Hanze

# Course: Event management — credits: 5

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| **Course code** | SKVP24EMA |
| **Name** | Event management |
| **Study year** | 2026-2027 |
| **ECTS credits** | 5 |
| **Language** | English |
| **Coordinator** | G. van Dalfsen |

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| **Modes of delivery** | Guest lecture<br>Lecture<br>Tutorial |
| **Assessments** | Event Management - Written, organised by School<br>International game Great Run (GR) - Active participation |

**Learning outcomes**

By the end of the course, students will be able to critically analyse and apply key Event Management concepts, including human resource management, customer experience management, and strategic event planning. Through independent study and practical application in the WHU game, they will develop skills in teamwork, decision-making, and problem-solving, preparing them to navigate challenges in the dynamic field of sport event management.
LILO 2: Design (Competency level 1)
LILO 3: Implementation (Competency level 1)

**Sport and physical activity management**
11. Management

**Forming connections within and beyond sport and physical activity**
18. Multidisciplinary and interdisciplinary collaboration

**Content**

***Content of the course component:*** The Event Management course requires the student to independently study literature and digital knowledge sources related to the international event management landscape (e.g. podcasts, webinars, and official reports of respective events). This is in preparation for seminars in which the student gives substance to the knowledge they have gained through instructional modes such as lectures, dialogue and presentations throughout the overall program of Event Management. The topic of Human Resource Management (HRM) is also part of this course. A basic understanding of the overall HR process will be presented covering aspects including recruitment and selection, retention, diversity and equality, pay and reward and volunteer management. Students will then be expected to apply these key concepts to various sporting scenarios and events in order to enhance their knowledge and understanding. Pine and Gilmore in their book: 'Experience Economy' (1999) argue that businesses must orchestrate memorable events for their customers, and that memory itself becomes the product: the "experience". More advanced experience businesses can begin charging for the value of the "transformation" that an experience offers, e.g., as education offerings might do if they were able to participate in the value that is created by the educated individual. This, they argue, is a natural progression in the value added by the business over and above its inputs. Although the concept of the experience economy was initially focused on business, it has crossed into other fields. The Experience Economy is also considered to be the main underpinning for customer experience management and will therefore be addressed as a key aspect of this course, alongside other theoretical models, in order to provide students with a solid knowledge base regarding the many facets of Event Management.

The complete body of knowledge is required to fulfil the challenges and assignments during the West Ham United (WHU) international game. The game participants are students from the Sport Studies as well as students from partner universities in Europe. West Ham United is a professional football club in London, England. The international game WHU is a time management game in order to develop skills in the application of current sport, health and management theories to a practical situation.

Aims of the Event:
* develop skills of teamwork through the execution of an applied sport, health and management exercise
* critically appraise event management issues including volunteering, promotion, marketing, branding and organising
* analyse and evaluate the importance and power of a sport event and event management

Objectives of the event: at the end of the game successful students will be able to recognise and respond to the demands of a (simulated) management experience and to:
* develop an understanding of diversity management and cultural differences within sport event management
* develop personal competencies associated with working in a team,

making decisions, taking responsibilities and applying sound principles to the effective execution of a sports event

***Course structure:*** The course consists of guest lectures, regular lectures, and tutorials led by your instructor.

***Assessment structure:*** Written exam

***Literature and any costs:***
Bowdin, G. A. J., Allen, J., Harris, R., Jago, L., O'Toole, W., & McDonnell, I. (2024). *Events management 4th edition*. Routledge. (~55 EUR)

**Included in programme(s)**

Sport Studies

**School(s)**

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