

BHARATHIAR UNIVERSITY: COIMBATORE-641 046
DIPLOMA in SPORTS MANAGEMENT
(For the CPP/COP students admitted during the academic year 2015-16 & onwards)

SCHEME OF EXAMINATIONS

	Course Title	EXAMINATION		
		Ins. Hrs / Week	Dur. Hrs.	Total Marks
	SEMESTER - I			
1.1	Fundamentals of Sports & New Age Dynamics	5	3	100
1.2	Management of Sports, Leagues & Teams	5	3	100
1.3	Sports Facilities Planning & Management	5	3	100
1.4	Sports Marketing & Merchandising	5	3	100
	SEMESTER – II			
2.1	PR, Sponsorship & Advertising in Sports	5	3	100
2.2	Sports Event Management	5	3	100
2.3	Leadership Principles in Sports	5	3	100
2.4	Sports Funding and Financial Management	5	3	100
	TOTAL	-	-	800

Eligibility for admission: Candidate for admission to the Course shall be required to have passed the Higher Secondary Examinations (Academic or Vocational)

Duration of the course: The course shall extend over a period of One Year comprising of Two semester.

Medium of instruction and examinations: The medium of instruction and examinations shall be in English.

Other requirements: LIVE trainings as when suggested by Institute is to be completed within the duration of the course followed by submission of the report.

1.1 FUNDAMENTALS OF SPORTS & NEW AGE DYNAMICS

UNIT I:

History of Modern Sports and other Forms of Organized Physical Activity : A Historical Overview of Sports, Evolutionary Processes of Modern Sports, Relation between Physical education and Sports, Exercise Physiology

UNIT II:

Roles and Functions of National/International Sports Organisations : Roles Of IFA, FIFA, BCCI, ICC, CAB, Sports Authority Of India (SAI), National Hockey Association, Bengal Volley Ball Association, Bengal Tennis Association, Their Functions and Importance in the Promotion and management of Sports

UNIT III:

Professional Team Sports: Sports based on Team Performance -Football, VolleyBall, Basket Ball, Cricket, Hockey, Rowing, Guiding Principles for Conduct of Team Sports, Organisation of Tournaments, Leagues, Knock-out.

UNIT IV:

Individual Sports:An Overview of Individual Sports, Emerging Trend, Future Potential, studies related to Governance of Individual Sports like Golf, Tennis, Badminton, Auto Racing, Track Race.

UNIT V:

Social, Cultural and Political Environment of Sports Organisations : Role of Sports In Society, issues that Sports Administrators face on Day to Day basis in the contemporary World, Drug Abuse and Gratuitous Violence.

REFERENCE:

1. Fundamental of sports and exercise by Alan Kornspan- Human Kinetics Publishers (May 2009)
2. Sports & Society, 2nd edition by Grant Jarvie – Routledge (2012)
3. Examples on contemporary issues – book and blogs on sports media society
4. A study conducted by Planning Commission, New Delhi, India- Document

1.2 MANAGEMENT OF SPORTS ,LEAGUES & TEAMS

UNIT I:

The role of the state in Sports Development : Defining the State; Reasons for State intervention; Regulation and control; Extent and form of State intervention;

UNIT II:

Non-Profit Sport : Introduction; Non-profit Sector and Society; Non-profit Sector and Sport; Governing Bodies of Sport; The sports club environment; Issues of non-profit sports sector;

UNIT III:

Professional Sport: Understanding professional sport; Sports circuits; Media; Sponsorship; Player management; Ownership and outcomes;

UNIT IV:

Sports Management Environment:Definition of Organization and Management; What is Sports Management; Unique features of Sports; Sports Management Environment; Three Sectors of Sports; What is different about Sports Management; Key Skills of a Sports Manager;

UNIT V:

Leadership :Definition of Leadership; Leadership and Management; Theories of Leadership with reference to sports; Leadership Challenges in Sports Organizations;

REFERENCE:

