



Course Description

SPM2105 | Sports Events and Facility Management | 3.00 credits

This course examines the different kinds of sporting events and the facilities in which they are hosted. Through the examination of events and facilities, students will learn the basics of event and facility management and apply them in a sports-specific environment. The course will prepare students for event planning, facility and event operations, event management, and other essential competencies for career readiness.

Course Competencies

Competency 1: The student will identify prominent sporting events and facilities by:

1. Discussing the history and evolution of the sports events and facility management industry
2. Understanding the importance of facility site selection, planning and designing, bidding process and costs
3. Describing the main types of sport events and identify goals for each

Competency 2: The student will summarize the core components of facility and event management in sports by:

1. Discussing planning and logistics, managing, financing, pricing, marketing, customer service, implementation and evaluation of facility and event management
2. Understanding the importance of sponsorship and other techniques in producing successful events and providing revenue for a sports facility
3. Evaluating the role of ethics in the decision-making process of sport facilities and event management

Competency 3: The student will determine different facility needs based on sport and event type by:

1. Identifying staffing needs and consumer behavior for various types of sport facilities and events
2. Evaluating various strategies used to measure the performance of the event or facility from a multi-stakeholder perspective
3. Applying management principles, concepts, and practices associated with the operations and maintenance of sports events and facilities

Competency 4: The student will evaluate the domestic and global impact of sporting events and facilities by:

1. Describing the positive and negative impacts of sporting facilities and events on the local community
2. Identifying strategies and techniques used to create sustainable facilities and events that enhance the positive impacts within the community
3. Discussing the economic, environmental, and social impact on sporting facilities globally

Competency 5: The student will plan and execute an event within the sports industry by:

1. Understanding the planning, organizing, and executing of sports events across multiple facets of business and venue management
2. Discussing challenges and risk management related to planning and executing an event within the sports industry
3. Identify best practices to address potential challenges

Learning Outcomes:

- Communicate effectively using listening, speaking, reading, and writing skills
- Use quantitative analytical skills to evaluate and process numerical data
- Solve problems using critical and creative thinking and scientific reasoning
- Demonstrate knowledge of diverse cultures, including global and historical perspectives
- Use computer and emerging technologies effectively
- Demonstrate an appreciation for aesthetics and creative activities