



LITHUANIAN SPORTS UNIVERSITY

STUDY MODULE PROGRAMME (SMP)

Module Code	S	190	B	065	Accredited until				Renewal date		
	Branch of Science		Progr.	Registr. №.							

Entitlement

Leisure and Sports Events

Prerequisites

Secondary education

Course (module) Learning Outcomes

№.	Learning Outcomes	Teaching / Learning Methods	Assessment Methods
1	Will understand social responsibility including sustainable and ethical behavior in business	Discussion, Formal lecture	Group (team) project, Mid-term examination
2	Will be able to make evidence-based decisions integrating data management and analytics, evaluating their impact in a defined situation	Case analysis (Case study), Discussion	Group (team) project, Individual work
3	Will be able to prepare and implement various projects, communicating with all interested parties, contributing to the improvement of sports, tourism or leisure infrastructure and the execution of events	Case analysis (Case study), Group work	Group (team) project, Individual work
4	Will know and understand the principles of organizing and conducting various sports tournaments and competitions, will be able to organize activities related to the purposes of active recreation	Group work, Seminar	Group (team) project, Individual work, Mid-term examination
5	Will be able to work in a team or take a leadership role in organizing its activities, encouraging changes or solving complex tasks	Group work	Group (team) project
6	Will be able to communicate and cooperate with specialists from various fields and cultures, individually and when working in a team, at least one foreign language	Discussion, Group work, Seminar	Group (team) project, Mid-term examination
7	Will be able to communicate effectively in writing and orally, using modern communication tools and social networks and promoting positive communication and cooperation in compliance with ethical principles	Case analysis (Case study), Discussion, Group work	Group (team) project, Individual work, Mid-term examination
8	Will be able to analyze and systematize problems	Case analysis (Case study), Group work	Group (team) project, Individual work
9	Will strive for continuous learning, adapting to new technologies required for a management specialist	Discussion, Literature analysis, Seminar	Group (team) project, Individual work, Mid-term examination

Main aim

To provide theoretical and practical knowledge about the planning, organization and related processes of leisure and sports events.

Summary

The module introduces the typology of leisure and sports events, their planning and organization process. Students will deepen their knowledge in the topic of sustainability and residual value, understand the main principles and importance of ensuring hospitality, get acquainted with the influence of media and broadcasts. Will be able to manage the event's human resources, plan the budget, apply the most appropriate marketing and communication principles, attract, serve and manage spectators and fans, get to know and understand the basic principles of security and risk management and be able to apply them when organizing the event.

Level of module

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

Group under financial classification

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

Syllabus

No.	Sections and themes	Responsible lecturer
1.	Introduction to module. Types of leisure and sports events	
2.	Planning and organization	
3.	Staff and volunteers	
4.	Spectators and fans	
5.	Transport and logistics	
6.	Accommodation and meals	
7.	Security and risks management	
8.	Communication and sponsorship	
9.	Media and broadcasting rights	
10.	Event budget	
11.	Sustainability and legacy	
12.	Evaluation of the event	

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.	Greenwell, Christopher T. (2014). Managing sport events. Human kinetics	796.06 Gr204	1	No	0
2.	Wise, N., & Harris, J. (2017). Introduction: Framing sport, events, tourism and regeneration. In Sport, Events, Tourism and Regeneration. Routledge	338 Sp48	1	No	0
3.	Westerbeek, H., Smith, A., Turner, P., Emery, P., Green, Ch., van Leeuwen, L. (2005). Managing sport facilities and major events. Routledge	796.062 Ma351	1	No	0
4.	Parent, M. M., & Ruetsch, A. (2020). Managing major sports events: Theory and practice. Routledge		0	No	0
5.	Mallen, C., Adams, L., J. (2013). Event management in sport, recreation and tourism : theoretical and practical dimensions. Routledge, ISBN 9780415641029		0	No	0
6.	Masterman, G. (2014). Strategic sports event management. Routledge		0	No	0
7.	Calabuig-M., F.; Crespo-H., J.; Nunez-P., J.; Valantinė, I.; Staškevičiūtė Butienė, I. Role of perceived value and emotions in the satisfaction and future intentions of spectators in sporting events // KTU. ISSN 1392-2785. 2016, vol. 27, no. 2, p. 221-229. DOI:10.5755/j01.ee.27.2.12288. [Scopus; Social Sciences Citation Index (Web of Science); IBSS; Business Source Complete] [IF: 0,726, AIF: 1,4]		0	No	0

