

# **ADMINISTRATION AND MANAGEMENT IN SPORTS**

**(3+0 Cr. Hr)**

## **COURSE OBJECTIVES**

Good administration and better management can produce best results. Physical Education and Sports are the fields that require most excellent administration for converting the efforts into real success. This particular course will help the physical educators and sports managers to understand the soul of administrative routines and become aware of the qualities and the qualifications of good administration, in addition to understanding the need of public relations and use of these relations for the promotion of physical education and sports.

## **COURSE CONTENTS:**

### **i. INTRODUCTION**

- a. Meaning and Definition of Administration
- b. Need and importance of Administration in Physical Education
- c. Types of Administration
- d. Qualifications and traits of the Administrator
- e. Duties of Administrator

### **ii. ADMINISTRATIVE SETUP IN PHYSICAL EDUCATION**

- a. Administrative organization and structure
- b. Private and Public organizations
- c. Objectives of the organization
- d. Physical Education at various levels of education in Pakistan
- e. Administrative setup of Sports and Physical Education in Pakistan

### **iii. STRUCTURE, STRATEGIES & POLICIES OF FEDERATIONS OF PAKISTAN**

- a. IOC
- b. OCA
- c. Athletics
- d. Hockey
- e. Cricket
- f. Football
- g. Volleyball
- h. Badminton
- i. Weightlifting

### **iv. HUMAN RESOURCE MANAGEMENT**

- a. Introduction
- b. Supervision
- c. Establishment of policies
- d. Job description

- e. Job induction
  - f. Job placement
  - g. Volunteers
  - h. On job training
  - i. Total quality control / total quality management (T.Q.M.)
- v. PERSONNEL ADMINISTRATION IN PHYSICAL EDUCATION**
- a. Principles of personnel Administration
  - b. Facilities for staff and staff moral
  - c. Teaching load, In-service training
  - d. Qualification of staff
  - e. Evaluation and Supervision
  - f. Conduct of Sports Meeting
- vi. PUBLIC RELATION**
- a. Definition of Public Relation
  - b. Objectives
  - c. Need and importance of Public Relation in Physical Education
  - d. Principles of Public Relation
- vii. PLANNING & ORGANIZING A SPORTS EVENT**
- a. Biding or applying for an event (National & International)
  - b. Award of the events
  - c. The contingent
  - d. Finance
  - e. Documentation
  - f. Clothing & equipment
  - g. Protocol
  - h. Customs
  - i. Briefing
- viii. FINANCIAL MANAGEMENT**
- a. Importance of fiscal management
  - b. Accounting
  - c. Budgeting and Analysis
  - d. Fund raising

#### **RECOMMENDED BOOKS**

1. Rodríguez, P., Késenne, S., & Koning, R. (Eds.). (2015). *The economics of competitive sports*. Edward Elgar Publishing.
2. Macdonald, R. D. (2017). *Sports Business Management: Decision Making Around the Globe*, George Foster, Norm O'Reilly, Antonio Dávila (assisted by Carlos Shimizu, Kevin Hurd). Routledge (Taylor & Francis), 711 Third Avenue, New York (2016). 512 pp., ISBN: 978-1-138-91954-9 (pbk).
3. Masterman, G. (2014). *Strategic sports event management*. Routledge.

4. Stewart, B., Nicholson, M., Smith, A. C., & Hoye, R. (2018). *Sport management: principles and applications*. Routledge.
5. Shank, M. D., & Lyberger, M. R. (2014). *Sports marketing: A strategic perspective*. Routledge.