

COURSE MODULE OUTLINE

(1) General information

SCHOOL	SCHOOL OF SOCIAL SCIENCES		
PROGRAM COURSE	SPORT MANAGEMENT		
LEVEL OF STUDY	POSTGRADUATE		
COURSE UNIT CODE	DATH32	YEAR	2 nd
COURSE TITLE	MANAGEMENT OF SPORT EVENTS		
INDEPENDENT TEACHING ACTIVITIES <i>in case credits are awarded for separate components/parts of the course, e.g. in lectures, laboratory exercises, etc. If credits are awarded for the entire course, give the weekly teaching hours and the total credits</i>		WEEKLY TEACHING HOURS	CREDITS
		21-22	10
<i>Add rows if necessary. The organization of teaching and the teaching methods used are described in detail under section 4</i>			
COURSE TYPE Compulsory, Optional, Optional mandatory	COMPULSORY		
PREREQUISITE COURSES:	NO		
LANGUAGE OF INSTRUCTION AND EXAMS:	GREEK		
THE COURSE IS OFFERED TO ERASMUS STUDENTS	NO		
COURSE WEBSITE (URL)	https://www.eap.gr/education/postgraduate/biannual/sports-administration/topics/#d32		

(2) LEARNING OUTCOMES

Learning Outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate (certain) level, which students will acquire upon successful completion of the course, are described in detail. It is necessary to consult:

APPENDIX A

- *Description of the level of learning outcomes for each level of study, in accordance with the European Higher Education Qualifications' Framework.*
- *Descriptive indicators for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and*

APPENDIX B

- *Guidelines for writing Learning Outcomes*

Upon completion of DATH32 the students will be able to:

- analyse the multifaceted impact of sporting events on the economy, culture and health of citizens
- explore the feasibility of organising a sporting event
- prepare the bidding dossier for a sporting event
- organise successful sporting events
- understand techniques for attracting participants to sporting events
- design sponsorship programmes in the field of sport events

General Competences

Taking into consideration the general competences that students/graduates must acquire (as those are described in the Diploma Supplement and are mentioned below), at which of the following does the course attendance aim?

Search for, analysis and synthesis of data and information by the use of appropriate technologies,

Adapting to new situations

Decision-making

Individual/Independent work

Group/Team work

Working in an international environment

Working in an interdisciplinary environment (Other.....citizenship, spiritual freedom, social innovative research awareness, altruism etc.)

Project planning and management

Respect for diversity and multiculturalism

Environmental awareness

Social, professional and ethical responsibility and sensitivity to gender issues

Critical thinking

Development of free, creative and inductive thinking

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1. Search for, analysis and synthesis of data and information by the use of appropriate technologies
2. Respect for diversity and multiculturalism
3. Decision-making
4. Individual/Independent work
5. Social, professional and ethical responsibility and sensitivity to gender issues
6. Critical thinking
7. Development of free, creative and inductive thinking
8. Working in an interdisciplinary environment

(2) COURSE CONTENT

This module examines a variety of issues related to the management of sport events from the initial stages of the bidding process to the basic principles of managing and evaluating the event. In addition, the module focuses on the factors that shape a customer experience in sport events as well as the effect of sport events on the local and regional growth. Finally, a series of targeted case studies are used to help students the process of creating and managing sustainable sport events.

(3) TEACHING METHODS--ASSESSMENT

MODES OF DELIVERY <i>Face-to-face, in-class lecturing, distance teaching and distance learning etc.</i>	Distance education with three Group Counseling Meetings (OSS) during the academic year on weekends.	
USE OF INFORMATION AND COMMUNICATION TECHNOLOGY <i>Use of ICT in teaching, Laboratory Education, Communication with students</i>	• Remote meetings tools (webex) • Use of Presentation software (e.g. power point) • Use of Specialized software in the subjects under study. • Additionally, the students use office automation tools, web browsers and e-reader for digital books.	
COURSE DESIGN <i>Description of teaching techniques, practices and methods: Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, Internship, Art Workshop, Interactive teaching, Educational visits, projects, Essay writing, Artistic creativity, etc.</i> <i>The study hours for each learning activity as well as the hours of selfdirected study are given following the principles of the ECTS.</i>	Activity/Method	Semester workload
	3 OSS (* 4 hours)	12
	1 additional OSS (*4 hours)	4
	Educational activities (optional) (3 *3 hours)	9
	2 short essays (2 * 15 hours)	30
	1 semester essay (1 * 60)	60
	Written examination	3
	Individual study time	162
	Total module workload (hours)	280

STUDENT PERFORMANCE EVALUATION/ASSESSMENT METHODS <i>Detailed description of the evaluation procedures:</i> <i>Language of evaluation, assessment methods, formative or summative (conclusive), multiple choice tests, short- answer questions, open-ended questions, problem solving, written work, essay/report, oral exam, presentation, laboratory work, other.....etc.</i> <i>Specifically defined evaluation criteria are stated, as well as if and where they are accessible by the students.</i>	- Two (2) Short Written Essays, with weighting factor to the class unit's final grade 10% each. - One (1) Semester Essay with weighting factor to the class unit's final grade 20%. The grade of the written assignments (short and semester) is activated only with a grade equal to, or above the base (≥ 5) in the final or repeated exams - Final exams weigh 60% in the final class unit's grade. The final grade of the class unit, in a scale of 10, is calculated as follows: Final grade = $(SE1 * 0,1) + (SE2 * 0,2) + (FE * 0,6)$ There are all the criteria posted, both in each written assignment (in the study) and in the general regulation file:///D:/Users/User/Downloads/kanonismos-spoudwn-isxys-apo-to-didaktiko-etos-2022-2023.pdf
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(4) SUGGESTED BIBLIOGRAPHY:

- Suggested bibliography Primary bibliography - Masterman, G. (2021). Strategic Sport Event Management. Cyprus: Broken Hill. Secondary Bibliography - Emery, P. (2010). Past, present, future major sport event management practice: The practitioner perspective. <i>Sport Management Review</i>, 13(2), 158-170. - Ma, S.C., Kaplanidou, K. (2017). Examining the Importance of Legacy Outcomes of Major Sport Events for Host City Residents' Quality of Life, <i>Applied Research in Quality of Life</i>, 12, 903–923. - Thomson et al. (2019) Sport event legacy: A systematic quantitative review of literature, <i>Sport Management Review</i>, 22(3), 295-321. - Taks, M., Kesenne, S., Chalip, L. & Green C. B. (2011). Economic Impact Analysis Versus Cost Benefit Analysis: The Case of a Medium-Sized Sport Event. <i>International Journal of Sport Finance</i>, 6 (3), 187-203. - Walters, G. (2011). Bidding for international sport events: how government supports and undermines national governing bodies of sport, <i>Sport in Society</i>, 14(2), 208-222. - Morgan et al. (2020). Sport event sponsorship management from the sponsee's perspective. <i>Sport Management Review</i>, 23 (5), 838-851. - Theodorakis, N.D., Kaplanidou & Karabaxoglou, I. (2015). Effect of Event Service Quality and Satisfaction on Happiness Among Runners of a Recurring Sport Event, <i>Leisure Sciences</i>, 37, 87-107. - Ma, S.C., Kaplanidou, K. (2018). Effects of Event Service Quality on the Quality of Life and Behavioral Intentions of Recreational Runners, <i>Leisure Sciences</i>, 40, 1-22. -Related scientific Journals: - Event Management - International Journal of Event and Festival Management - Journal of Convention and Event Tourism - Sport Management Review - Journal of Sport and Tourism - Journal of Sport Management - Sport in Society
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