



## UNIVERSITI TEKNOLOGI MARA

### SED695: SCHOOL EVENT MANAGEMENT

<b>Course Name (English)</b>	SCHOOL EVENT MANAGEMENT <b>APPROVED</b>
<b>Course Code</b>	SED695
<b>MQF Credit</b>	3
<b>Course Description</b>	This subject studies the specific application of generic management functions to sports oriented facilities and events. It covers the design, programming, marketing operations, control, maintenance and safety practices of sport facilities and event. It also examines the development of such facilities and special events towards school based
<b>Transferable Skills</b>	Leadership, communication, problem-solving, delegating tasks, collaborative effort to complete tasks
<b>Teaching Methodologies</b>	Blended Learning, Case Study, Presentation, Collaborative Learning, Project-based Learning
<b>CLO</b>	CLO1 Identify and explain how to plan, conduct, and evaluate school programs and services in a variety of school settings CLO2 Apply school event management concepts and use of resources to facilitate participant involvement in programs. CLO3 Develop programs, services, and resources based on the process of organizing an event in relation to participation requirements
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<b>1. Introduction to Event Management</b>	
<b>2. Event Planning</b> 2.1) n/a	
<b>3. Event Budget</b> 3.1) n/a	
<b>4. Event Risk Management</b> 4.1) n/a	
<b>5. Event Marketing</b> 5.1) n/a	
<b>6. Event Sponsorship</b> 6.1) n/a	
<b>7. Public Relations</b> 7.1) n/a	
<b>8. School Event- Olahraga</b> 8.1) n/a	
<b>9. School Event- Merentas Desa</b> 9.1) n/a	
<b>10. School Event- Sports Carnival</b> 10.1) n/a	
<b>11. Safety on School Event</b> 11.1) n/a	
<b>12. Crowd Management</b> 12.1) n/a	

**13. Communication and Promotion Plan**

13.1) n/a

**14. Current and future issues in School Event**

14.1) n/a

Assessment Breakdown	%
Continuous Assessment	60.00%
Final Assessment	40.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Group Project	Students are to organize a sport event for a school or at the faculty.	20%	CLO3
	Journal/Article Critique	n/a	10%	CLO2
	Presentation	Peer-teaching and discussion	10%	CLO2
	Test	n/a	20%	CLO1 , CLO

Reading List	Recommended Text	<ul style="list-style-type: none"> <li>• Johnny Allen, William O'Connell, Robert Harri 2008, <i>Festival &amp; Special Event Management</i>, Ed., , John Wiley &amp; Sons Australia Limited [ISBN: ]</li> <li>• Event Safety Alliance 2014, <i>The Event Safety Guide: A Guide to Health, Safety and Welfare at Live Entertainment Events in the United States</i></li> <li>• Christopher Greenwell (Author), Leigh Ann Danzey-Bussell (Author), David Shonk 2013, <i>Managing Sports Events</i></li> <li>• Robin Ammon, Richard M. Southall , Mark S. Nagel 2010, <i>Sport Facility Management: Organizing Events and Mitigating Risks</i></li> </ul>
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	