

EQF/MQF LEVEL 5

Award in Event Management

LW/S/009

COURSE DESCRIPTION

Sporting events are much more than just competitions between teams and players, they can forge an identity and create solidarity, bringing people together, giving them a sense of belonging and contributing to the development of the host region. They have a short and long-term impact. Years of preparation are required to produce a few days of sporting celebration, but these few days can continue to have an impact over more than a generation! Over the last decade, local sport organisations such as the Malta Football Association, Malta Shooting Sports Federation and Amateur Swimming Association have had increasing opportunities to host international competitions / tournaments and this trend will continue to manifest itself as sport becomes more popular.

Sport events in particular have special characteristics which make their management quite peculiar. These characteristics are underlined in this study-unit as it is essential that sporting events are well-organised by the sporting body and well-attended by the stakeholders in order to optimise ticket sales, broadcasting rights and sponsorships, as well as strengthen its public image! Sport events require a large quantity of materials, amenities and facilities such as the sport zone where the actual event takes place. Event organisers should have full and complete authority within this space; however in order to mobilise this zone, organisers must pay attention to the contractual obligations governing the loan or rental of

premises. Ideally, sport event organisers should ensure that the environment is not negatively affected and that there is a legacy that is beneficial to the local community.

COMPETENCIES

- Be familiar with the processes in designing, planning, staging and evaluating sport events;
- To introduce students to a range of local sporting events and increase their knowledge and competency base in the field of event management.
- Principles and practices of project management and effective teamwork will be demonstrated to the students, which in turn will have to apply them to a local sporting event.

DURATION 10 weeks

CREDIT VALUE 10 ECTS

MODE OF TRAINING Online learning hours are part of the contact hours of the programme and incorporate tutorials and asynchronous discussions. Online learning activities may consist of active interaction, participation and contributions in fora discussions, sharing resources and self-reflection exercises. Learners also contribute to the building of the community of practice by providing feedback to their peers as critical friends, enhancing the learner's critical engagement throughout the study period.

ASSESSMENT Case Study (100%)

LECTURER: Mr Matthew Sciberras

Contact Hours: 50

Placement Hours: 20

Self Study Hours: 165

Assessment Hours: 15

Total Learning Hours: 250



LEARNING OUTCOMES

By the end of the course, students will be able to:

- Identify the main phases involved in organising the sporting event
- Define the main tasks involved in running the event
- Develop an appropriate operational framework for the event
- Identify and manage the human resources needed to organise the sporting event
- Plan and organise sports events in various settings including clubs and the community;
- Demonstrate leadership skills, effective teamwork, initiative and problem solving in the sport event management process.
- Present own discussion and developments in a logical and organised manner through approaches of critical feedback and self-reflection.
- Engage with peers and/or team members to share and reflect on own development.

ENTRY REQUIREMENTS

Be in possession of Minimum Level 4 certification from a recognised local or foreign awarding body or A-level standard of education,

The Maturity Clause will also apply for those over 23 years of age, but such prospective students will be required to go through an interview.

Candidates may be applying for recognition for prior learning (PRL) for up to 50% of the total ECTSs for this programme as per MFHEA's guidelines.

Have a good command of oral and written communication in English with a level of proficiency in English equivalent to at least IELTS Level 6.

FUNDING

Applicants may get up to 70% of the fee back through the Get Qualified Scheme.

PART-TIME

Lectures are held twice a week in the afternoon on a part-time basis.