Faculty of Economics & Administrative Sciences
Course Syllabus

Course Title: Event Management
Instructor: Hadeel Maaitah
Instructor E-mail: hadeel@hu.edu.jo
Instructor Office: 235
Office Hours:

Course Description:
This course **provides with an insight into the strategic management of sports events of all scales and types, from international mega-events to school sports.**

General Aim and Rational:
The hosting of sports events – whether large international events, or smaller niche events – can have a significant and long-lasting impact on the local environment, economy and society. Combining a unique conceptual framework with a practical, step-by-step guide to planning, organizing, managing and evaluating events, this *course* explains the importance of adopting a strategic approach, showing how to implement strategies that lead to successful outcomes over the short and long-term.

Recommended Text:
Masterman, G. (2014) Strategic Sports Event Management: An international approach, (3rd ed.) Routledge

Lectures schedule: **(First Semester 2015-2016):**

Week	Topics	Reading
1&2	The sports events industry	Ch.1
3&4	Event organizations	Ch.2
5&6	The sports event planning process	Ch.3
7&8	Impacts and legacies	Ch.4
9&10	The bidding process	Ch.7
11&12	Sports event sponsorship	Ch.11
1&14	Research and evaluation	Ch.12
15&16	Revision and Final Exams	

Grading plan:
Mid Exam: 30 points
Case study paper: 20 points
Participation: 10 points
Final Exam: 40 points