

Program	BS Physical Education	Course Code	PE-456	Credit Hours	02
Course Title	Administration and Management in Sports (Theory)				
Course Introduction					
<p>This course provides an in-depth understanding of sports administration and management principles and practices. It covers organizational theory, strategic planning, leadership, financial management, marketing, and legal aspects of sports. The course combines theoretical knowledge with practical applications, preparing students for leadership roles in sports organizations.</p>					
Learning Outcomes					
<p>On the completion of the course, the students will:</p> <ul style="list-style-type: none"> • Understand the fundamental principles of sports administration and management. • Develop strategic plans for sports organizations. • Apply leadership and management theories to sports contexts. • Manage financial resources in sports organizations effectively. • Design and implement marketing strategies for sports events and organizations. • Navigate the legal and ethical issues in sports management. • Utilize practical skills in organizing and managing sports events and programs. 					
Course Content					Assignments/Readings
Week 1	Introduction to Sports Administration and Management <ul style="list-style-type: none"> • Definition and scope • Historical development of sports management • Overview of the course 				From Books and Class Lectures
Week 2	Organizational Theory and Behavior in Sports <ul style="list-style-type: none"> • Structure of sports organizations • Organizational culture and behavior • Management theories and their application in sports 				From Books and Class Lectures
Week 3	Strategic Planning in Sports <ul style="list-style-type: none"> • Principles of strategic planning • SWOT analysis • Developing and implementing strategic plans 				From Books and Class Lectures
Week 4	Leadership in Sports Management <ul style="list-style-type: none"> • Leadership theories and styles • Effective leadership in sports organizations • Case studies of successful sports leaders 				From Books and Class Lectures

Week 5	Financial Management in Sports <ul style="list-style-type: none"> • Basics of financial accounting and budgeting • Revenue generation in sports • Financial planning and control 	From Books and Class Lectures
Week 6	Marketing in Sports <ul style="list-style-type: none"> • Principles of sports marketing • Market research and analysis • Developing marketing strategies 	From Books and Class Lectures
Week 7	Event Management in Sports <ul style="list-style-type: none"> • Planning and organizing sports events • Event logistics and operations • Post-event evaluation 	From Books and Class Lectures
Week 8	Practical Session: Organizing a Sports Event <ul style="list-style-type: none"> • Planning a sports event from start to finish • Team assignments and roles • Practical implementation and evaluation 	From Books and Class Lectures
Week 9	Legal Aspects of Sports Management <ul style="list-style-type: none"> • Legal issues in sports (contracts, liability, governance) • Understanding sports law • Ethical considerations in sports management 	From Books and Class Lectures
Week 10	Human Resource Management in Sports <ul style="list-style-type: none"> • Recruitment and selection • Training and development • Performance management and evaluation 	From Books and Class Lectures
Week 11	Facility Management in Sports <ul style="list-style-type: none"> • Planning and maintaining sports facilities • Health and safety regulations • Sustainable facility management 	From Books and Class Lectures
Week 12	Media and Public Relations in Sports <ul style="list-style-type: none"> • Role of media in sports • Managing public relations and media interactions • Crisis management in sports organizations 	From Books and Class Lectures
Week 13	Technology in Sports Management <ul style="list-style-type: none"> • Impact of technology on sports management • Use of management information systems 	From Books and Class Lectures

	<ul style="list-style-type: none"> Emerging technologies in sports administration 	
Week 14	<p>Globalization and International Sports Management</p> <ul style="list-style-type: none"> Managing sports organizations in a global context International sports federations and organizations Cross-cultural management in sports 	From Books and Class Lectures
Week 15	<p>Practical Session: Case Studies and Simulations</p> <ul style="list-style-type: none"> Analysis of real-world case studies Simulations of management scenarios Group presentations and feedback 	From Books and Class Lectures
Week 16	<p>Review and Final Exam Preparation</p> <ul style="list-style-type: none"> Review of key concepts and principles Mock exams and practice questions Final exam preparation 	From Books and Class Lectures

Textbooks and Reading Material

Textbooks

- Chelladurai, P., & Burton, S. (2020). Managing organizations for sport and physical activity. Routledge.
- Fried, G., DeSchraver, T. D., & Mondello, M. (2021). Sport finance. Human Kinetics.
- Masteralexis, L. P., Barr, C. A., & Hums, M. (2021). Principles and practice of sport management. Jones & Bartlett Learning.
- Pedersen, P. M., & Thibault, L. (2023). Contemporary sport management. Human Kinetics.
- Pedersen, P. M., Miloch, K. S., & Laucella, P. C. (2022). Strategic sport communication. Human Kinetics.
- Sharp, L. A., Moorman, A. M., & Claussen, C. L. (2022). Sports law: A managerial approach. Routledge.

Suggested Readings

- Journals:** Journal of Sport Management, Sport Management Review, European Sport Management Quarterly
- Websites:** North American Society for Sport Management (NASSM), European Association for Sport Management (EASM)
- Videos:** Online lectures and tutorials on sports management, webinars on contemporary issues in sports administration