
- Management of specific resources related to sports events Time, Finance, Human resources;

- Contemporary issues in sports events: White elephants, sponsorship and ambush marketing, project management, special needs provision, legal and risk management issues;

Assessment:

This course conforms to the University Assessment Norms approved at Academic Board and located at: <https://www.richmond.ac.uk/university-policies/>

Teaching Methodology:

The course will be taught using a combination of lectures, seminars, student-centred discussions and workshops involving experienced practicing professionals. Experiential learning within a sports event planning or operational context will also be used. Lectures will be used to discuss key theoretical and conceptual knowledge, whilst seminar and workshop activities will encourage more student-led discussions. Students will be given directed task work to prepare for seminar discussions, in order to ensure that they analyse and critique existing literature in the field.

Bibliography:

Required texts

Conway, D.G., 2009 *The Event Manager's Bible*, Third edition, How to Books

Bowdin, G., Allen, J., O'Toole, W., Harris, R., McDonnell, I., 2011, *Events Management*, Third Edition,

Pedersen, P. M., &Thibault, L. (Eds.). (2014). *Contemporary Sport Management*, 5E. Human Kinetics.

Tum, J., Norton, P., Nevan Wright, J. 2006, *Management of Event Operations*, Butterworth Heinmann

Shone, A., Parry, B., 2004, *Successful Event Management*, Third edition, Cengage Learning

Supovitz, F., 2005, *The Sports and Events Management and Marketing Playbook*, John Wiley and Sons

Indicative Text(s):

Getz, D. (1997) *Event Management & Event Tourism*. Cognizant Communication Corp.

Gratton, C. & Henry, P. (2001) *Sport in the City: The Role of Sport in Economic & Social Regeneration*. Routledge.

Masterman, G. (2009). *Strategic sports event management: Olympic Edition*. Oxford, Elsevier

Masterman, G. (2014). *Strategic sports event management*. Routledge.

Journals

International Journal of Project Management.

Web Sites

www.hse.gov.uk www.iaaf.org

www.london-marathon.co.uk

www.letour.fr

www.microsoft.com/office/project

www.olympic.org www.wimbledon.org

Please Note: The core and the reference texts will be reviewed at the time of designing the semester syllabus

Change Log for this CSD:

Nature of Change	Date Approved & Approval Body	Change Actioned by Academic Registry
Annual update	June 2023	
Total Hours Updated	April 2024	