



**Health and Sports Science Module Handbook**  
**Faculty of Sports Science Universitas Negeri Makassar**

<b>Module designation</b>		<b>Administration and Organization of Sport Events</b>				
Semester(s) in which the module is taught		4				
Person responsible for the module		Dr. Sudhiadharma, M.Kes Abdul Rahman, S.Or, M.Pd Sulaeman, S.Pd, M.Pd				
Language		Bilingual (Bahasa and English)				
Relation to curriculum		Compulsory				
Teaching methods		3 parallel classes consist of 35 students/class: 1) Lecture (Face to face lecture): 2 hours x 14 weeks 2) Practical class: -				
Workload	Total workload	88 hours				
		Face to face teaching	Structured activities	Independent study	Exam	total
	Lecture	28	28	28	4	88
	Practical class	-	-	-	-	-
	Total					88
Credit points		2 credits				
Required and recommended prerequisites for joining the module		None				



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<p>Module objectives / intended learning outcomes</p>	<p>The purpose of this course is to provide students with the foundations and principles on which sport administration operates. In addition, this course will offer students an overview of the structure of the sport industry, and basic fundamental knowledge and skills necessary for the successful sport administrators.</p> <p>As a result of taking this module, the student should be able to:</p> <ol style="list-style-type: none"> <li>1. Explain the process and requirements of different types of sports events in terms of their planning, organization, management and legacy.</li> <li>2. Critically discuss the interactions between different industry sectors and stakeholders in the organization of a sports event.</li> <li>3. Develop leadership behaviors to successfully manage diverse populations.</li> <li>4. Create risk management solutions to minimize, transfer, or avoid risks related to sport events.</li> <li>5. Respond appropriately to managerial challenges facing sport event managers.</li> </ol>
<p>Content</p>	<ul style="list-style-type: none"> <li>• Understanding the Sports Event Industry</li> <li>• Event Conceptualization</li> <li>• Event Bidding</li> <li>• Event Staffing</li> <li>• Event Budgeting</li> <li>• Event Sponsorship</li> <li>• Event Marketing</li> <li>• Leadership Theories</li> <li>• Volunteers Recruitment</li> <li>• Risk Management, Risk Assessment &amp; Other Responses to Risk</li> <li>• Contracts Insurance</li> <li>• Sustainability Economic Environmental Social</li> </ul>



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<p>Exams and assessment formats</p>	<p><b>Assignments</b>  <b>Intent:</b> There are three assignments during the course to guide students in designing their final research project.</p> <ul style="list-style-type: none"> <li>• Assignment 1: Volunteer Experience</li> <li>• Assignment 2: Presentation</li> <li>• Assignment 3: Examination</li> </ul> <p><b>Weight:</b> 50%</p> <p><b>Project-based Assessment</b>  <b>Intent:</b> This assessment is to give students the opportunity to collaborate with their peers and design sporting event projects. This project requires students in groups to plan, implement and provide an evaluation of the events they carry out.</p> <p><b>Weight:</b> 50%</p>
<p>Study and examination requirements</p>	<p>Students are expected to attend all classes because there will be assignments in class at some meetings, unless circumstances prevent them from attending, they can inform the lecturer and send evidence. Final assessment will be based on student attendance, their participation in class assignments, and the sport event project they are carrying out.</p>
<p>Reading list</p>	<p>Parent, M. &amp; Smith-Swan, S. (2013). <i>Managing Major Sports Events: theory and practice</i>. Routledge</p> <p>Shipway, R. and Fyall, A. (2013). <i>International Sports Events: Impacts, Experiences, and Identities</i>. Elsevier.</p> <p>Supovitz, F., Godwater, R. (2014). <i>The sports event management and marketing playbook</i>. Wiley.</p> <p>Sulaeman &amp; Rahman, Abdul. 2021. <i>Manajemen Sistem Pertandingan Olahraga</i>. Makassar. Yayasan Barcode.</p>