



Faculty of Economics & Administrative Sciences  
Course Syllabus

Course Title: Event Management  
Instructor: Hadeel Maaitah  
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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

