

國立臺灣大學運動設施與健康管理碩士學位學程  
108 學年度第 1 學期教學大綱

一、課程大綱

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| 課程名稱                       | (中文) 運動賽會管理 (英文) Managing Major Sports Events   |        |           |
| 授課教師                       | 林怡秀   | 修課人數上限 | 限本校碩士班學生  |
| 開課系所                       | 運動設施與健康管理碩士學位學程   | 上課時間   | 三 (6、7、8) |
| 是否為學程必選修課程                 | 是： <input checked="" type="checkbox"/><br>否： <input type="checkbox"/>   | 學分     | 3         |
| 英語授課                       | 是： <input type="checkbox"/><br>否： <input checked="" type="checkbox"/>   | 半/全學年  | 半學年       |
| 課程規劃與核心能力之對應               | <input checked="" type="checkbox"/> 1 運動場館經營管理之知識與研究<br><input type="checkbox"/> 2 健康管理之規劃與執行<br><input checked="" type="checkbox"/> 3 跨領域專業知識與應用實踐<br><input checked="" type="checkbox"/> 4 有效溝通與領導<br><input checked="" type="checkbox"/> 5 問題解決、獨立思辨與創新思考<br><input checked="" type="checkbox"/> 6 全球視野與人文關懷 |        |           |
| 教學目標                       | 本課程之教學目標在於幫助學生達成以下目標：<br>1. 有能力提出舉辦大型運動賽會之要素。<br>2. 有具備舉辦大型運動賽會之領導、規劃、溝通與執行能力。<br>3. 能理解媒體對大型運動賽會之重要性。<br>4. 在學術研究上，具備提出研究問題之能力及分析評論已發表之運動產業相關之學術研究文章。<br>5. 能獨立撰寫大型運動賽會執行企畫書。  |        |           |
| 課程概述                       | 成功地舉辦大型運動賽會將有助於舉辦城市和國家的整體發展。本課程內容包含舉辦運動賽會時，應注意之各方面之管理程序，如；申辦賽會之規定與過程、主辦者之領導行為與規劃能力、舉辦地點之規劃、科技結合、媒體與行銷活動、運動贊助、賽會安全與風險管理、比賽期間注意事項、開閉幕典禮及其他附加活動舉行和賽會永續經營等，本課程將協助學生具備執行國際運動賽會之執行能力。   |        |           |
| 指定閱讀及延伸閱讀(請詳列每週學生應配合閱讀之篇章) | 指定閱讀書名：<br>Parent, M. M., & Smith-Swan, S. (2013). <i>Managing Major Sports Events: Theory and Practice</i> , Abingdon, UK: Routledge.<br>譯者：鄭志富等人(2017)。運動賽會管理。禾楓書局。<br>Papers from Sport Business Journal and research papers.  |        |           |

