

SPORT AND EVENT MANAGEMENT (SPMT)

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 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.

Additional information:

- 1200 hours of verified work experience in sport and event related industry is required for students to be eligible for graduation.
- 700 hours of sport and event related work experience must be completed before a student enrolls in HTM*4080 Experiential Learning and Leadership in the Service Industry.

Degree Requirements

(20.00 Total Credits)

Code	Title	Credits
	Required Core Courses	15.00
	Restricted Electives	1.50

MGMT*1100	Business Career Preparation	0.00
	Liberal Education Electives	1.50
	Free Electives	2.00
Total Credits		20

The recommended program sequence is outlined below.

Major

Code	Title	Credits
Semester 1		
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		
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		
ACCT*2230	Management Accounting	0.50
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		
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*3030	Research Methods	0.50
MGMT*1100	Business Career Preparation	0.00
	0.50 electives	0.50
Semester 5		
HTM*3020	The Impact of Business on Sport Industry	0.50
HTM*3120	Service Operations Analysis	0.50
HTM*3160	Destination Management and Marketing	0.50
MGMT*3140	Business Analytics	0.50
	0.50 electives	0.50
Semester 6		
HROB*2290	Human Resources Management	0.50
MCS*3040	Business and Consumer Law	0.50
MGMT*3020	Corporate Social Responsibility	0.50
MGMT*3320	Financial Management	0.50
	0.50 electives	0.50
Semester 7		
HTM*4080	Experiential Learning and Leadership in the Service Industry	0.50
HTM*4090	Hospitality Development, Design and Sustainability	0.50
MGMT*4000	Strategic Management	0.50

1.00 electives		1.00
Semester 8		
HTM*4020	Advanced Concepts in Sport and Event Management	0.50
HTM*4250	Hospitality Revenue Management	0.50
1.50 electives		1.50

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
MCS*4300	Marketing and Society	0.50
PSYC*3480	Psychology of Sport	0.50

Minor (Honours Program)

A minimum of 5.00 credits is required including:

Code	Title	Credits
HTM*2020	The Business of Sport and Event Tourism	0.50
HTM*2070	Event Management	0.50
HTM*2220	Communication and Media Strategy in Sport and Events	0.50
HTM*3220	Sales, Sponsorship and Stakeholder Engagement in Sport	0.50
MCS*1000	Introductory Marketing	0.50
Select 0.50 additional credits from the following Ethics courses:		
MGMT*3020	Corporate Social Responsibility	0.50
PHIL*2120	Ethics	0.50
PHIL*2600	Business and Professional Ethics	0.50
POLS*3440	Corruption, Scandal and Political Ethics	0.50

Restricted Electives

Select 2.00 credits from the following:

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
HTM*3020	The Impact of Business on Sport Industry	0.50
HTM*3160	Destination Management and Marketing	0.50

MCS*2600	Fundamentals of Consumer Behaviour	0.50
MCS*4300	Marketing and Society	0.50
MGMT*2150	Introduction to Canadian Business Management	0.50
MGMT*3140	Business Analytics	0.50
PSYC*3480	Psychology of Sport	0.50

1.50 credits may also come from outside this list with prefix HK, NUTR, or in consultation with a faculty advisor.

Note: Not all restricted elective courses identified in this list will necessarily be open to all students in the Sport and Event Management minor. Some courses have priority access restrictions, or may be limited to students enrolled in the major from which the courses are drawn. In some cases a Course Waiver Request form signed by the instructor/department may be required in order for students to add these courses to their schedule. Please consult with the department offering the course about possible access. Some courses may also have prerequisites which are identified in course descriptions in the academic calendar.