

BUS 431 : Sport Facility & Event Management

This course provides students with an understanding of the complexity involved in sport facility or venue planning and event management. Sport facility management includes activities such as planning sports facility events, staff management, facility marketing, developing revenue streams, risk management, and facility scheduling and operating. Sport event management consists of identifying goals of the event and coordinating people in the organizations involved to achieve those goals with the resources available. The main focus of these principles will be on sporting events and facilities, but can be applied to many different areas, including corporate and social events.

Credits 3

Prerequisites

BUS 362 or BUS 363