



MGMT321: LOGISTICS AND MANAGEMENT OF THE OLYMPIC GAMES

COURSE NUMBER : MGMT 321

CREDITS : 3

PREREQUISITE : DSCI 310, MGMT 310

ECTS CREDITS : 6

OFFERED : FALL

SEMESTER HOURS : 45

COURSE DESCRIPTION:

The Olympic Games is an immense international event that is hosted in a different country every 4 years. The event garners thousands of athletes with their entourages, visitors, press, and corporate sponsors. The operational aspects of hosting an event of this size requires government engagement several years before the event, and generates massive investment in infrastructure in the host city. In recent years, questions have been raised as to whether the Games is a good investment for the host city, but nevertheless, cities still compete for the honor it brings. This course examines the logistics and management of hosting such an enormous and expensive sporting event, and ones like it around the world.

COURSE OBJECTIVES:

Students will examine the details behind managing the events of the Olympic Games, including the country-specific aspects of infrastructure development, corporate sponsors, government financing, intra- and inter-country logistics, and much more.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Understand the key aspects of organizing and delivering a vast international event.
- Develop an appreciation of the complexity of a multicultural and multinational activity.
- Describe the logistics behind a sporting event.
- Comprehend the management principles of an international event.