Jan Amos Komeński STATE UNIVERSITY OF APPLIED SCIENCES in Leszno

Funded by the European Union

Course syllabus for ERASMUS+ incoming students

| Course Title | |
|---|---|
| **Event Management and Leadership** | |
| Academic Teacher | Mikołaj Zgaiński, PhD |
| E-mail | mikolaj.zgainski@ansleszno.pl |
| ECTS credits | 5 |
| Number of hours | 120 |
| Course code | INT-IZKFWF-EML-26 |
| Course description | |
| This course introduces students to the principles of event management and leadership within the sport and physical activity sector. Students will develop practical knowledge and skills necessary to plan, organize, promote, implement, and evaluate sport events of various scales. Particular emphasis is placed on leadership, teamwork, communication, sustainability, risk management, and intercultural cooperation in sport organizations.<br>The course combines theoretical foundations with practical case studies and project-based learning. Students work in multicultural teams to design a sport event proposal that reflects contemporary standards. | |
| Learning outcomes - course content | |
| <u>Module 1: Introduction to Event Management</u><br>• Types of sport events<br>• Event industry overview<br>• Role of event managers<br><br><u>Module 2: Leadership in Sport Organizations</u><br>• Leadership theories<br>• Leadership styles<br>• Team leadership<br><br><u>Module 3: Event Planning Process</u><br>• Setting objectives<br>• Event lifecycle<br>• Stakeholder identification | |

- Visit to the sports events (speedway, futsal, basketball, etc.)
- Case studies

Module 4: Project Management in Events

- Scheduling
- Resource allocation
- Planning tools incl. Gantt chart

Module 5: Budgeting and Financial Management

- Cost estimation
- Revenue sources
- Sponsorship models
- Sponsorship objectives

Module 6: Marketing and Promotion

- Creating marketing mix
- Digital marketing
- Social media
- Branding sport events

Module 7: Risk Management and Safety

- Risk identification
- Emergency planning
- Health and safety regulations

Module 8: Human Resource Management

- Belbin Team Role Theory
- Volunteers and staff recruitment
- Motivation and supervision

Module 9: International and Mega Sport Events

- Olympic Games
- FIFA World Cup
- Successful sport events
- Sustainability in Sport Events
- Case Studies

- Best management practices
- Event failures

Module 10: Course Review and Final Assessment

- Test
- Student Group Presentations

Knowledge

- Explain the fundamental concepts of event management.
- Identify the stages of the event planning process.
- Describe leadership styles applicable in sport organizations.
- Recognize legal, ethical, financial, and safety considerations in sport events.

Skills

- Develop an event management plan.
- Prepare a basic event budget.
- Conduct risk assessment for a sport event.
- Apply marketing and communication strategies.
- Present and defend an event proposal.

Competences

- Demonstrate leadership and responsibility in team projects.
- Communicate effectively with stakeholders.
- Work effectively in multicultural teams.

Student workload (self-study description)

- Taking part in classes (30 hours)
- Reading recommended textbooks, scientific articles, and reports on event management, leadership, human resources and sustainability. Taking part in real sports events and visits to sports clubs. Reviewing lecture materials and preparing for examinations (30 hours),
- Preparing the project: (60 hours)
  Students work in international teams will prepare a complete proposal for organizing a sport event. The project should include:
  - Event concept
  - Target participants
  - Objectives

- Event schedule
- Budget
- Marketing strategy
- Risk management plan
- Evaluation methods

Literature

1. Shank, M. D., & Lyberger, M. R. (2021). Sports Marketing: A Strategic Perspective (6th ed.). Routledge.
2. Chadwick, S., Widdop, P., Anagnostopoulos, C., & Parnell, D. (Eds.). (2022). *The Business of the FIFA World Cup*
3. Gulak-Lipka, P., & Jagielski, M. (2020). Incorporating sustainability into mega-event management as means of providing economic, social and environmental legacy: a comparative analysis. Journal of Physical Education and Sport, 20(Suppl. 5), 2859–2866
4. Northouse, P. G. (2022). Leadership: Theory and Practice (9th ed.). Sage.