



UNIVERSITI TEKNOLOGI MARA

SED605: APPLICATIONS IN EVENT, LEADERSHIP AND RECREATION MANAGEMENT

<b>Course Name (English)</b>	APPLICATIONS IN EVENT, LEADERSHIP AND RECREATION MANAGEMENT <b>APPROVED</b>
<b>Course Code</b>	SED605
<b>MQF Credit</b>	3
<b>Course Description</b>	The course will help students to understand the key elements of effective outdoor and leisure leadership. The students will also be able to apply the planning aspects in organizing leisure and recreational events.
<b>Transferable Skills</b>	Able to understand effective leadership skills Able to deliver management functions of events Able to teach specific skills in leadership, event and recreation
<b>Teaching Methodologies</b>	Lectures, Discussion, Presentation, Peer Practice
<b>CLO</b>	CLO1 Describe the key elements of effective leadership skills CLO2 Interpret the overall management functions of events CLO3 Explain the leadership functions in leisure and recreation programs or events
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<b>1. PART I: LEADERSHIP IN LEISURE AND RECREATION</b> 1.1) Who is the Recreation Leader 1.2) Leadership Theories 1.3) Decision Making and Problem Solving 1.4) Group Management 1.5) Inclusive Leadership	
<b>2. PART II: EVENT MANAGEMENT</b> 2.1) Event Planning 2.2) Event Budget 2.3) Event Marketing and Sponsorship 2.4) Public Relations	
<b>3. PART III: RECREATION MANAGEMENT</b> 3.1) Leisure and the needs of people 3.2) Programming leisure and recreation services and facilities 3.3) Safety and risk management 3.4) Trends in leisure and recreation	

<b>Assessment Breakdown</b>	<b>%</b>
Continuous Assessment	100.00%

<b>Details of Continuous Assessment</b>	<b>Assessment Type</b>	<b>Assessment Description</b>	<b>% of Total Mark</b>	<b>CLO</b>
	Group Project	Working on a group project that enable students to lead and collaborate with diverse team members	20%	CLO3
	Presentation	Plan a lesson for teaching a specific skill or concept on interpreting management functions.	30%	CLO2
	Test	Content knowledge on management functions of events.	20%	CLO1
	Test	Content knowledge on leadership skills	20%	CLO1
	Written Report	Write a description of a human service approach from a choice of a recreation or organization.	10%	CLO1

<b>Reading List</b>	<b>Recommended Text</b>	<ul style="list-style-type: none"> <li>• Ruth V. Russell 2012, <i>Leadership in Recreation</i>, 4 Ed., Sagamore US [ISBN: 978-1-57167-6]</li> <li>• Judy Allen 2000, <i>Event Planning</i>, John Wiley &amp; Sons Canada Limited Canada</li> <li>• Eric C. Schwarz, Stacey A. Hall, Simon Shibli 2015, <i>Sport Facility Operations Management, A Global Perspective</i>, 2 Ed., Routledge Uk</li> </ul>
	<b>Reference Book Resources</b>	<ul style="list-style-type: none"> <li>• George Torkildsen 2015, <i>Leisure and Recreation Management</i>, 5 Ed., Routledge Taylor &amp; Francis Group. USA [ISBN: 9780419229407]</li> </ul>
<b>Article/Paper List</b>	This Course does not have any article/paper resources	
<b>Other References</b>	This Course does not have any other resources	