



UNIVERSITY
OF LONDON

SPORTS EVENT MANAGEMENT

In collaboration with



All modules on the PGCert International Sports Management are available to study individually as professional short courses, similar to masterclasses. Each module delves deeper into specialised knowledge allowing you to develop the competences needed in a specialist field within International Sports Management. Successful completion positions you for career development and progression to the PGCert.



Sports event management

This module will consider a range of issues relating to successful sporting event management, including bidding and developing the event; assessing the risks and planning the event; staffing of events; and evaluation of the event's success.

You will also focus on the creation of sustainable events and designing legacies to maximise the contribution made by the event.

This module is expected to be available to study in January 2021.

Topics covered

You will study a variety of topics including:

- bidding for sporting events
- event creation, design and development
- event planning: processes, risk management and readiness
- event planning methodology
- event organisation, human resources and volunteering
- sustainable event management
- event impact and legacy
- event evaluation and evolution.

Learning outcomes

By the end of this module you will be able to:

- apply models and concepts to evaluate the challenges and opportunities in hosting and managing major sporting events.
 - evaluate case studies of major sporting events to identify best practice.
 - design and develop effective processes for the different stages of event management.
 - apply learning on major sporting events to their own and other contexts.
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Assessment

Assessment for this module will include:

- One limited-text presentation and accompanying 2,500-word report (100 per cent).
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Scholarships

Scholarships for the PGCert International Sports Management are available through the World Academy of Sport and the University of London. For more information on eligibility and how to apply, visit: london.ac.uk/sports-management

Further information

For further information on the PGCert in International Sports Management and individual modules available to study, please visit: london.ac.uk/sports-management



“Drawing on sound academic and industry input from experts, this module will equip you with critical understanding and application of event management techniques. From the creation and delivery of sustainable events, to designing the legacies to maximise the contribution made by the event.”

Dr Oscar Mwaanga,
Programme Director,
PGCert International
Sports Management

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