

SPORT AND EVENT MANAGEMENT CO-OP (SPMT:C)

School of Hospitality, Food and Tourism Management, Gordon S. Lang School of Business and Economics

The objective of the Sport and Event Management major is to provide students with advanced knowledge of the field, from the business value of sport and events to their contribution to community and society, and to inspire and engage students to become innovative leaders in this dynamic sector of our economy. Building on a strong foundation of commerce courses in marketing, accounting, economics, human resource management and strategy, students in Sport and Event Management will develop depth of knowledge in key aspects of sport, including sponsorship, media, event hosting, stakeholder engagement and organizational leadership.

Courses extend beyond the traditional lecture-based format to include community based group projects, guest lecturers, in-class simulations and case-based learning to help link academic expertise and theory with industry practice. An integral part of the program is experiential learning to balance theory with practice. Experiential courses are embedded in the curriculum, and students are also encouraged to participate in guided learning opportunities outside the conventional classroom through independent study courses, study abroad, and industry networking events. On completion of the program, students have the analytical and communication skills and experience required for a career with government organizations, commercial clubs, professional teams or sport businesses, in Canada and internationally. Graduates are prepared for positions in sport promotion and marketing, facility and event management, sport media and communication, and sport policy development.

Students who are not admitted directly in the SPMT:C major and subsequently wish to declare it as their major must apply directly to the School of Hospitality, Food and Tourism Management by the last day of classes in the winter semester. In order to be eligible, applicants must have a cumulative average of 70% or better in the previous two semesters. Students must have completed at least 4.00 credits from which 3.00 credits must be from the following prefixes – ACCT, BUS, ECON, FARE, FIN, HROB, HTM, MGMT, MCS, REAL.

Acceptance will be competitive based on available spaces. Students with an average below 70% will not be considered for admission to the major. All decisions will be made by the end of June.

Program Requirements

The Co-op program in Sport and Event Management is a five year program, including four work terms. Students must follow the academic work schedule as outlined below (also found on the Co-operative Education website: <https://www.recruiquelph.ca/cecs/>).

Sport and Event Management Academic and Co-op Work Term Schedule

Year	Fall	Winter	Summer
1	Academic Semester 1	Academic Semester 2	Off

2	Academic Semester 3 COOP*1100	Academic Semester 4	COOP*1000 Work Term I
3	COOP*2000 Work Term II	Academic Semester 5	Academic Semester 6
4	COOP*3000 Work Term III	COOP*4000 Work Term IV	Off
5	Academic Semester 7	Academic Semester 8	N/A

To be eligible to continue in the Co-op program, students must meet a minimum 70% cumulative average requirement after second semester, as well as meet all work term requirements. Please refer to the Co-operative Education program policy with respect to work term performance grading, work term report grading and program completion requirements.

For additional program information students should consult with their Co-op Co-ordinator and Co-op Faculty Advisor, listed on the Co-operative Education web site.

Credit Summary

(22.00 Total Credits)

Code	Title	Credits
Required Core Courses		15.00
Restricted Electives		1.50
Liberal Education Electives		1.50
Free Electives		2.00
Co-op Credits		2.00
Total Credits		22

Major

Code	Title	Credits
Semester 1 - Fall		
ACCT*1220	Introductory Financial Accounting	0.50
ECON*1050	Introductory Microeconomics	0.50
MCS*1000	Introductory Marketing	0.50
MGMT*1000	Introduction to Business	1.00
Semester 2 - Winter		
ECON*1100	Introductory Macroeconomics	0.50
HROB*2090	Individuals and Groups in Organizations	0.50
HTM*2020	The Business of Sport and Event Tourism	0.50
MATH*1030	Business Mathematics	0.50
0.50 electives		0.50
Semester 3 - Fall		
ACCT*2230	Management Accounting	0.50
COOP*1100	Introduction to Co-operative Education	0.00
HTM*2220	Communication and Media Strategy in Sport and Events	0.50
MCS*2020	Information Management	0.50
STAT*2060	Statistics for Business Decisions	0.50
0.50 electives		0.50
Semester 4 - Winter		
FIN*2000	Introduction to Finance	0.50
HTM*2070	Event Management	0.50

HTM*3220	Sales, Sponsorship and Stakeholder Engagement in Sport	0.50	MCS*4300	Marketing and Society	0.50
MCS*3030	Research Methods	0.50	PSYC*3480	Psychology of Sport	0.50
0.50 electives		0.50			
Summer Semester					
COOP*1000	Co-op Work Term I	0.50			
Fall Semester					
COOP*2000	Co-op Work Term II	0.50			
Semester 5 - Winter					
HROB*2290	Human Resources Management	0.50			
HTM*3120	Service Operations Analysis	0.50			
MCS*3040	Business and Consumer Law	0.50			
1.00 electives		1.00			
Semester 6 - Summer					
MGMT*3020	Corporate Social Responsibility	0.50			
MGMT*3140	Business Analytics	0.50			
MGMT*3320	Financial Management	0.50			
1.00 electives		1.00			
Fall Semester					
COOP*3000	Co-op Work Term III	0.50			
Winter Semester					
COOP*4000	Co-op Work Term IV	0.50			
Semester 7					
HTM*3020	The Impact of Business on Sport Industry	0.50			
HTM*3160	Destination Management and Marketing	0.50			
HTM*4080	Experiential Learning and Leadership in the Service Industry	0.50			
HTM*4090	Hospitality Development, Design and Sustainability	0.50			
0.50 electives		0.50			
Semester 8					
HTM*4020	Advanced Concepts in Sport and Event Management	0.50			
HTM*4250	Hospitality Revenue Management	0.50			
MGMT*4000	Strategic Management	0.50			
1.00 electives		1.00			

Restricted Electives for the Sport and Event Management Major

In addition to the required credits listed above, students must take a minimum of 1.50 credits in restricted electives. Restricted electives are listed below:

Code	Title	Credits
EDRD*3160	International Communication	0.50
EDRD*3500	Recreation and Tourism Planning	0.50
HIST*2130	Modern Sport - A Global History	0.50
HIST*2280	Hockey in Canadian History	0.50
HROB*2010	Foundations of Leadership	0.50
HROB*3090	Training and Development	0.50
HROB*3100	Developing Management and Leadership Competencies	0.50
MCS*2600	Fundamentals of Consumer Behaviour	0.50