

Sport & Event Management

AP Service, Hospitality and Tourism Management with specialisation in Sport & Event Management, ZIBAT Slagelse (15 ECTS)



Objective with the specialization

The student will be able to independently analyse, assess and reflect on general issues, in particular managerial and organizational problems and be able to perform tasks related to development, planning and operations within the sports, events and leisure sector.

Learning outcomes

Knowledge	<p>The student will gain knowledge about:</p> <ul style="list-style-type: none">• The sport, events and leisure sector• The Sports Industry• The Culture and Event Industry• Managerial and organizational theories / methods related to the sports and event industry• Sport and Performance Management• Sports Marketing and Sponsorship• Sports and Event Economy
Skills	<p>The students will gain skills that will qualify him / her to :</p> <ul style="list-style-type: none">• Work both strategically and operationally with the organization and management within the sports, events and leisure sector

	<ul style="list-style-type: none"> • Work theoretically and empirically with specific issues regarding the development of relevant solutions • Work with and evaluate management and marketing initiatives in the sports, events and leisure sector • Work with the design, construction and implementation of sports and event arrangements
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Courses:

The following courses / modules are offered and taught:

2 ECTS	The Sport, Culture and Leisure industry sector - in an experience economy perspective
Knowledge	<ul style="list-style-type: none"> • What is leisure, physical education, sport and culture in an experience - economic context? • What characterizes the markets and products in the sports and event industry?
Skills	<ul style="list-style-type: none"> • To gain an understanding of various national and international systems and functions in the sport, culture and leisure industry
Competencies	<ul style="list-style-type: none"> • Being able to understand the concept of sport and culture, and the organization of sport and cultural life and their significance related to society • Being able to understand the connection between sports, culture and society in the overall experience industry

3 ECTS	Sport and Event Management
Knowledge	<ul style="list-style-type: none"> • What is sport and event management? • Theories of sport and event management • What characterizes and distinguishes Sport and Event Management from Management in General?

	<ul style="list-style-type: none"> • Knowing how theories and concepts are used in the sports and cultural industry.
Skills	<ul style="list-style-type: none"> • In different phases or at different stages to be able to apply relevant theoretical models for the planning and implementation of specific sport and event arrangements and for problem solving
Competencies	<ul style="list-style-type: none"> • Being able to use the sports and event management as well as the underlying strategic, tactical and practical tools to develop an event • Being able to assess relevant stakeholders in the organization of events and how relationships with these stakeholder are used

2 ECTS	Consultancy and Coaching
Knowledge	<ul style="list-style-type: none"> • An introduction to basic concepts that characterize the consultant's work and apply the coaching concept
Skills	<ul style="list-style-type: none"> • To be able to evaluate the different consultant advisory roles, and coaching in sports and event organizations, also for future developments
Competencies	<ul style="list-style-type: none"> • To understand the consultant / adviser term in relation to external as well as internal processes and service delivery to a client / customer .

3 ECTS	Sport and Event Marketing (Sponsoring and fundraising)
Knowledge	<ul style="list-style-type: none"> • What is sports and event marketing? • What do the concepts of sponsorship and fundraising cover? • What significance does Sport and Event Marketing and sponsorship and fundraising have for organizations?
Skills	<ul style="list-style-type: none"> • Being able to develop basic sports and event marketing plans and projects and elements for the development of concepts to be able to apply for funds through sponsorship and fundraising • To be able to evaluate strategic and practical marketing, sponsorship and fundraising initiatives

Competencies	<ul style="list-style-type: none"> To be able to work with event marketing and sponsorship in practice
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3 ECTS	Sport and Event Economy
Knowledge	<ul style="list-style-type: none"> The special economic conditions that govern sport and event world
Skills	<ul style="list-style-type: none"> To evaluate and disseminate economic data for the stakeholders of the sports and event world
Competencies	<ul style="list-style-type: none"> To be able to understand and apply knowledge of the particular economic conditions in the sports and event world and its stakeholders

2 ECTS	Sport, medier og kommunikation
Knowledge	<ul style="list-style-type: none"> What is the relationship and influence between sport and the media and how do the two parties influence each other? How do sports and event organizations actively work in handling media as a promotion and public relations platform?
Skills	<ul style="list-style-type: none"> To be able to assess which key media can be used by a sports and event organization with focus on the relationships with the organization's external environment Being able to handle the importance of communication to the organization's key stakeholders through various communication channels
Competencies	<ul style="list-style-type: none"> Being able to acquire knowledge of how organizational communication needs should be solved in practice Being able to understand the theoretical communication models and their application in relation to operational goals associated with promotion and public relations

Extra Curriculum Activity (PARTICIPATION NOT MANDATORY)

	Seminar in Applied Sport and Event Management
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Knowledge	<ul style="list-style-type: none"> • By arranging a Subject Seminar with external managers / employees from sports, event and cultural organizations and companies the students are linked to the different practices within the sport, event and leisure industry
Skills	<ul style="list-style-type: none"> • To gain specific insight into practice and specific tasks in sport, event and leisure industry in a way so that they in interaction with external representatives get the opportunity to reflect and discuss real life issues • In practice being able to relate to how their theories and concepts are applied to concrete tasks and conditions