

Managing Major Sporting events

HEAD OF THE COURSE: MICHAEL COOPER, LL.M. INTERNATIONAL SPORTS LAW

COURSE PROFESSOR: MICHAEL COOPER

LANGUAGE OF INSTRUCTION: ENGLISH

ECTS CREDITS: 3 ECTS

CONTACT HOURS: 15 HOURS (NOT INCLUDING VISITS)

TOTAL STUDENT WORKLOAD: 45 HOURS

REQUIRED KNOWLEDGE:

- Basic management skills

PRESENTATION OF THE COURSE AND GENERAL OBJECTIVES:

This course will give students an insight into major sporting events and the bidding process. Students will analyse mega events and their strategy for country and city development. Such as the Tour de France and the Women's Football world cup. The Tour de France is an annual international event and students will look at how this event has survived over 50 years, from a strategy and sustainability perspective. The Women's Football World Cup occurs every 4 years in a different country - the students will look at the French bidding process from a project management perspective.

The course will be built around case studies of major current sporting events and insight will be brought by major event organisers. We will visit the FIS international Ski cross events in Megeve. In order to understand events organised in the mountains. The course will also look forward to the Paris Olympic Games – the project so far and what its legacy could be for France as a whole.

LEARNING OBJECTIVES :

AT THE END OF THE COURSE PARTICIPANTS

- Will be able to understand the roles and influences of important stake holders in major events
 - Will master the main steps in processing major event bids from a project management perspective
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ASSESSMENT

TYPE	DURATION	% WEIGHT IN FINAL MARK
Case study	Written report and	60%
	Presentation	40%

DETAILS ON THE ASSESSMENT METHODS

Case study

COURSE STRUCTURE

Information about topics and assignments may be modified by teachers during the courses.

SESSION	TYPE	DURATION	TOPICS	ASSIGNMENTS
01	Introduction overview of mega events, Tour de France	3hrs		
02	The Women's Football World Cup, Manchester Model	3hrs		
03	The bidding process	3hrs		
04	A political overview of sports events	3hrs		
05	Paris Olympics 2024 and group Presentations.	3hrs		

RÉFÉRENCES & BIBLIOGRAPHY

Bibliography :

Managing Major Sports Events, Theory and Practice, Milena M Parent .2013

Managing Sport Mega Events, Stephen Frawley. 2015

