

**Sports Event Management**

Code: 44832  
ECTS Credits: 6

Degree	Type	Year	Semester
4316022 Sport Management	OB	0	2

## Contact

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## Teaching groups languages

To check the language/s of instruction, you must click on "Methodology" section of the course guide.

## External teachers

David Hidalgo

Roser de Puig

## 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.

## Learning Outcomes

1. CA10 (Competence) Adapt to contextual changes caused by demand and other aspects when planning sporting events.
2. KA16 (Knowledge) Identify the characteristics of different types of events according to their size, frequency and duration.
3. KA17 (Knowledge) Identify the different event organisation models and their financial implications.
4. SA23 (Skill) Design each part of a communication and promotion strategy for a sporting event.
5. SA24 (Skill) Foresee the needs of event taking place in different spaces or sports facilities in a specific location.
6. SA25 (Skill) Outline event organisation models and establish appropriate models for each type of event.

## **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 ...)

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

## Activities

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

## Assessment

Theoretical-practical tests/tasks: Submission of tasks; Presentation and defence of the exercises and works carried out (they can be individual and/or in group).

Individual theoretical and practical works: Delivery of exercises and works, as well as participation in forums and debates.

The teaching team will detail the specific activities at the beginning of the module.

## Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Exam	30%	2	0.08	KA16, KA17, SA25
Individual theoretical and practical activities	40%	1	0.04	CA10, KA16, KA17, SA23, SA24, SA25
Theoretical-practical tests/tasks	30%	2	0.08	KA16, KA17, SA23, SA24, SA25

## Bibliography

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## Software

N/A