

**Events Management**

Code: 43788  
ECTS Credits: 6

Degree	Type	Year	Semester
4316022 Sport Management	OB	0	2

The proposed teaching and assessment methodology that appear in the guide may be subject to changes as a result of the restrictions to face-to-face class attendance imposed by the health authorities.

**Contact**

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**Other comments on languages**

Modalidad on line

**Use of Languages**

Principal working language: spanish (spa)

**External teachers**

César Saura

David Hidalgo

**Prerequisites**

There are no prerequisites

**Objectives and Contextualisation**

The main objective is that students can start studying events in general and particularly in the sports field. For this, students will be provided with the basic activation tools for decision making in the field of sports management. Specifically, the objectives at the training level are:

- Analyze the different types of events according to their magnitude, impact and temporality
- Develop appropriate models for each type of event.
- Analyze the process of preparing and presenting applications, planning the calendar adapted to the event with its intermediate milestones.
- Develop a minimum organizational structure for it
- Estimate a budget and analyzing its impact,
- Establish the elements of the communication and promotion strategy of the event.
- Introduce the operations plan operations of an event, as well as the legacy it leaves at the venue and its economic impact.

**Competences**

- Apply tools and methodologies which facilitate creative and innovative thinking in everyday situations related to the environment of sports business.
- Be able to reason autonomously and critically on business topics and issues applied to sports environments.
- Communicate and justify conclusions clearly and unambiguously to both specialist and non-specialist audiences.
- Continue the learning process, to a large extent autonomously.
- Lead a team and work in multidisciplinary teams, participating actively on tasks and negotiating between diverse opinions to reach positions of consensus.
- Plan and manage sports events.
- Solve problems in new or little-known situations within broader (or multidisciplinary) contexts related to the field of study.

## Learning Outcomes

1. Apply tools and methodologies which facilitate creative and innovative thinking in everyday situations related to the environment of sports business.
2. Be able to reason autonomously and critically on business topics and issues applied to sports environments.
3. Communicate and justify conclusions clearly and unambiguously to both specialist and non-specialist audiences.
4. Continue the learning process, to a large extent autonomously.
5. Define event management models and establish models suited to each type of event.
6. Design the elements of the strategy for promoting the event.
7. Lead a team and work in multidisciplinary teams, participating actively on tasks and negotiating between diverse opinions to reach positions of consensus.
8. Make plans for meeting the needs of an event in different sports spaces or facilities in a particular location.
9. Solve problems in new or little-known situations within broader (or multidisciplinary) contexts related to the field of study.

## Content

### Topic 1: Introduction

- 1.1 Conceptualization of an event
- 1.2 Event types and organizational models
- 1.3 Phases of an event
- 1.4 Candidacy

### Topic 2: Communication

- 2.1 Marketing
- 2.2 Sponsorship
- 2.3 TV and Media

### Topic 3: Operations

- 3.1 Project management
- 3.2 Logistics and Operations
- 3.3 Security and risk management
- 3.4 Venue management
- 3.5 Accreditations
- 3.6 Technology and digital transformation
- 3.7 Volunteering
- 3.8 Ethics and CSR - Environment - Antidoping

### Topic 4: Finance

- 4.1 Finances of a sporting event
- 4.2 Ticketing
- 4.3 Business plan

#### Topic 5: Legacy

- 5.1 Economic impact
- 5.2 Tourism and events

## Methodology

### Online modality

In the case of the online modality, the methodology will be adjusted in order students can achieve all the learning outcomes specified in this guide and at the same time develop the skills and abilities of the subject. To this end, the resources available in the modle classrooms will be optimized to maximize student involvement and motivation (forums, debates, simulation games, case studies, online presentations, etc ...)

## Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Participatory Master Sessions	40	1.6	5, 8, 4, 2
Problem solving, exercises in the ordinary classroom	10	0.4	1, 5, 6, 7, 8, 3, 4, 2
Type: Supervised			
Discussion forums	10	0.4	6, 7
Problem solving / Case studies	15	0.6	1, 5, 6, 7, 8
Type: Autonomous			
Personal study	60	2.4	5, 6, 8
Work completion / Report	10	0.4	1, 5, 6, 8, 9, 3, 4

## Assessment

On the first day of class, the teacher will specify how many individual and group activities, in which they consist of and will determine what percentage of assessment they each have, always respecting the total weight proposed in the teaching guide

## Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Individual theoretical and practical works: Delivery of exercises and work done and participation in forums and debates	40%	1	0.04	1, 5, 8, 9, 4
Individual theoretical-practical tests: Written and oral tests	20%	2	0.08	1, 5, 6, 8, 9, 3, 2

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