

ATHLONE INSTITUTE OF TECHNOLOGY
SCHOOL OF HUMANITIES

ELECTIVES FORM	2011/2012
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NAME: _____

STUDENT NUMBER: _____

COURSE : Bachelor of Business Studies (Honours) in Tourism and Sport Management **CODE :** AL_BSREC_B

YEAR : Year 4

MANDATORY			
Semester 1: Strategic Management, Marketing Management, Financial Management, Hotel Operational Training Simulation			
Semester 2: Tourism and Regional Development, Business Research			
ELECTIVE(S)			
(PLEASE CHOOSE 1 ELECTIVE (10 CREDITS) FROM THE LIST BELOW)			
			Please tick
Semester 2 Electives:			CREDITS
47035	MGMT H4019	Event Management	10
47036	SPLH H4001	Management of Sport & Physical Activity Programmes	10

SIGNATURE _____

DATE _____

Bachelor of Business (Hons) in Tourism & Sport Management 4

Event Management

The aim of the event management module is to enable learners to understand the concept of event planning and management and to apply their knowledge in a practical situation.

Management of Sport and Physical Activity Programmes looks at human behaviour from a health and physical activity perspective. The areas that are covered include: theoretical models of human behaviour and physical activity adherence across a lifespan. Intervention methods and strategies for the promotion of health related behaviour. The role of research in the management and promotion of physical activity.