

# SCHOOL OF HUMAN KINETICS

HKIN 292  
(Leisure and Sport Event Management) section 001  
January – April 2007

“Teaching is the art of assisting discovery” Mark Doerren

**Instructor:** Kavie Toor, SRC 108, phone: 822-1688, e-mail [ktoor@rec.ubc.ca](mailto:ktoor@rec.ubc.ca)

**Class:** Tuesdays and Thursdays: 9:30 A.M. – 11:00am

**Office Hours:** Fridays: 10:30am to 11:30am (Or by appointment), Student Recreation Center SRC 108

**Course Location:** War Memorial Gymnasium 206/208

**Course Mission:** By the end of the course, each student will demonstrate their understanding of the theories, concepts, components and strategies involved in sport event management. Students will also understand the role of sport in our community in relation to personal development, community building, and personal life satisfaction

**Learning Outcomes:** Sport Management

- 1) Sport event planning
  - a) Mission / Vision statements: components of creating and implementing a mission statement, vision statement, and the development of strategic goals with associated action plans
  - b) Strategic planning: essential characteristics of strategic planning for sporting events and key features involved in creating a proposal.
  - c) Project management: 2 project management strategies + 5 steps for project management with a focus on developing a gant chart
  - d) Evaluations and assessment: characteristics and differences between evaluations and quality assurance; 9 different techniques for evaluating sport events
- 2) Event logistics
  - a) Scheduling: identification of different scheduling techniques
  - b) Risk management: characteristics of risk assessment, risk identification, and development of a risk management protocol for sport and leisure events
  - c) Site management: features of good site management and the steps and focus on creating a participant and administrative site plan
  - d) Administrative footsteps: key features of developing an administrative time-line and script for the planning committee.
  - e) Participant footsteps: identification of the importance of participant footsteps, the steps involved in this visioning exercise, and how this can enhance the participant experience
  - f) Event execution: the delivery and implementation of a sporting event
- 3) Resource management
  - a) Staff – group dynamics, volunteer management, organizational structures
  - b) Financial management: special emphasis on budget preparation, budget analysis and control, budget presentation, financial and progress reporting
- 4) Marketing and Public Relations
  - a) Marketing Strategies: an introduction into 4 p's Marketing and application of marketing strategies to sport events. Identification of the differences between marketing, promotions, advertising, public relations, and sponsorship
  - b) Sponsorship: methods involved in attaining sponsorship and benefits of sponsorship for sport events

- 5) Types of sport events: features and methods to organize
  - a) Mass start
  - b) Round robin
  - c) Single / double elimination tournaments
  - d) Individual sport events
  - e) Multi-level tournaments

#### Role of Sport

- 1) Benefits of participation: Understand the components of a Balanced Life and the roles that Leisure Organizations play in helping individual achieve a sense of life satisfaction
- 2) Self Awareness: Understand aspects of self and the role of individuals on sport event management
  - a) Emotional intelligences
  - b) Self reflection: journals
- 3) Understanding demographics: future trends and research

#### **Methodology:**

Experiential learning will be the primary methodology of instruction for this class; the focus of this course will be heavily placed on the experience of organizing all aspects of a community and house (in-class) event. These learning outcomes will also be facilitated through lectures, workshops and guest presenters. Students will also be asked to complete two in-class assignments and a journal throughout the term.

#### **Reference Material:**

A package of course readings and supplemental material will be made available to students at cost.

#### **Course Content:**

Tuesday, January 9	<ul style="list-style-type: none"> <li>Introductions</li> <li>Course outline</li> <li>Course overview</li> <li>Reference Material Purchase</li> <li>What is Sport event management?</li> </ul>
Thursday, January 11	<ul style="list-style-type: none"> <li>Group formation for house and community event organization</li> <li>Reference material purchase</li> <li>Workshop focus: Event experiences and best practices</li> <li>How to create the WOW experience</li> <li>Introduction of house and community events</li> <li>Class participation in class event: HKIN 292 Amazing Race</li> </ul>
Tuesday January 16	<ul style="list-style-type: none"> <li>Theme: Sport Event Planning</li> <li>Workshop: What makes a good mission statement (mission, vision, and goals)</li> <li>Reading material: Class handout</li> <li>Selection of community and / or house events</li> <li>Community event reflection</li> <li>Mission / Budget project information</li> </ul>
Thursday, January 18	<ul style="list-style-type: none"> <li>Theme: Sport Event Planning</li> <li>Workshop focus: Project Management</li> <li>Workshop: strategic planning "if you fail to plan, you plan to fail"</li> <li>Reading Material: Project Management handout</li> </ul>

