Course Outline (Higher Education)

School:	School of Science, Psychology and Sport
Course Title:	SPORT EVENT MANAGEMENT
Course ID:	SPMAN1003
Credit Points:	15.00
Prerequisite(s):	Nil
Co-requisite(s):	Nil
Exclusion(s):	Nil
ASCED:	80301

Description of the Course :

The purpose of this course is to give students an understanding of the organisation of sports events and their potential impact on tourism, the economy, and the environment. Content will cover: the planning and operational management of sports events; economic, sociocultural, environmental and political impact of sport events; the role of government, private enterprise and sport organisations in sport event management; a brief overview of the inter-relationship between sport and tourism.

Grade Scheme: Graded (HD, D, C, etc.)

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 course but gained a final mark of 45 per cent or above and submitted all major assessment tasks.

Program Level:

Level of course in Program	AQF Level of Program					
	5	6	7	8	9	10
Introductory			✔			
Intermediate						

Level of course in Program	AQF Level of Program					
	5	**6**	**7**	**8**	**9**	**10**
Advanced	☐	☐	☐	☐	☐	☐

Learning Outcomes:

Knowledge:

K1. Describe the various stages in the strategic planning process within a sport event context.

K2. Define the event planning process for the conceptual design, implementation and evaluation of sport events.

K3. Identify the major impacts (social and cultural, political, environmental, tourism and economic) sport events have on their stakeholders and host communities.

K4. Recognise the concepts of logistics management, event operations, risk management, and evaluation processes of sport events.

K5. Explain the role and function of government in event strategies including the relationship between sport and event tourism.

Skills:

S1. Demonstrate basic ability to apply critical and creative thinking in the conceptualisation and planning of sports event.

S2. Recognise impacts on sport events and make judgement to their feasibility.

S3. Communicate professionally to reflect a range of stakeholder perspectives.

Application of knowledge and skills:

A1. Apply key principles of event management in order to successfully plan, implement and evaluate sports events.

Course Content:

The purpose of this course is to give students an understanding of the planning and organisation of sports events.

Topics may include:

- The event context including the economic, sociocultural, environmental and political impact of sport events and the role of government, private enterprise and sport organisations in sport event management;

- Planning and operational management of sports events;

- Sport event tourism;

- Event operations and evaluation

- Legal, risk and Occupational Health and Safety (OHS) Management.

Values:

V1. Appreciate the role of government, private enterprise, sport organisations and local communities in sport event management.

V2. Appreciate the importance of good planning and organisation in regard to event management and promotion.

Graduate Attributes

The Federation University FedUni graduate attributes (GA) are entrenched in the Higher Education Graduate Attributes Policy (LT1228). FedUni graduates develop these graduate attributes through their engagement in explicit learning and teaching and assessment tasks that are embedded in all FedUni programs. Graduate attribute attainment typically follows an incremental development process mapped through program progression. **One or more graduate attributes must be evident in the specified learning outcomes and assessment for each FedUni course, and all attributes must be directly assessed in each program**

Graduate attribute and descriptor		Development and acquisition of GAs in the course			
		Learning Outcomes (KSA)	Code A. Direct B. Indirect N/A Not addressed	Assessment task (AT#)	Code A. Certain B. Likely C. Possible N/A Not likely
GA 1 Thinkers	Our graduates are curious, reflective and critical. Able to analyse the world in a way that generates valued insights, they are change makers seeking and creating new solutions.	S1	A	AT3	C
GA 2 Innovators	Our graduates have ideas and are able to realise their dreams. They think and act creatively to achieve and inspire positive change.	S1	B	AT3	C
GA 3 Citizens	Our graduates engage in socially and culturally appropriate ways to advance individual, community and global well-being. They are socially and environmentally aware, acting ethically, equitably and compassionately.	S2	A	AT2	C
GA 4 Communicators	Our graduates create, exchange, impart and convey information, ideas, and concepts effectively. They are respectful, inclusive and empathetic towards their audience, and express thoughts, feelings and information in ways that help others to understand.	S3	A	AT3	B
GA 5 Leaders	Our graduates display and promote positive behaviours, and aspire to make a difference. They act with integrity, are receptive to alternatives and foster sustainable and resilient practices.	Not applicable	Not applicable	Not applicable	Not applicable

Learning Task and Assessment:

Learning Outcomes Assessed	Learning Tasks	Assessment Type	Weighting
S1, S2, S3	Make informed contributions to class discussions and student presentations regarding the sport event industry.	Make informed contributions to class discussions and student presentations regarding the sport event industry.	S/U
K3, K5, S2, A1	Critically analyse a sport event.	Essay	20% - 40%
K2, S1, S2, S3, A1	Prepare and deliver a sport event bid/proposal presentation.	Group oral presentation	20% - 40%
K1, K2, K3, K4, K5, A1	Complete online class tests to demonstrate knowledge of theoretical principles and their application.	Online class tests	30 - 50%

Adopted Reference Style:

APA