1. Fred Luthans - Organizational Behaviour : McGraw Hill International(February 2001)
2. S P Robins - Organizational Behaviour : Prentice Hall India Ltd.(May 2006)
3. Ghanekar - Organizational Behaviour Concept & Cases: EPH

1.3 SPORTS FACILITIES PLANNING & MANAGEMENT

UNIT I:

Introduction to Sport Facility Management : Facility Management from Ancient to Modern Times , The Scope of Sport Facilities and Its Future Trend , Facility Management: An Introduction , Constituents of Facility Management , Managerial Functions

UNIT II:

Facility Development : Facility Planning: An Introduction , Fundamentals of Planning , Planning and Management of Infrastructure Facilities (like Courts, Tracks, Gallery, and Provisions for Drinking Water, Lighting, and Sitting Arrangement etc.) , Planning for existing facilities , Planning For Future Facilities

UNIT III:

Facility Site and Design: Introduction , Site Location , Site Cost , Site Selection , Facility Design

UNIT IV:

Human Resource Management , Responsibilities of Facilities Managers , Knowledge and skills required for operating a sport facility: Soft Skills (Interpersonal and PR Skills) & Technical Skills , Employee Management, Evaluation and Training

UNIT V:

Facility Construction , Developments of Sports Arena, Grounds, Indoor Stadium, Tents, Camps etc , Critical phase of Facility Management: From Pre Event Briefings to Cleanup and closings, Merchandising, Housekeeping and Maintenance , Completion and Analysis

REFERENCE:

1. Sport Facility Planning and Management by Peter J. Farmer, Aaron L. Mulrooney, Rob Ammon (Jr.)Fitness Information Technology, Inc, U.S. (24 Jan. 2006)
2. Managing Sport Facilities, by Gil Fried - Human Kinetics Publishers; Second Edition edition (1 Mar. 2010)

1.4 SPORTS MARKETING & MERCHANDISING

UNIT I:

Introduction to Sports Marketing : Define sports marketing; Understanding the sport marketing environment; Categories of sports; Difference between amateur and professional sports; Difference between sports goods and services; Sports marketing domains; Sport and Consumer buying behavior; Marketing in non-profit and for profit sports organization; Sports market in India; Significance of International and Women sports

UNIT II:

Sports Entertainment Product and Distribution : Sports and Entertainment product mix and marketing strategies; Product decisions in sports marketing; Channels of distribution; Difference in Sports and Entertainment Distribution; Technology and Distribution media; Sports Logistics – logistics mix and channel management; issues in channel management; Sports Goods retailing

UNIT III:

Promotions : Promotional mix in sports and entertainment marketing; Use of technology; Content Marketing; Compare media and non-media promotions; Importance of reaching diverse markets; Sponsorships and endorsements

UNIT IV:

Key Concepts : Segmentation, Targeting, Positioning, Product Line and product mix; Product Life Cycle; Developing and extending sports brands, Direct, database and online marketing in sport- types and application; Programming; Location based entertainment; Brand Identity and Brand marks
as a reality programme

UNIT V:

Introduction to Entertainment Marketing: Define entertainment marketing; Understanding the entertainment environment; Entertainment and Consumer buying behaviour; Types of entertainment media; Types of business and ownership in the entertainment industry; Entertainment industry in India; World of Reality programming; Digital disruption in entertainment industry

REFERENCE

1. Sport Marketing, Volume 13 By Bernard James Mullin, Stephen Hardy, William Anthony Sutton - Human Kinetics; 3 edition (March 20, 2007)
2. Sports and Entertainment Marketing By Ken Kaser, Dotty Oelkers- Cengage Learning; 3 edition (March 29, 2007)

2.1 PR , SPONSORSHIP & ADVERTISING IN SPORTS

UNIT I:

Introduction to PR in Sports: Beginning/ evolution of PR in sports, definition of sports PR, characteristic of sports PR, the value of PR, sports PR as a form of business, PR as strategic management tool, organizational stakeholders and constituents, issues management, organizational reputation, distinguishing between program and campaign, planning and executing campaigns, working with PR firms, how to get started in sports PR, networking and volunteering, different types of sports PR