| 成績評量方式與標準 (請註明各項評分比例) |       | 1. 章節報告 20%(製作 ppt)。<br>2. 學術文章評析 30%。<br>3. 課堂參與和出席 10%。<br>4. 作業請依 APA 格式撰寫。請加上封面(列上課程名稱、授課教師、學號、姓名、繳交日期)。 |  |  |
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| 每週進度及教學內容簡述           |       |  |  |  |
| 週次                    | 日期    | 授課教師   | 教學內容簡述   | 請詳列每週學生應配合閱讀之篇章  |
| 第 1 週                 | 9/11  | 林怡秀  | Overview & Introduction  |  |
| 第 2 週                 | 9/18  | 林怡秀  | Chapter 1. Introduction  | Vito, G., Sorrentini, A., Palma, D.D., & Raiola, V., Tabouras, M. (2016). Success Factors on Which to Invest in Mega Sport Events: Lessons from the Past and Insights into the Future. <i>International Journal of Economics, Finance and Management Sciences</i> , 4(4), 190-198. |
| 第 3 週                 | 9/25  | 林怡秀  | Chapter 2. Bidding for an Event  | Inoue, Y., & Havard, C. T. (2014). Determinants and Consequences of the Perceived Social Impact of a Sport Event. <i>Journal of Sport Management</i> , 28(3), 295-310.   |
| 第 4 週                 | 10/2  | 林怡秀  | Chapter 3. Leading and Setting Up an Organizing Committee                        | Karadakis, K., Kaplanidou, K., & Karlis, G. (2010). Event leveraging of mega sport events: a SWOT analysis approach. <i>International Journal of Event and Festival Management</i> , 1(3), 170-185.  |
| 第 5 週                 | 10/9  | 林怡秀  | Chapter 4. Planning Major Sports Events  | Hallmann, K., & Zehrer, A. (2017). Event and community involvement of sport event volunteers. <i>International Journal of Event and Festival Management</i> , 8(3), 308-323.   |
| 第 6 週                 | 10/16 | 林怡秀  | Chapter 5. Workforce Management: Building High Functioning Organizing Committees | Parent, M. M. (2008). Evolution and issue patterns for major-sport-event organizing Committees and their stakeholders. <i>Journal of Sport Management</i> , 22(2), 135-164.  |
| 第 7 週                 | 10/23 | 林怡秀  | Chapter 6. Marketing, Sponsorship, And Look-Feel                                 | Hazari, S. (2018). Investigating social media consumption, sports enthusiasm, and gender on sponsorship outcomes in the context of Rio Olympics. <i>International Journal of Sports Marketing and Sponsorship</i> , 19 (4), 396-414.   |
| 第 8 週                 | 10/30 | 林怡秀  | Chapter 7. Venues and Venuization  | Sports Stadiums as Meeting and Corporate/Social Event Venues: A Perspective From Meeting/Event Planners and Sport Facility Administrators  |
| 第 9 週                 | 11/6  | 林怡秀  | Chapter 8. Media   | Chalip, L., Green, B., & Hill, B. (2003). Effect of sport event media in destination image and intention to visit.   |

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|        |       |     |   | <i>Journal of Sport Management, 17, 214-234.</i>  |
| 第 10 週 | 11/13 | 林怡秀 | Chapter 9. Stakeholder Relations and Protocol | The impact of governance principles on sport organisations' governance practices and performance: A systematic review   |
| 第 11 週 | 11/20 | 林怡秀 | Chapter 10. Ceremonies                        | Opening Ceremonies of International Sports Events: The Other Face of Chinese Soft Power   |
| 第 12 週 | 11/27 | 林怡秀 | Chapter 11. Risk Management and Security      | Hanstad, D. V. (2012). Risk Management in Major Sporting Event: A Participating National Olympic Team's Perspective. <i>Event Management, 16</i> , 189-201.   |
| 第 13 週 | 12/4  | 林怡秀 | Chapter 12. Technology                        | A structured approach for technology innovation in sport  |
| 第 14 週 | 12/11 | 林怡秀 | Chapter 13. Games-Time                        | Spaaij, R., & Schlenker, N. (2014). Cultivating Safe Space: Lessons for Sport-for-Development Projects and Events. <i>Journal of Sport Management, 28</i> (6), 633-645.   |
| 第 15 週 | 12/18 | 林怡秀 | Chapter 14. Closure                           | Liu, D., & Wilson, R. (2014). The negative impacts of hosting mega-sporting events and intention to travel: a test of the crowding-out effect using the London 2012 Games as an example. <i>International Journal of Sports Marketing and Sponsorship, 15</i> (3), 12-26. |
| 第 16 週 | 12/25 | 林怡秀 | Chapter 15. Legacy and Sustainability         | Legacy perceptions among host Tour de Taiwan residents: the mediating effect of quality of life   |
| 第 17 週 | 1/1   | 林怡秀 | Chapter 17. Conclusion                        | Agha, N., & Taks, M. (2018). Modeling Resident Spending Behavior During Sport Events: Do Residents Contribute to Economic Impact? <i>Journal of Sport Management, 32</i> (5),473-485.   |
| 第 18 週 | 1/8   | 林怡秀 | Final presentation                            | Gender matters in sport event volunteering  |