

# COURSE OUTLINE

## 1. Course Number and Name: Bus3099, Event Management in Sports

**Credits: 3**

**2. Course Description:** The course in Event Management in Sports presents event management as the means of planning, organizing, directing, and controlling limited resources in order to achieve specific goals and objectives that are in concert with the mission of your organization.

**3. Course Goals:** The goal of Bus3099 is to provide the sport manager or event planner with the information and tools necessary to plan and conduct events for the benefit of sport organizations.

**4. Course Learning Outcomes:** The course provides an in-depth study of event and program management in sport organizations: At the conclusion of the course, students shall be able to:

1. identify and discuss the duties and responsibilities of sport managers with respect to event management;
2. create and implement policies for sport organizations that fall within the professional guidelines and standards of care established by the appropriate professional organization (e.g. ACSM, NCAA, NASPE);
3. plan, conduct, and evaluate effectively events for sport organizations;
4. develop and implement effective promotion strategies for sports events;
5. develop and implement risk management and emergency contingency plans and protocols for events in sport organizations;
6. make efficient and effective use of financial resources, including budgeting and sponsorships, for sports events.

## 5. Course Concepts

1. Positioning events in community life
2. Identifying and managing fiscal resources
3. Human resource management
4. Managing physical resources
5. Evaluating the event

## 6. Required Text:

deLisle, L.J. *Creating Special Events*. Champaign, IL: Sagamore Publishing, 2009. ISBN: 978-1-57167-525-5.

## 7. Additional Resources

Supplemental Resources:

PowerPoint slides presented in Lectures/Texts