UNIT II:

Introduction to Sponsorship: Definition of sponsorship, the sponsorship market, the objectives of sponsorship, the components of sponsorship, limitations of traditional sponsorship, components of sponsorship plan, key components of sponsorship proposal ,developing and selling a proposal

UNIT III:

Introduction to Advertising : Definition of advertising, Objectives of advertising, setting advertising budget, Developing advertising strategies - creating advertising message and selecting the advertising media; evaluating advertising effectiveness, return on advertising investment; Agency vs in-house advertising

UNIT IV:

Advertising in Sports : History of advertising in sports, advertising as a promotional tool in sports, different mediums of sports advertising, advertising vs. Sponsorship – key differences, limitations of sports advertising, Sports Advertising in India

UNIT V:

Basic Sponsorship concepts : Pre-event evaluation of sponsorship- need for pre-event scrutiny, develop an evaluation procedure, apply evaluation criteria, sponsorship activation - what is leveraging in sponsorship, understanding many leveraging techniques in sponsorship, budgeting of a leveraging program, 10 steps to effective leveraging; ambush marketing – concept, difference between piracy & ambush marketing, importance & prevalence of ambush marketing, countering ambush marketing of competitors

REFERENCE :

1. Sport Public Relations: Managing Stakeholder Communication, By G. Clayton Stoldt, Stephen Dittmore, Scott Branvold- Human Kinetics; 2nd edition (18 Mar. 2012)
- 2.Sports Sponsorship: Principles and Practices, By John A. Fortunato- McFarland & Co Inc (30 Aug. 2013)

2.2 SPORTS EVENT MANAGEMENT

UNIT I:

Introduction to Sports Event Management : Evolution of Sports Events Marketing; Meaning of Sports events and Sports festivals; Role of Event organizations and sports event manager; Understanding stakeholders objective; Challenges of event management; Sports events vs. Non-sports events; Sports Tourism;; Sports events in India - growth, challenges and future of sports events in India

UNIT II:

Event Conceptualization and Planning Process: SWOT Analysis; Defining and developing objectives for the event; Planning components – type of sport requirements, concept and design, event flow, setting operational timelines, creating Checklists, Logistics plans, safety and security planning; Selecting and soliciting host City / Venues – understanding and managing expectations; Event planning process – finding the right people, identify and analyze management tasks for Staff, Vendors and Volunteers, building support organization; Identify Sponsors and teaming up with them – understand event-sponsor relationship and managing expectations, Designing sponsorship programme and finalize the deal; Promotion planning – media partnerships, campaign for the event, media coverage and media partners; Designing the execution of the event marketing plan

UNIT III:

Event Management Commercials : Stages of Budgeting Process; Identifying costs – Facility cost, Event operations cost, Marketing expenses, sponsor fulfillment expenses, Guest Management and Hospitality expenses, event presentation expenses, capital investment and amortization, miscellaneous expenses; Cash Flow and Management; Controlling costs and Contingency planning;; Identifying revenue streams – Ticket Sales, Hospitality partnerships; Sponsorships and Advertising; Merchandising and Bartering; Broadcasting, tournament and participation fees, Media partnerships; Grants and Donations, miscellaneous revenues

UNIT IV:

Sports Tourism:Organizing a Sports Commission; Bidding for events; Domestic and local events; Charity events; Marketing venue as sports center; Measuring Economic Impact

UNIT V:

Implementation of Event Services and Logistics : Event Permits and licenses; Event registration; Engaging community; Accommodating and managing guests, Event Presentation – Production planning, scheduling rehearsals, Working with Broadcasters; ; Staff and Volunteer Management; Ticket Sales; Food and Beverage Operations; Waste Management; Transportation services; Lighting; Vendor Relations; Facility operations; Customer Service; Servicing media at event site; Media Center facilities; Awards Ceremonies

REFERENCE:

1. Managing Sporting Events – Jerry Solomon (Human kinetics)- Human Kinetics Publishers (Jan. 2002)
2. Managing Major Sports Events: Theory and Practice, By Milena M. Parent, Sharon Smith-Swan - Routledge (26 Nov. 2012)

2.3 LEADERSHIP PRINCIPLES IN SPORTS

UNIT I:

Sportsmanship and leadership: Definition of sportsmanship, importance of appropriate behaviour and its impact on the game, making the right choices as sportspeople, how inappropriate behaviour can jeopardise a game, how sportsmanship and leadership are related.

