

DISCLAIMER: The course outline below serves as a general informational guide for students. Course content and assessment modes may vary for different lecturers. Actual course outlines will be made known to students on NTULearn by the individual lecturers. DO NOT purchase textbooks based on the information contained in this document.

## SS3611 Event and Facilities Management

[Lectures: 36 hours; Pre-requisites: None; Academic Unit: 3.0]

### Learning Objective

Sport is often presented through events which can be major meets like the World Cup or Olympics or regional and local events like a school meet. Students will through this course understand the importance of sport events and the decision making considerations of hosting an event. Important to any sport event are the sport facilities which require strict compliance to specifications and maintenance. Risk management during events and in facilities management will be highlighted.

### Content

This course will introduce students to various concepts and issues in events and sport facilities management.

- Planning, designing, constructing and maintaining sport facilities
- Financial, Operational and Marketing issues in facility management
- Risk management and safety concerns in sport venues and events
- Budgeting and financing sport events
- Developing sport marketing and sponsorship strategies

### Course Outline

S/N	Topic	Lecture Hours
1	Facility Management (Planning, Design and Systems)	9
2	Facility Marketing, Finance and Risk Management	9
3	Events Management (Creating and Financing an Event)	9
4	Events Management (Marketing and Sponsorship)	9

### Learning Outcome

Student should be able to demonstrate fundamental understanding of the design and planning process for sport facilities; issues in facility financing strategy; and risk management in the operation of sport facilities. Students should also be able to develop event programming and scheduling; demonstrate an understanding of public relations, events operations and events marketing; and prepare a bid for an event.

### Student Assessment

Students will be assessed by:

- a. Final 2.5-hour written examination (50%)
- b. Continuous assessment (50%)
  - i) **Class Participation.** Students will be given class assignments including readings, case studies and discussion questions. (10%)
  - ii) **Assignment.** Students are expected to evaluate events and sport facilities for their project to demonstrate an understanding of the concepts covered in the course. (40%)

### Textbooks/References

- a. Ch'ng, A., & Koh-Tan, A. (2006). *Managing sport: Concepts and issues of non-profit organisations*. Singapore: Pearson/Prentice Hall.
- b. Fried, G. (2010). *Managing sport facilities* (2nd ed). Champaign, IL: Human Kinetics.

- c. John, G. & Sheard, R. (1994). *Stadia: A Design and Development Guide*. Avon: Butterworth-Heinemann Ltd.
- d. Olson, J.R. (1997). *Facility and Equipment Management for Sport Directors*. Champaign, IL: Human Kinetics.
- e. Schwarz, E.C., Hall, S.A. & Shibli, S. (2010). *Sport Facility Operations Management*. New York: Routledge.
- f. Shilbury, Quick & Westerbeek (1998). *Strategic sport marketing*. NSW: Allen & Unwin.
- g. Solomon, J. (2002). *An insider's guide to managing sporting events*. Champaign, IL: Human Kinetics.
- h. Watt, D. C. (1998). *Sports management and administration*. London: E & FN Spon.
- i. Westerbeek, H., Smith, A., Turner, P., Emery, P., Green, C., & Leeuwen, L. V. (2005). *Managing sport facilities and major events*. New York: Routledge.