



Adding Value to Your Team

Sport and Event Management combines business education with unique management practices, our strong focus on community engagement, and the vision to develop leaders for a sustainable world. The sports industry in Canada is growing, as is the need for individuals who have diverse experience and the business skills needed to make an immediate impact in this dynamic sector. This program will prepare students to excel in managing sport and events from grassroots to a global level, with direction from our academic and industry leaders.

University of Guelph Advantage

The Sport and Event Management program prepares students for careers within, through and extending beyond the sport and event industry. With this specialized degree providing students with the foundation of business, combined with a focus in sport, it allows our students to flourish in a diverse spectrum of fields. These future leaders will gain invaluable experience in the classroom and on work terms. Prior to embarking on their first work term, students develop their skills in accounting, economics, marketing and sponsorship. With a growing network of workforce contacts, students will receive excellent opportunities at industry-leading organizations.

Our co-op process responds to your business needs. Employers can post, interview and hire throughout the semester and our students are available for four or eight-month work terms. The Experience Guelph hiring tool makes hiring Guelph co-op students easy!

Student Strengths

- Ability to integrate leadership, ethical reasoning and teamwork skills, through work experience and project management
- Demonstrate proficiency in the ability to assimilate knowledge and understanding through analysis and the development of recommendations and solutions to sport and event management problems and business decision-making
- Exhibit the capacity to conduct effective management techniques through planning, executing and evaluating sport and event related operations

Sport and Event Management Course Sequencing

| YEAR | FALL (SEPT-DEC) | WINTER (JAN-APRIL) | SUMMER (MAY-AUG) |
|--------------|--|---|--|
| ONE | <ul style="list-style-type: none"> • INTRODUCTORY FINANCIAL ACCOUNTING • INTRODUCTORY MICROECONOMICS • INTRODUCTORY MARKETING • INTRODUCTION TO BUSINESS | <ul style="list-style-type: none"> • INTRODUCTORY MACROECONOMICS • INDIVIDUALS AND GROUPS IN ORGANIZATIONS • THE BUSINESS OF SPORT AND EVENT TOURISM • BUSINESS MATHEMATICS • 1 ELECTIVE | OFF |
| TWO | <ul style="list-style-type: none"> • MANAGEMENT ACCOUNTING • INTRODUCTION TO CO-OPERATIVE EDUCATION • COMMUNICATION AND MEDIA STRATEGY IN SPORT AND EVENTS • INFORMATION MANAGEMENT • STATISTICS FOR BUSINESS DECISIONS • 1 ELECTIVE | <ul style="list-style-type: none"> • INTRODUCTION TO FINANCE • EVENT MANAGEMENT • BUSINESS AND CONSUMER LAW • RESEARCH METHODS • 1 ELECTIVE | WORK TERM ONE |
| THREE | WORK TERM TWO | <ul style="list-style-type: none"> • HUMAN RESOURCES MANAGEMENT • SERVICE OPERATIONS ANALYSIS • SALES, SPONSORSHIP AND STAKEHOLDER ENGAGEMENT IN SPORT • 2 ELECTIVES | <ul style="list-style-type: none"> • CORPORATE SOCIAL RESPONSIBILITY • BUSINESS ANALYTICS • FINANCIAL MANAGEMENT • 2 ELECTIVES |
| FOUR | WORK TERM THREE | WORK TERM FOUR | OFF |
| FIVE | <ul style="list-style-type: none"> • THE IMPACT OF BUSINESS ON SPORT INDUSTRY • DESTINATION MANAGEMENT AND MARKETING • EXPERIENTIAL LEARNING AND LEADERSHIP IN THE SERVICE INDUSTRY • HOSPITALITY DEVELOPMENT, DESIGN AND SUSTAINABILITY • 1 ELECTIVE | <ul style="list-style-type: none"> • ADVANCED CONCEPTS IN SPORT AND EVENT MANAGEMENT • HOSPITALITY REVENUE MANAGEMENT • STRATEGIC MANAGEMENT • 2 ELECTIVES | |

STUDENTS MUST ALSO COMPLETE A MINIMUM OF 3 COURSES FROM THE FOLLOWING LIST:

- INTERNATIONAL COMMUNICATION
- RECREATION AND TOURISM PLANNING
- MODERN SPORT – A GLOBAL HISTORY
- HOCKEY IN CANADIAN HISTORY
- FOUNDATIONS OF LEADERSHIP
- TRAINING AND DEVELOPMENT
- DEVELOPING MANAGEMENT AND LEADERSHIP COMPETENCIES
- FUNDAMENTALS OF CONSUMER BEHAVIOUR
- MARKETING AND SOCIETY
- PSYCHOLOGY OF SPORT

BASED ON THE 2022/23 UNDERGRADUATE CALENDAR

PLEASE SEE THE CURRENT UNDERGRADUATE CALENDAR FOR MORE INFORMATION