

Course Title	:	Effective Management in Sport Events
Recommended Study Year	:	3 or 4
No. of Credits/Term	:	3
Mode of Tuition	:	Sectional Approach
Class Contact Hours	:	3 hours per week
Category in Major Prog.	:	Programme Required
Discipline	:	Sports
Prerequisite(s)	:	N/A
Co-requisite(s)	:	N/A
Exclusion(s)	:	N/A
Exemption Requirement(s)	:	N/A

Brief Course Description

This course equips students with the essential knowledge and practical management skills in sports event setting. It provides an overview of the critical factors that a sports event manager should consider when developing and managing a sports event. The knowledge and skills in leadership, team building, communication, interpersonal skills and supervisory thinking are also covered. Upon completion of the course, students are equipped with the essential knowledge and skills in managing and operating a sports event through the teaching and interactive learning activities, such as class discussion, case studies, role play and workshop. The course also provides students an overview of technology development and new development in sports event.

Aims

This course aims to:

- introduce students the principle of management
- help students to understand the critical factors to developing and managing a sport events
- equip students the practical management skills such as leadership, team building, communication, interpersonal skills and supervisory thinking
- develop students the management skills

Learning Outcomes (LOs)

On successful completion of this course, students will be able to:

1. explain the concept and principle of management;
2. examine the critical factors that a manager should consider when developing and managing a sport events;
3. design a sports event programme plan; and
4. evaluate the impact of technology develop on sports events

Indicative Content

1. Understanding the sport event industry
2. Principle of Management
3. Developing sport events

4. Key operation area of sports events
5. Management skills
 - Leadership and Team Building
 - Effective Communication and Interpersonal Skills
 - Supervisory Thinking
6. Legal and ethical issues in sports event management
7. Technology development and new trend in sport events

Teaching Methods

The course is delivered through lectures, classroom discussions, case studies, role play, video, workshops and tutorials, through the teaching and learning activities, students are facilitated to achieve the CILOs via interactive and students-centered approaches. Site visit may be arranged to provide students an opportunity to understand the knowledge and practical management skills in a real-life environment. Teachers will illustrate the essential concepts and skills with real-life example. Each lecture will be accompanied by relevant reading materials which students would have to read before the tutorial session.

Measurement of Learning Outcomes

In-class participation and discussion assess students' understanding of essential knowledge and practical management skills in sports event setting

Individual assignment(s) – case studies require student to discuss and analyze real-world sports event management issues. It enables students to demonstrate their knowledge and skills to develop and manage a sport event.

Group project with presentation and report to design a sports event programme plan. It provides the opportunity for students to integrate and apply sport event management knowledge, principle and skills. Students are required to search and study the required materials, write a report, and present their findings in class.

Final examination assesses students' overall achievement for the course. It assesses students' ability to understand and apply all knowledge and skills learnt from the course.

Learning Outcome	In-class participation and discussion	Individual assignment(s)	Group project	Final examination
1. Explain the concept and principle of management	✓	✓	✓	✓
2. Examine the critical factors that a manager should	✓	✓	✓	✓

consider when developing and managing a sport events				
3. Design a sports event programme plan	✓		✓	✓
4. Evaluate the impact of technology develop on sports events	✓	✓	✓	✓

Assessment

Continuous Assessment

60%

1. 10% In-class participation and discussion
2. 20% Individual assignment(s) – case studies
3. 30% Group project (20% report and 10% presentation)

Final examination

40%

Required/Essential Readings

David A. Whetten, & Cameron, K. S. (2020). Developing Management Skills (10 ed.). Pearson Rental.

Greenwell, T. C., Danzey-Bussell, L. A., & Shonk, D. J. (2020). Managing sport events (2 ed.). Human Kinetics.

What Is a Sports Event Manager? (With Job Details) <https://www.indeed.com/career-advice/finding-a-job/what-is-a-sports-event-manager>

Recommended/Supplementary Readings

Aicher, T. J., Newland, B. L., & Paule-Koba, A. L. (2019). Sport Facility & Event Management (2 ed.). Jones & Bartlett Learning.

Emery, P. (2010). Past, present, future major sport event management practice: The practitioner perspective. Sport Management Review, 13(12), 158-170.
doi:<https://doi.org/10.1016/j.smr.2009.06.003>

Fotiadis, A., & Vassiliadis, C. (Eds.). (2020). Principles and Practices of Small-Scale Sport Event Management. IGI Global.

Gregory, M., & Wilson, J. (2018). Monitoring and evaluation. In R. Wilson, & C. Platts (Eds.), Managing and Developing Community Sport. Routledge.
doi:<https://doi.org/10.4324/9781315561356>

Lussier, R. N., & Kimball, D. C. (2020). Applied Sport Management Skills (3 ed.). Human Kinetics.

Mallen, C., & Adams, L. J. (Eds.). (2017). Event Management in Sport, Recreation and Tourism: Theoretical and Practical Dimensions (3 ed.). Routledge.

Marsden-Heathcote, J., & Langdon, J. (2018). Community sport event management. In R. Wilson, & C. Platts (Eds.), Managing and Developing Community Sport. Routledge. doi:<https://doi.org/10.4324/9781315561356>

Parent, M. M., & Ruetsch, A. (2021). Managing Major Sports Events: Theory and Practice (2 ed.). Routledge.

Peake, R., & Jacobi, M. (2018). Leadership and management in community sport organisations. In R. Wilson, & C. Platts (Eds.), Managing and Developing Community Sport. Routledge. doi:<https://doi.org/10.4324/9781315561356>

Sports Events Manager Job Description, Duties, and Responsibilities
<https://jobdescriptionandresumeexamples.com/sports-events-manager-job-description-duties-and-responsibilities/>

**Additional readings may also be suggested on a topic by topic basis*

Important Notes:

1. Students are expected to spend a total of 9 hours (i.e. 3 hours of class contact and 6 hours of personal study) per week to achieve the course learning outcomes.
2. Students shall be aware of the University regulations about dishonest practice in coursework, tests and examinations, and the possible consequences as stipulated in the Regulations Governing University Examinations. In particular, plagiarism, being a kind of dishonest practice, is “the presentation of another person’s work without proper acknowledgement of the source, including exact phrases, or summarised ideas, or even footnotes/citations, whether protected by copyright or not, as the student’s own work”. Students are required to strictly follow university regulations governing academic integrity and honesty.
3. Students are required to submit writing assignment(s) using Turnitin.
4. To enhance students’ understanding of plagiarism, a mini-course “Online Tutorial on Plagiarism Awareness” is available on <https://pla.ln.edu.hk/>
5. Students must adhere to the University’s guidelines and practices when using Generative Artificial Intelligence (AI) tools. The official documents “Guidelines for Using GAI Tools at Lingnan University” and “Best Practices for Ethical and Responsible Use of GAI Tools in Course Assessments” can be found here: <https://www.ln.edu.hk/tlc/generative-artificial-intelligence/gai-guidelines-best-practices>