

BUSM 3097 SPORT AND SPECIAL EVENT MANAGEMENT

Credit Points 10

Description Sport and Special Event Management prepares students for the dynamic and evolving world of event operations management with a particular emphasis on sport, tourism, and major event contexts. Students will engage with key principles in leadership, communication, innovation, and administration as they explore how to design, plan, market, deliver, and evaluate events in contemporary settings. The subject also examines emerging trends, technologies, and sustainable practices, fostering real-world problem-solving capabilities. Graduates will gain valuable insight, practical knowledge, and interpersonal skills highly sought after by employers, equipping them for diverse careers across the sport, tourism, and events industries.

School Business

Student Contribution Band

Check your fees via the Fees (https://www.westernsydney.edu.au/currentstudents/current_students/fees/) page.

Level Undergraduate Level 3 subject

Equivalent Subjects BUSM 3065

Learning Outcomes

After successful completion of this subject, students will be able to:

1. Evaluate contemporary trends and practices in event management within sport and tourism contexts.
2. Apply event management concepts, tools, and processes to create a realistic plan for a Sport Tourism Event.
3. Demonstrate financial literacy in event operations.
4. Apply critical and creative thinking to develop and evaluate appropriate solutions in an event management context.

Subject Content

1. Introduction to event operations management and sport tourism event types
2. Sport event conceptualisation and strategic planning including accessibility and sustainability dimensions
3. Logistics, infrastructure, and venue management
4. Event marketing and stakeholder engagement
5. Human resource management
6. Development of project management skills
7. Technology and innovation
8. Financial management and revenue generation
9. Event design, production and risk assessment
10. Event evaluation and impact assessment

Prescribed Texts

- Allen, J 2022, Festival and Special Event Management, Essentials Edition, 1st edn, John Wiley & Sons, Incorporated, Melbourne.