

Module Code	BMSM6006
Title	Strategic Sports Event Management
Date	24/02/2021
Level	6
Credits	20
Pre-Requisites	

AIMS

- To develop a detailed understanding of the strategic management of sports events market, from international mega-events to grassroots community events.
- To consider the policy context regarding hosting major sports events and the evidence of their impact and legacy, including to develop comprehensive knowledge and understanding of the sports event planning process and its practical application.

LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to:

- Critically appraise the development and strategies of the sports events sector by applying the strategic management principles.
- Challenge the traditional assumptions regarding the benefits of major sporting events and their impact on all stakeholders.
- Apply the sports event planning process to an event of their own ideation.

INDICATIVE CONTENT

- The sports event industry.
- UK and international major event policies and strategies.
- Bidding for major sports events.
- The sports event planning process.
- Impacts and legacies of major sports events, and their evaluation.
- Economic impact assessment of major sports events.
- Financial planning and control.
- Sports event sponsorship.
- Marketing strategies, planning and implementation.
- Destination marketing, image, and branding through major events.
- People management: staff and volunteers.
- Running the sports event: event operations.
- Performance management: evaluating operations.
- Safety and security risks.
- Environmentally sustainable work practices.
- Sports event trends and practices.
- Past and current case studies will be used throughout to illustrate industry best practice and the range of impacts and legacies.

Study Time Allocation

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	48	24
Independent learning	152	76
Placement learning	0	
TOTAL	200	100%

ASSESSMENT

Assessment Component 1

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Written Assignment	2000 words	50%

Assessment Component 2

☒ Written exam ☐ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Exam (seen)	2 hours	50%

Assessment Summary

Activity type	Percentage
Written exam	50%
Coursework	50%
Practical	0%
TOTAL	100%

INDICATIVE READING LIST

Module Code	BMSM6006	
Module Title	Strategic Sports Event Management	
Classification	Reading List entry	Electronic*
Essential	Masterman, G. (2014). <i>Strategic Sports Event Management</i> . Oxon: Routledge.	☐
Essential	Parent, M., Ruetsch, A. (2021). <i>Managing Major Sports Events</i> . London: Routledge,	☒
Essential	Westerbeek, H., Smith, A., Turner, P., Emery, P., Green, C., and Van Leeuwen, L. (2005). <i>Managing Sport Facilities and Major Events</i> . London: Routledge.	☐
Further	Mallen, C., and Adams, L. (2008). <i>Sport, Recreation and Tourism Event Management Theoretical and Practical Dimensions</i> . Oxford: Butterworth-Heinemann.	☒
Further	Van Der Wagen, L. and White, L. (2010). <i>Events Management: For Tourism, Cultural, Business and Sporting Events</i> . 4th ed. Melbourne, Australia: Pearson.	☐
Further	Beech, J., and Chadwick, S. (2013). <i>The Business of Sport Management, 2nd Edition</i> . Harlow, United Kingdom: Pearson Education Limited.	☒

Further	Bowdin, G., Allen, J., Harris, R., McDonnell, I., and O'Toole, W. (2011). <i>Events Management</i> . Third Edition. Oxford: Routledge.	☒
Further	Foster, G., O'Reilly, N., Davila, A. (2016). <i>Sports Business Management – Decision making around the globe</i> . New York: Routledge.	☐
Further	Hoye, R., Smith, A.C.T., Nicholson, M., Stewart, B. and Westerbeek, H. (2012) <i>Sports Management: Principles and Applications</i> . 3 rd Edition. London Routledge.	☐
Further	Poynter, G., and Viehoff, V. (2015) <i>Mega-Event Cities: Urban Legacies of Global Sports Events</i> . Farnham, Surrey: Ashgate Publishing.	☐
Further	Taylor, P. (ed.) (2011). <i>Torkildsen's Sport and Leisure Management</i> , 6 th Edition. London: Routledge.	☐
Further	Journal of Venue and Event Management	☒
Further	Event Management	☒
Further	International Journal of Event and Festival Management	☒
Further	Managing Leisure	☒
Further	Sports Management	☒
Further	Sport Management Review	☒
Further	European Sport Management Quarterly	☒
Further	International Journal of Sport Management	☒
Further	Journal of Sport Management	☒
Further	International Journal of Sport Management and Marketing	☒
Further	International Journal of Sport Policy and Politics	☒
Further	Sport in Society	☒
Further	Harvard Business Review	☒