

Unit Outline (Higher Education)

Institute / School: Institute of Health and Wellbeing

Unit Title: SPORT EVENT MANAGEMENT

Unit ID: ISMAN1002

Credit Points: 15.00

Prerequisite(s): Nil

Co-requisite(s): Nil

Exclusion(s): Nil

ASCED: 080319

Description of the Unit:

This unit will provide students with an understanding of the organisation of sport events and their potential positive and negative social, economic and environmental impacts and legacies for host communities and stakeholders. The focus of this unit is single-sport events at the international competition level, bringing in case studies from a range of sport events hosted across multiple country contexts to provide a contemporary and applied overview of reasons for hosting events, the processes for staging an event and various challenges throughout the event life cycle, and how to maximise the associated positive impacts and legacies (and limit negative impacts and legacies) for host communities and stakeholders. Students will be challenged to think-forward to consider the role and delivery of sport events in our contemporary and dynamic global societies.

Grade Scheme: Graded (HD, D, C, P, MF, F, XF)

Work Experience:

No work experience: Student is not undertaking work experience in industry.

Placement Component: No

Supplementary Assessment: Yes

Where supplementary assessment is available a student must have failed overall in the Unit but gained a final mark of 45 per cent or above, has completed all major assessment tasks (including all sub-components where a task has multiple parts) as specified in the Unit Description and is not eligible for any other form of supplementary assessment

Course Level:

Level of Unit in Course	AQF Level of Course					
	5	6	7	8	9	10
Introductory	<input type="checkbox"/>	<input type="checkbox"/>	✓	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Intermediate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advanced	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Learning Outcomes:

Knowledge:

- K1.** Define the event planning process for the conceptual design, implementation and evaluation of sport events.
- K2.** Identify the major impacts and legacies of sport events for stakeholders and host communities (including social, economic and environmental).
- K3.** Recognise the concepts of project and logistics management, event operations, risk management, impact and legacy management and evaluation processes of sport events.
- K4.** Explain the role and function of government, non-government and private sector organisations in event strategies.

Skills:

- S1.** Demonstrate basic ability to apply critical and creative thinking in the conceptualisation and planning of sport events.
- S2.** Recognise impacts and legacies of sport events and evaluate their feasibility.

Application of knowledge and skills:

- A1.** Apply key principles of event management to successfully plan and evaluate sport events.

Unit Content:

The unit content topics may include:

- Introduction: Event concepts and contexts
- Pre-planning - securing rights to host an event
- Planning to realise legacy benefits
- Event governance and leadership
- Event operations and logistics
- Event planning and project management
- Financing events
- Event workforces
- Legal considerations, human rights and risk management
- Event marketing and promotion
- Event-time considerations
- Post-event management

Learning Task and Assessment:

Learning Outcomes Assessed	Assessment Tasks	Assessment Type	Weighting
K1, K2, K3, S2	Critical analysis of application of key concepts and theories to an approved sport event case study.	Case Study	20-40%
K2, K3, K4, S1, S2, A1	Prepare a report using key concepts and theories to understand stakeholder objectives, opportunities and challenges across an event network.	Report	30-50%
K1, K2, K3, K4, S1, S2, A1	Prepare a sport event proposal informed by key concepts and theories.	Proposal	30-50%

Adopted Reference Style:

APA

Refer to the [library website](#) for more information

Fed Cite - [referencing tool](#)