

SPORT AND EVENT MANAGEMENT (SPMT)

Department of 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 Department of 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.

Major/Co-op Learning Outcomes

By the end of the Bachelor of Commerce program, graduates will be able to:

- Demonstrate the ability to think critically by identifying, evaluating and integrating relevant information from a variety of sources to solve complex business problems
- Demonstrate an ability to work effectively in teams, through the application of appropriate knowledge and skills such as responsible decision-making and personal accountability
- Identify and professionally respond to team issues and develop a new approach to enhance team performance
- Discuss and apply principles of corporate social responsibility to business issues and operations.

- Communicate effectively in a business context through written documents to a variety of audiences
- Communicate effectively in a business context through oral communication to a variety of audiences
- Demonstrate competency and understanding of core business knowledge and concepts.
- Demonstrate proficiency in the ability to integrate knowledge and understanding within specific majors through analysis and recommendation of solutions to 'major specific' business problems and business decision-making.

Sport and Event Management major graduates will also be able to:

- Demonstrate an understanding of sport and event industry stakeholders, and applications to support the business success of these stakeholders in an ethical and sustainable manner.
- Identify and evaluate personal and professional competencies required as a sports management professional within various sport and event settings.
- Analyze sport and event operations and present acceptable solutions while considering the implications for multiple stakeholders.
- Demonstrate effective management techniques through planning, executing and evaluating sport and event related operations.

Minor Learning Outcomes

- In addition to the UofG undergraduate learning outcomes (critical and creative thinking, communicating, professional and ethical behaviour, global understanding and literacy) there are four learning outcomes for the SPMT minor:
- Demonstrate proficiency in the ability to integrate knowledge and understanding through analysis and the development of recommendations and solutions to sport and event management problems and business decision-making.
- Demonstrate the ability to respond to a variety of sport and event industry stakeholders needs in an ethical and sustainable manner that supports success of the business.
- Analyze a sport and event operation and present acceptable solutions considering the implications for multiple stakeholders.
- Demonstrate the ability to conduct effective management techniques through planning, executing and evaluating sport and event related operations.

Major Requirements (Honours)

This is a major within the degree: Bachelor of Commerce
(calendar.uoguelph.ca/undergraduate-calendar/degree-programs/bachelor-commerce-bcomm/).

Credit Summary

(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

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.

Recommended Program Sequence

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
MATH*1030	Business Mathematics	0.50
SPMT*2020	The Business of Sport and Event Tourism	0.50
0.50 electives		0.50
Semester 3		
ACCT*2230	Management Accounting	0.50
MCS*2020	Information Management	0.50
SPMT*2220	Communication and Media Strategy in Sport and Events	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
MCS*3030	Research Methods	0.50
MCS*3040	Business and Consumer Law	0.50
MGMT*1100	Business Career Preparation	0.00
0.50 electives		0.50
Semester 5		
HTM*3120	Service Operations Analysis	0.50
HTM*3160	Destination Management and Marketing	0.50
MGMT*3140	Business Analytics	0.50
SPMT*3020	The Impact of Business on Sport Industry	0.50
0.50 electives		0.50
Semester 6		
HROB*2290	Human Resources Management	0.50
MGMT*3020	Corporate Social Responsibility	0.50
MGMT*3320	Financial Management	0.50
SPMT*3220	Sales, Sponsorship and Stakeholder Engagement in Sport	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*4250	Hospitality Revenue Management	0.50
SPMT*4020	Advanced Concepts in Sport and Event Management	0.50
1.50 electives		1.50

Restricted Electives

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

Co-op Requirements (Honours)

This is a major within the degree: Bachelor of Commerce (calendar.uoguelph.ca/undergraduate-calendar/degree-programs/bachelor-commerce-bcomm/).

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.recruitguelph.ca/cecs/>).

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

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

Recommended Program Sequence

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
MATH*1030	Business Mathematics	0.50
SPMT*2020	The Business of Sport and Event Tourism	0.50
0.50 electives		0.50
Summer Semester		
No academic semester or work term		
Semester 3 - Fall		
ACCT*2230	Management Accounting	0.50
COOP*1100	Introduction to Co-operative Education	0.00
MCS*2020	Information Management	0.50
SPMT*2220	Communication and Media Strategy in Sport and Events	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
MCS*3030	Research Methods	0.50
MCS*3040	Business and Consumer Law	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
SPMT*3220	Sales, Sponsorship and Stakeholder Engagement in Sport	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
Summer Semester		
No academic semester or work term		
Semester 7 - Fall		
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
SPMT*3020	The Impact of Business on Sport Industry	0.50
0.50 electives		0.50
Semester 8 - Winter		
HTM*4250	Hospitality Revenue Management	0.50
MGMT*4000	Strategic Management	0.50
SPMT*4020	Advanced Concepts in Sport and Event Management	0.50
1.00 electives		1.00

Restricted Electives

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 Requirements (Honours)

This minor cannot be combined with a major in Sport and Event Management.

A minimum of 5.00 credits is required including:

Code	Title	Credits
HTM*2070	Event Management	0.50
MCS*1000	Introductory Marketing	0.50
SPMT*2020	The Business of Sport and Event Tourism	0.50
SPMT*2220	Communication and Media Strategy in Sport and Events	0.50
SPMT*3220	Sales, Sponsorship and Stakeholder Engagement in Sport	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*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
SPMT*3020	The Impact of Business on Sport Industry	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.