- Tuesday, January 23 Theme: Resource Management  
Finance and Budgeting  
Required readings: Parkhouse, Accounting and Budgeting
- Thursday, January 25 Theme: Resource Management  
Class workshop focus: volunteer and staff management, “Key management principles”  
Required readings: Lynch, Rick, McCurley, Steve (2003) Essential Volunteer Management selected pages
- Tuesday, January 30 House event practical on campus  
Mass start sport event
- Thursday, February 1 Theme: Marketing and Public Relations  
Workshop focus: Sport marketing, “your marketing and delivery defines your event”  
Required readings: Janet Parks Sport Marketing, Contemporary Sport Management Chpt 10  
Required readings: brand image, NIRSA  
Mission / Budget assignment due
- Tuesday, February 6 House event practical in the student recreation centre  
Round robin tournaments
- Thursday, February 8 Theme: Event Logistics  
Workshop Focus: Tournament and Game Management format  
Required readings: Richard Mull Intramural and Extramural Sport, Recreational Sport Management  
Class workshop focus: site management / participant footsteps / administrative footsteps how to create a professional environment
- Tuesday, February 13 Theme: Marketing and Public Relations  
Workshop focus: Sponsorship, “sponsors, we need sponsors”  
Required reading: Bernard Mullin Promotional Licensing and sponsorship, Sport Marketing Chpt 12
- Tuesday, February 15 Mid Term Examination
- Thursday, February 27 House event practical in the student recreation centre  
Double elimination tournaments
- Thursday, March 1 Theme: Event Logistics  
Workshop focus: risk management: “how to keep your participants, staff, and organizers safe”  
Required reading: Richard Mull Risk management, recreational sport management
- Tuesday, March 6 House event practical in the student recreation centre  
Low Organizational Individual Sport Event
- Thursday, March 8 Workshop focus: Tournament and event planning and scheduling  
Required readings: Richard Mull Intramural and Extramural Sport, Recreational Sport Management  
Single elimination tournaments, Round robin tournaments, Double knockout tournaments
- Sunday March 13 UBC Triathlon: HKIN 292 students must attend
- Tuesday March 13 House event practical in the Student Recreation Centre  
Multi-level tournament Theme: Event Logistics
- Thursday, March 15 Theme: Event Logistics  
Workshop focus: Components and processes of evaluation  
Required reading: C.R. Edginton Evaluation and Quality Assurances
- Tuesday March 20 Guest Speaker – Event Management in the real world

- Thursday, March 22      Theme: understanding demographics  
 Workshop focus: analysing demographics and trends, “How to incorporate demographic analysis Into your strategic planning”  
 Required readings: Marber and Havitz Canadian Participation Rates in Ten Sport and Fitness activities, Phillip Downs Benefits of participation and recreation
- Tuesday, March 27      Theme: Benefits of participation and the role of recreation  
 Workshop focus: the benefits of sport and recreation participation  
 Required reading: loehr and schwartz the making of a corporate athlete, I  
 Required reading: Phillip Downs Benefits of recreation,
- Thursday, March 29      Theme: Self-awareness  
 Community Event Reflections  
 Emotional Intelligences and development of the “soft” skills
- Tuesday April 3,      Workshop focus: Inclusive sport management, “ensuring your events can host people with Disabilities  
 Required reading: we want to play too, NIRSA
- Thursday, April 5      Workshop focus: Jobs, Careers, and life skills within the sport management field  
 Class handout
- Tuesday, April 7      Community event group contribution score towards the final report  
 House event group contribution score towards the report  
 Preparation for final exam  
 Hand in Community practical reports

**Community and House Events**

- ❖ House events: To be organized by selected class groups for class participation
- ❖ Community event: To be organized by the selected class groups for community participation
- ❖ Co-host community event: To be organized by the entire class along with UBC REC staff for community participation

A. House Events Include the following: (Each event organized by selected class groups)

- 3 -Mass start sport event (Walk/Run/Relay)
- 3 -Round robin individual sport event w/playoffs: single/double elim. playoffs
- 3 –Multi-level tournaments
- 3 – Double knockout tournaments
- 2- Low organizational tournaments

B. Community events include the following (Each event organized by selected class groups)

**HKIN 292 Community Events**

Name of Event	Event Category	Date	Groups	Mentor	Notes
Raindrop Adventure Run	Race	Feb 8 12:30		Catherine 2 Coombe	Responsible for marketing (REC approval)
Active U – Health Promotion Week Conference		TBA (End of February)		Beth 2 Saunders	Will assist with marketing (REC)
Ivor Wynne 3 on 3 Drop in B-ball tournament	Tournament	February 27		Catherine 2 Coombe	Responsible for marketing (REC approval)
Calm Before the Storm Beach	Tournament			2 Catherine	Responsible for marketing (REC approval)

Volleyball Tournament		March 23 9:00am to 5:00pm	Coombe	
Storm Factor	Event	March 25-30	Beth 2 Saunders	Will assist with marketing
Run for Education	Race	April 1	2 Kavie Toor	Will assist with Marketing

C. Co-Host Community Event: Every one in the class is involved

- UBC Triathlon, Saturday March 11, 7:00 A.M. – 4:30 P.M.

### Service Learning

"Community Service-Learning" or "Service-Learning" refers to a model of experiential learning that combines voluntary community service with academic course work. Real-life experiences in the community are linked to academic content through processes of critical reflection such as journal writing and small group discussion.

