

A - New Course Proposal V. 7.2022 : Entry # 3439**DEAN Decision**

Approved

Date

02/14/2025

Is this course intracollegiate or intercollegiate?

Intracollegiate

SCHOOL EPC Decision

Approved

Date

03/07/2025

Begin Form**Today's Date**

02/07/2025

Your Name:

Brianna Clark

Your Email:bclark1@highpoint.edu**Are you a Department Chair?**

Yes

By checking below, I certify that my department chair has seen and approved the new course that I am proposing.

Yes

Please select the appropriate school overseeing this proposal:

Entrepreneurship

When should this proposal take effect?

Spring 2026

Information for the Registrar**Choose the department designator from the list below.**

EMG

A - New Course Proposal V. 7.2022 : Entry # 3439**Proposed Course Number?**

2040

Is this course cross listed?

No

Does this course replace a current course?

No

What is the title of the new course?

Major Sporting Events

Write the catalog description of your proposed course:

Major sporting events represent the pinnacle of the global mega events industry, driving economic impact and social transformation. This course examines the distinctive characteristics and strategic initiatives that set major sporting events apart from other large-scale gatherings. This course demonstrates why sporting events command unique consideration.

How many credit hours will this course be?

2

How will the course be graded?

Letter grade

Please select the course repeat option for this course:

Not repeatable for credit

What is the offering cycle for this course?

Yearly

Does your course have any prerequisites?

No

Is this new course being proposed because of a new or revised major or minor proposal?

No

Gen Ed and Academic Programs**Is this course part of Gen Ed?**

- No

Does this course count towards a major or a minor?

Yes

A - New Course Proposal V. 7.2022 : Entry # 3439**Please list the Major / Minor and if it is Required or Elective**

Event Management Major - Major Elective; Event Management Minor - Elective

Is this course part of an academic program?

- This course does not fulfill academic program requirements

Does this course include any community engagement?

No

Does this course participate in the GoGlobal Program?

No

Information for Curriculum Review**Rationale and evidence for new course's consistency with departmental mission:**

The Event Management major provides comprehensive education in managing events across all industry sectors. While our core curriculum covers fundamental management processes and various event types, the breadth of content prevents deep exploration of specific event categories. To address this, students must complete two elective credits that allow specialized study in particular event types. Current elective offerings include EMG 2010 (Meetings, Conference Planning, & Special Events) and EMG 2020 (Fairs and Festivals). Given strong interest from both Event Management students and the broader campus community, particularly those in Sport Management, we propose adding a sporting events course to provide focused study of the unique aspects of major sporting events.

List all student learning outcomes for this course.

1. Understand the unique strategic and operational requirements that distinguish major sporting events from other large-scale events in the global events industry.
2. Analyzing the complex relationships between organizing committees, host sites, media partners, and tourism stakeholders in delivering successful major sporting events.
3. Assess how major sporting events drive economic, social, and tourism development through their planning, execution, and legacy development.

List any units or content areas that will be required for all sections of this course.

- The role of sports events in developing tourism destinations
- Leading and setting up an organizing committee and organizing committee
- Why bid for sports events
- How to bid for an event
- Soliciting and selecting host cities and venues
- Venues and Venuisatation
- Maximizing and servicing the media partnership
- Working with broadcasters and sponsors
- Fan engagement
- Ceremonies

List any assignments, tests, or other assessments that will be required for all sections of this course.

N/A - instructor's discretion

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List any readings or other materials that will be required for all sections of this course.

N/A - instructor's discretion

List any course policies that will be required for all sections of this course.

All assignments and course conduct must adhere to School of Entrepreneurship policies.

If you would like to specify how requirements for contact hours must be met for all sections of this course, please indicate below. (e.g., if any experiential learning activities will replace seat time)

N/A - instructor's discretion

Sample Syllabus

- [EMG-2040-Proposed-Syllabus.docx](#)