

Program	BS Physical Education	Course Code	PE-457	Credit Hours	01
Course Title	Administration and Management in Sports (Practical)				
Course Introduction					
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.					
Learning Outcomes					
On the completion of the course, the students will:					
- 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 - Lecture on the basics of sports administration and management. - Group discussion on the importance of effective management in sports. - Case studies on successful sports management practices				From Books and Class Lectures
Week 2	Organizational Structure in Sports - Practical session on designing organizational charts for sports clubs and associations. - Group activity to analyze the structure of a genuine sports organization. - Presentation and discussion on the pros and cons of different organizational structures				From Books and Class Lectures
Week 3	Strategic Planning in Sports - Workshop on creating a strategic plan for a sports organization. - Group exercises on setting objectives, SWOT analysis, and action planning. - Role-playing scenarios to simulate strategic decision-making				From Books and Class Lectures
Week 4	Financial Management in Sports Practical session on preparing budgets for sports events and organizations.				From Books and Class Lectures

	• Case studies on financial management issues in sports. • Group exercises on analyzing financial statements and making financial decisions	
Week 5	Revision of Introduction to Sports Administration and Management • Lecture on the basics of sports administration and management. • Group discussion on the importance of effective management in sports. • Case studies on successful sports management practices Organizational Structure in Sports • Practical session on designing organizational charts for sports clubs and associations. • Group activity to analyze the structure of a genuine sports organization. • Presentation and discussion on the pros and cons of different organizational structures Strategic Planning in Sports • Workshop on creating a strategic plan for a sports organization. • Group exercises on setting objectives, SWOT analysis, and action planning. • Role-playing scenarios to simulate strategic decision-making Financial Management in Sports • Practical session on preparing budgets for sports events and organizations. • Case studies on financial management issues in sports. • Group exercises on analyzing financial statements and making financial decisions	From Books and Class Lectures
Week 6	Marketing and Promotion in Sports • Workshop on developing marketing plans for sports events and organizations. • Group activity to create promotional materials (e.g., posters, social media content). • Case studies on successful sports marketing campaigns	From Books and Class Lectures
Week 7	Event Management in Sports • Practical session on developing event management plans. • Role-playing exercises to simulate event coordination and problem-solving. • Group project to plan and execute a small-scale sports event.	From Books and Class Lectures

Week 8	Human Resource Management in Sports • Workshop on developing job descriptions and recruitment plans. • Role-playing scenarios to practice interviewing and performance appraisal. • Group discussion on best practices in staff development and retention.	From Books and Class Lectures
Week 9	Facility Management in Sports • Practical session on creating maintenance schedules and safety checklists. • Group activity to design facility management plans. • Case studies on facility management challenges and solutions.	From Books and Class Lectures
Week 10	Revision of Marketing and Promotion in Sports • Workshop on developing marketing plans for sports events and organizations. • Group activity to create promotional materials (e.g., posters, social media content). • Case studies on successful sports marketing campaigns Event Management in Sports • Practical session on developing event management plans. • Role-playing exercises to simulate event coordination and problem-solving. • Group project to plan and execute a small-scale sports event. Human Resource Management in Sports • Workshop on developing job descriptions and recruitment plans. • Role-playing scenarios to practice interviewing and performance appraisal. • Group discussion on best practices in staff development and retention. Facility Management in Sports • Practical session on creating maintenance schedules and safety checklists. • Group activity to design facility management plans. • Case studies on facility management challenges and solutions.	From Books and Class Lectures
Week 11	Legal and Ethical Issues in Sports Management • Lecture on legal and ethical issues in sports. • Group discussion on real-life legal cases and ethical dilemmas. • Role-playing scenarios to explore ethical decision-making.	From Books and Class Lectures

Week 12	Leadership and Communication in Sports • Workshop on developing leadership skills. • Role-playing exercises to practice communication in various management scenarios. • Group activity to analyze the leadership styles of successful sports managers.	From Books and Class Lectures
Week 13	Technology and Innovation in Sports Management • Practical session on using sports management software. • A group project is needed to develop a technology plan for a sports organization. • Case studies on innovative practices in sports management.	From Books and Class Lectures
Week 14	Practical Assessment and Feedback • Practical assessment of strategic planning, financial management, marketing, and event management skills. • Peer and instructor feedback sessions. • Reflection on learning experiences and setting goals for future improvement.	From Books and Class Lectures
Week 15	Revision of Legal and Ethical Issues in Sports Management • Lecture on legal and ethical issues in sports. • Group discussion on real-life legal cases and ethical dilemmas. • Role-playing scenarios to explore ethical decision-making. Leadership and Communication in Sports • Workshop on developing leadership skills. • Role-playing exercises to practice communication in various management scenarios. • Group activity to analyze the leadership styles of successful sports managers. Technology and Innovation in Sports Management • Practical session on using sports management software. • A group project is needed to develop a technology plan for a sports organization. • Case studies on innovative practices in sports management. Practical Assessment and Feedback • Practical assessment of strategic planning, financial management, marketing, and event management skills. • Peer and instructor feedback sessions. • Reflection on learning experiences and setting goals for future improvement.	From Books and Class Lectures

Week 16	Review and Final Exam Preparation • Review of key concepts and principles • Mock exams and practice questions • Final exam preparation	From Books and Class Lectures
---------	---	-------------------------------

Textbooks and Reading Material

Textbooks

- Hoye, R., Smith, A. C. T., Nicholson, M., Stewart, B., & Westerbeek, H. (2015). Sport Management: Principles and Applications (4th ed.). Routledge.
- Mullin, B. J., Hardy, S., & Sutton, W. A. (2014). Sport Marketing (4th ed.). Human Kinetics.
- Pedersen, P. M., & Thibault, L. (Eds.). (2018). Contemporary Sport Management (6th ed.). Human Kinetics.
- Slack, T., & Parent, M. M. (2006). Understanding Sport Organizations: The Application of Organization Theory (2nd ed.). Human Kinetics.