

**School of Business Module Descriptor
Summer School 2019**

1. Module Title	Sport Event Management
2. Module Code	SSPM41501
3. Credit Volume	<p>15 UK/QAA/Gibraltar credits 7.5 ECTS credits 3 SCH/US credits</p> <p>Each module (unit) is validated at 15 University of Gibraltar credits and 7.5 ECTS and typically transfers as 3 credits in North America.</p> <p>The normal workload of a student at the University of Gibraltar is four modules per semester.</p>
4. Level	<p>In accordance with the UK Quality Assurance Agency (QAA) Framework for Higher Education Qualifications (FHEQ) Level Descriptors this module reflects a Year 1 or 2 (Level 4 or 5) module.</p> <p>Please note that liberal studies course-work is not usually part of degree programmes in the UK and Europe and most undergraduate degree programmes are completed in 3 years. This means that a 1st year (level 4) class in the UK is usually equal to a typical liberal arts 200-level class, a 2nd year (level 5) class in the UK is usually equal to a typical liberal arts 300-level class, and a 3rd year (level 6) class in the UK is usually equal to a typical liberal arts 400-level class.</p>
5. Assumed background/ Pre-Requisites	No prior knowledge of sport event management is assumed or required.
6. Module Rationale	
<p>The planning, implementation and evaluation of major sport events is characterised by dynamic management environments that bring together a wide array of stakeholders. Large multi-sport events present both logistical and organisational challenges for host cities, as well as opportunities to plan for and create a range of short and long-term benefits and event legacies.</p> <p>This course will introduce students to the complexity of managing major sport events. Students will study a number of planning, operations and event legacy management issues across the life span of major sport events, from the bid phase to event evaluations. This course will offer students practical as well as theoretical insights into the dynamic and at times challenging nature of sport event management.</p>	
7. Outline of Module Content	
<p>This course will examine different theoretical and practical management and operational aspects of major sport events as a way of understanding and conceptualising how such events are planned and staged. Major sport events (e.g., Olympics, FIFA World Cup, and Commonwealth Games) will be used to build knowledge on sport event planning and delivery. Management concepts and planning issues will be examined from the viewpoints of different event stakeholders, with particular attention paid to planning for, ensuring and evaluating event legacies.</p> <p>The course seeks to develop students' knowledge, analytical, and professional skills in relation to these concepts, in preparation for work within the sport and event industries. Students will have opportunities to identify and gain insights into specific aspects of organising major sport events that could assist them should they wish to work in these areas or pursue specialist degrees in sport, or event management.</p>	

8. Learning Outcomes

After successfully completing this course students should be able to:

- 1) Articulate knowledge of the range and role of stakeholders involved in planning and organising large-scale sport events;
- 2) Comprehend the complexity of organising a large sport event, specifically in relation to sustainably and responsibly managing environmental, socio-cultural and economic event impacts; and
- 3) Demonstrate capacity to present and analyse the issues involved in organising an event to ensure there is a legacy beyond the event itself.

9. Course Content/Topics

- Topic 1: Introduction to the Sport Event Industry
- Topic 2: Bid Process
- Topic 3: Organising committees and planning
- Topic 4: Legacies
- Topic 5: Event tourism
- Topic 6: Workforce management
- Topic 7: Athlete and entourage
- Topic 8: Sport participation legacies
- Topic 9: Security and Risk Management
- Topic 10: Event partnerships

10. Module Delivery

The Summer School Sport Event Management module is delivered face to face over a six-week period, comprising 1.5 hours per day (Monday to Friday) combined lecture and tutorial; a total of 42 hours class time. The final week includes revision, reflection and the final exam. Classes sizes are small and learning is student focussed.

11. Module Assessment

	Description	Weighting (% age of overall assessment)
Research-based Assignment	Sport Event Infographic: this assessment item requires students to develop a succinct infographic on a topic related to major sport events. It aims to develop understanding of issues associated with specific elements of the planning, implementation, and legacy of a large-scale sport event.	25%
Written Assignment	Legacy Critical Analysis: this assessment will involve a critical analysis of sport event legacy issue/s and implications. Students will submit a written report (max. 2500 words) on a legacy issue (provided in class).	40%
Final exam	The questions on this exam are multiple choice style questions and short answer questions. The types of questions in this exam are drawn from the case studies presented in the lectures and workshops, and the course readings.	35%

12. Reading List

A range of recommended resources are provided for each topic alongside lecture and tutorial content.