Community Service-Learning (CSL) has been shown to have positive effects on academic performance (including GPA, writing skills, critical thinking skills), values (e.g., commitment to activism and to promoting racial understanding), self-efficacy, leadership, choice of a service career, and plans to participate in service after graduation . CSL is a pedagogical model used extensively in the United States, but it is new to Canada. The following website explains more about service learning at UBC : [http://www.learningexchange.ubc.ca/trek\\_program/community\\_learn.htm](http://www.learningexchange.ubc.ca/trek_program/community_learn.htm)

### COURSE EVALUATION

#### COMMUNITY AND HOUSE EVENTS

- |   |           |
|---|-----------|
| • Event Management (Implementation of Event) (see note #1 and #2) | 15.0%     |
| • Community Event Management Practical Report (see note #1)       | 10.0%     |
| • House event (please see note #1)                                | 10.0%     |
|   | Total 35% |

#### ASSIGNMENTS

- |   |           |
|---|-----------|
| • Mission, vision, strategic goals, gant chart, organizational structure and budget submission (group assignment) for Community Event | 10%       |
| • Personal mission statement assignment   | 5%        |
|   | Total 15% |

#### EXAMS and QUIZZES

- |  |           |
|--|-----------|
| • Quizzes 5 per term based on readings and material covered in class (see note #3) | 10%       |
| • Mid Term Examination (1 Hour and twenty minutes)                                 | 20%       |
| • Final Examination (2.5 Hours) (Please see Note #4)                               | 20%*      |
|  | Total 50% |

Grand Total	100%
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Note #1: Using instructor, peer, teacher assistant, and mentor evaluations group members will be given a mark proportionate to their group contribution. House event mark includes participation in house events, marks will be deducted for being absent during these dates

Note #2: For every pre or post event deadline missed the group will be subtracted 1.5 marks. These deadlines will include: meetings with the event mentor, instructor, or teaching assistant; post event results; bookings; equipment borrowed and returned on time.

Note #3 There will be 5 quizzes per term based on readings and material covered in class. These quizzes will be given periodically throughout the term

Note #4: The final examination will be scheduled during the final examination period in April. Please do not make travel plans until you are certain of the date. You must write your finals during the times designated by the University.

### **Guidelines for making up missed graded work**

Students who miss class will be required to make up for missed work. Un-excused absences will result in a score of 0 on related assignments

### **Guidelines for students with special needs**

Students with special needs must meet with the instructor within the 1<sup>st</sup> week of classes to discuss course activities and events. HKIN 292 is an inclusive class that will meet the needs of all students.

### **Attendance Policy**

Students who miss more than 5 classes may not be allowed to write the final exam. Students will be penalized for missing house events by 1.5 marks for classes up to a maximum of 10 marks.

### **Required Readings**

- Downs Phillip (2003) "Value of Recreational Sports on Campus," *Recreational Sports Journal* Fall winter Volume 27, number 1 pg. 45 –54
- Edginton, C.R., & C.J Hanson, & S.R. Edginton (1992). "Evaluation and Quality Assurance" in *Leisure Programming: Concepts, Trends, and Professional Practice*. Dubuque, Oowa: Wm. C. Brown
- Loehr, Jim and Schwartz, Tony (2001) "The Making of a Corporate Athlete," *Harvard Business Review* pg. 120 – 128
- Lynch, Rick, McCurley, Steve (2003) *Essential Volunteer Management* selected pages
- Marber, Nancy & Havitz, Mark (2001) "Canadian Participation Rates in Ten Sport and Fitness Activities," *Journal Of Sport Management* pg.51 – 76
- Mull, F Richard, Bayless G Kathryn, Ross Craig M, Jameison Lynn (1997) "Risk Management" *Recreational Sport Management* pg 277– 294
- Mull, F Richard, Bayless G Kathryn, Ross Craig M, Jameison Lynn (1997) *Intramural and Extramural Sport Recreational Sport Management* pg 94 – 145
- Mullin Bernard J, Hardy Stephen, Sutton William A (2000) *Promotional Licensing and Sponsorship Sport Marketing* p253-280
- Parks Janet B, Quarterman Jerome (2003) *Sport Marketing Contemporary Sport Management* pg. 189 – 208
- Parkhouse Bonnie, *History of Sport Management The Management of Sport, Its Foundation and Application* pg. 196 – 215 pg. 2- 13
- Parkhouse Bonnie, *Accounting and Budgeting The Management of Sport, Its Foundation and Application* pg. 196 - 215
- Pollack, Roberta (1997) *go with the flow, inner shape*, pg 38 –39
- Strigas, Athanassios D & Jackson, Newton (2003) "Motivating Volunteers to Serve and Succeed: Design and Results of a Pilot Study that Explores Demographics and Motivational Factors in Sport Volunteerism", *International Sports Journal*
- Shin Sunney, Kleiner Brian H (2003) *How to manage unpaid volunteers in organizations Management Research News*; select pages
- Titlebaum, Peter & Brennan, Kate & Tracy Chynoweth (2002) "we want to play to" *Recreational Sports Journal* Fall / Winter, Volume 26, Number 1

