



LITHUANIAN SPORTS UNIVERSITY

STUDY MODULE PROGRAMME (SMP)

Module Code	S	190	B	061	Accredited until				Renewal date		
	Branch of Science		Progr.	Registr. №.							

Entitlement

Event management

Prerequisites

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Course (module) Learning Outcomes

№.	Learning Outcomes	Teaching / Learning Methods	Assessment Methods
1	Will be able to think creatively and apply innovative methods at work.	Practical exercises (tasks),	Individual project
2	Will be able to work in a team or take a leadership role in organizing its activities, promoting changes or solving complex tasks.	Group work, Practical exercises (tasks), Seminar	Group work, Individual project,
3	Will be able to use modern communication tools and social networks conveying professional and other information.	Group work, Practical exercises (tasks),	Oral presentation,
4	Will be able to demonstrate personal position on professional issues, understand different arguments and make independent decisions as well as assess their impact in a defined situation.	Discussion, Formal lecture, Group work, Seminar	Case analysis (study), Oral presentation
5	Will be able to prepare and implement various projects contributing to the improvement of sports or leisure infrastructure and the organization of events.	Individual project, Practical exercises (tasks),	Oral presentation,
6	Will be able to identify problems in their own and other human resources activities, find solutions and ways of improvement, and delegate tasks to achieve strategic goals of a sports or tourism organization.	Practical exercises (tasks), Reflection on action	Case analysis (study), Individual project,

Main aim

The aim of the module is to provide theoretical and practical knowledge of the methodology and management of various events, as well as to improve organizational and management skills and abilities.

Summary

The module introduces the principles of the event organization cycle, teaches how to create and present the idea of the event; to properly define the purpose and tasks of the event according to management principles; prepare the original idea, program and script for the selected event; adapt the content and format of the event to the needs and capabilities of the target group and evaluate the events.

Level of module

Level of programme		Subject group (under the regulation of the area)
Cycle	Type	
First	Bachelor	Specialaus lavinimo

Group under financial classification

4.Socialinių mokslų studijos (išskyrus politikos mokslus, sportą ir studijas, nurodytas 8 punkte)

Syllabus

№.	Sections and themes	Responsible lecturer
1.	Events typology	
2.	Team building and volunteering management	
3.	Event Planning	

No.	Sections and themes	Responsible lecturer
4.	Event Organization	
5.	Sponsorship and funding of the event	
6.	Event marketing and communication	
7.	Event analysis and evaluation	
8.	Event security and risk management	
9.	Implementation of the event after the event	
10.	Event management in a virtual environment	

Evaluation procedure of knowledge and abilities:

References

No.	Title	Edition in Lithuanian Sports University library		In Lithuanian Sports University bookstore	Number of ex. in the methodical cabinet of the depart.
		Pressmark	Number of exemplars		
1.	Beech, J., Kaiser, S., Kaspar, R. (2014). The business of events management, Pearson Education Limited, 383 p.			No	
2.	Cheryl, M., Lorne, J.A. (2017). Event Management in Sport, Recreation and Tourism: Theoretical and Practical Dimensions. Routledge.			No	
3.	Fenich, G.G. (2015). Planning and Management of Meetings, Expositions, Events, and Conventions. Pearson Education Limited, 229 p.			No	
4.	Eunjung, K., Graham, C. (2017). A Systematic Quantitative Review of Volunteer Management in Events. Event Management, Volume, 21, p. 83–100 . E-ISSN 1943-4308			No	
<i>Comment: Available online: https://core.ac.uk/download/pdf/143898319.pdf</i>					
5.	Nadkarni, S. (2019), "The pre- and post-event planning roadmap for Expo 2020: Dubai's coming-out-party", Worldwide Hospitality and Tourism Themes, Vol. 11 No. 3, pp. 259-265.			No	
6.	Wysong S., Maellaro R., (2013). An empirical examination of mega-event volunteer satisfaction and the introduction of the Volunteer Selection Improvement Process (VSIP) Model. The International Journal of Sport and Society Volume 3, p. 124-136. ISSN 2152-7857			No	

Additional literature

No.	Title
1.	Bladen, C., Kennell, J., Abson, E., Wilde N. (2012). Events management : an introduction. Milton Park, Abingdon : Routledge, 2012. 444 p.
2.	Ferdinand, N., Kitchin, P. J. (2012). Events management an international approach. Los Angeles : Sage, 2012. 364 p
3.	GUŽAUSKAS, A. Renginių organizavimas. Metodinė medžiaga studentams ir renginių organizatoriams. Klaipėdos valstybinė kolegija, 2012.
4.	Mejerytė-Narkevičienė, Kristina; Fominienė, Vilija Bitė. Naudojimosi vaizdo konferencijomis galimybės nevyriausybinėse sporto organizacijose // Sporto mokslas. Vilnius : Lietuvos sporto informacijos centras. ISSN 1392-1401. 2013, Nr. 2 (72), p. 52-58.

№.	Title
5.	Juodviršis, Simas; Mejerytė-Narkevičienė, Kristina. Lietuvos kartingų žiemos čempionato organizavimo vertinimas: organizatorių požiūriu // Theory and practice: problems and prospects : international scientific practical conference, Kaunas, Lithuania, 2019 May 9–10th : book of abstracts = Mokslas ir praktika: aktualijos ir perspektyvos, p.26.
6.	Petraitis, Mažvydas; Valantinė, Irena; Kreivyte, Rasa; Mejerytė-Narkevičienė, Kristina; Eimontas, Edvinas. Bėgimo renginių socialinis poveikis dalyviams: lyginamoji analizė // Sportininkų rengimo valdymas ir sportininkų darbingumą lemiantys veiksniai:: sporto forumas – tarptautinė mokslinė konferencija, 2019 lapkr. 21–22 d., Kaunas, Lietuva.
7.	Striving for excellence: Mega -Sporting Events and human rights (2013). IHRB, ISBN 978-1-908405-15-9

Coordinating lecturer

Position	Degree, surname, name	Schedule №.
Lecturer		798

Subdivision

Entitlement	Code
a	1007

Study module teaching form №. 1

Semester	Mode of studies	Structure				Total hours	Credits	
		Theory	Seminars	Lab Works	Ind. work			
A	S	D	16	14	0	100	130	5

Languages of instruction:

Lithuanian	L	English	E	Russian	R	French	F	German	G	Other	Oth.
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Plan of in-class hours

№. of Themes	Academic hours			№. of Themes	Academic hours		
	Theory	Seminars	Lab Works		Theory	Seminars	Lab Works
1.	1	0	0	6.	2	4	0
2.	2	2	0	7.	1	2	0
3.	2	0	0	8.	1	0	0
4.	4	2	0	10.	1	2	0
5.	2	2	0				
				Total:	16	14	0

Schedule of individual work tasks and their influence on final grade

	№. of syllabus	Total hours	Influence on grade, %	Week of presentment of task (*) and reporting (o)																
				1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17-20
				Group Homework	1-2	15	15	*	0											
Individual project	3-4	20	20	*					0											
Exam	1-9	30	30	*														0		
Individual project	5-6	20	20							*			0							
Case analysis (study)	7-8	15	15											*			0			
Total:	-	100	100																	

Study module teaching form №. 2

Semester	Mode of studies	Structure				Total hours	Credits	
		Theory	Seminars	Lab Works	Ind. work			
A	S	N	16	14	0	100	130	5