UNIT II:

Introduction to leadership: How is leadership defined, why is leadership crucial in sports, some sportspeople who have gone on to become leaders and improve their game and that of their team, what are some of the leadership skills that sports can enable in an individual, how the right set of coaches and academies can bring out these qualities in players, how leaders can be created, not merely born with winning capabilities.

UNIT III:

Leadership Skills – understanding how teamwork works: What is team work, why is it important in any sport, even if one is playing singularly, how the right teamwork can help turn around a failing game, examples of teamwork, how a good team leader can create harmony in players with different mindsets, how sports academies teach players to develop their leadership skills.

UNIT IV:

Leadership Styles: Leadership attitude, behaviour and style, different approach to leadership, Charismatic and transformational leadership, contingency and leadership, situational leadership, ethics in leadership, concept of social responsibility and leadership,

UNIT V:

Leadership quotient: What is emotional quotient and social quotient, how is leadership linked to emotional quotient and social quotient, why the lack of these can affect the ability to motivate people, how to evaluate these quotients, who are the best candidates for becoming leaders, leveraging leadership skills in tight situations on the playing area.

REFERENCE :

1. Contemporary Leadership in Sport Organizations By Scott, David - Human Kinetics; 1 edition (March 3, 2014)
2. Run to Win: Vince Lombardi on Coaching and Leadership By Donald T. Phillips- St. Martin's Griffin (September 7, 2002)
3. Business Leadership and the Lessons from Sport By Hans Westerbeek, Aaron Smith - Palgrave Macmillan (September 3, 2005)

2.4 SPORTS FUNDING AND FINANCIAL MANAGEMENT

UNIT I:

Budgeting and Valuation in sports: what makes sports profitable?; what makes sports valuable – market capitalization, market multiples, book value of assets v/s market value of assets, impact of expected future earnings; profit or wealth?; The basics of budgeting, Types of budgets - operational budgets, variance analysis, capital budgeting; Budgeting for a sports event; Break-even analysis; pricing strategies- demand based, elasticity pricing, discriminatory pricing, competition pricing, penetration pricing;

UNIT II:

Business structures in sports: Non – profit organizations; sole proprietorships; Limited Liability Partnerships; Corporations and Private Limited Companies; Difference between each business structure; taxation issues in sports business; bankruptcy law;

UNIT III:

Capital structuring:Types of funding – short term borrowing, long term borrowing, Common Stock, Preferred Stock, Corporate bonds; cost of issuing bonds; loan repayment methods; Short term Financing management – review of current assets and current liabilities, cash management, credit management, collections management;

UNIT IV:

Public funding and Private funding : Legislation, Cost-sharing models, Funding for stadium, Sports infrastructure, Procedure of Public grant funding, Advantages of Public Grant funding, Disadvantages of Public Grant Funding, Procedure of Private Grant Funding, Advantages of Private Grant Funding, Disadvantages of Private Grant Funding

UNIT V:

Sports funding- global concepts and practices : Role played by United Nations, Global Sports Fund Grant Programme, International laws and regulations related to funding in sports, International practices- funding for clubs, international teams, Openness and Transparency- provision of information, Accountability- monitoring mechanisms, Case studies

REFERENCE :

1. Sport Funding and Finance, By Bob Stewart- Routledge; 2 edition (July 31, 2014)
2. International Sport Management, By Ming Li, Eric MacIntosh, Gonzalo Bravo; - Human Kinetics (1 Oct. 2011)