



Syllabus

Term: 2025/26/2 **Subject name:** Event management **Subject code:** ENAEDZN3001

Unit (Unit code) (TESTNEV)

Lecturer responsible for the course: Dr. MARTON Gergely

Requirement: Term mark

Classes per week : 0/2/0

Classes per term:

Purpose of education:

Students of the course are introduced to the theoretical and practical issues of the organisation of sport events. After the completion of the course students should be able to plan and implement sport events on their own, in a way that events are sustainable and profitable, also, students are able to specifically maximise the number of audience both in competition and leisure time sport event.

Contents:

1. Introduction, types and characteristics of sport-related events
2. Theoretical foundations of sport events
3. The call for sport competition
4. The fixture list
5. Sport facilities and their characteristics
6. Management issues of sport facilities
7. Material conditions of the organisation of competitions
8. Personnel conditions of the organisation of competitions
9. Economic conditions of the organisation of competitions (calculation)
10. Practice of the organisation of competitions I (planning)
11. Practice of the organisation of competitions II (implementation)
12. Promotion of sport events
13. Analysis of case studies

System of examining and valuation:

practical mark, which is based on the paper handled in by using the complex knowledge acquired during the semester based on complex tasks

Bibliography:

Thomas J. Aicher 2019: Sport Facility & Event Management



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Bibliography:

Ruth Dowson - David Bassett 2018: Event Planning and Management: Principles, Planning and Practice (PR In Practice)

Bibliography: