

M.P.E.– 203 – SPORTS MANAGEMENT AND MARKETING

Unit –I

Meaning of management, functions of management (planning organizing controlling leading evaluation) – skills of management (technical skills human skills conceptual skills) role of manager (interpersonal roles, informational roles decision roles).

Unit –II

Attributers of organization – Classifying organizational set up of clubs ; sport associations sports Authority of India department of sports and Youth affairs (center & state) -school and University Department of sports and Association of Indian Universities- Supervision qualities of supervisory techniques

Unit –III

Planning : steps in the planning process strategic planning – planning sports facilities (out door and indoor) – program planning ; (normal and special population)- social and economic Para meters in planning.

Unit –IV

Office management; personnel management, human resource management, financial management – Event management - Man power requirement planning organization, Development recruitment and placement – monitoring performance of physical education Personnel; behavioral audit; human relations – communication in personal management public Relations

Unit-v

Organization of sports events (Intramurals and extramurals) – Writing of circulars , notifications And invitations – publicity fund raising selecting and fixing of officials- monitoring and write- Up – press, sponsoring teams, writing reports and maintaining records – factors in sports Marketing – sponsorships

REFERENCES

- Chelladurai .p. *Managing organizations for sports physical activity*, Holcomb
- Hathaway publishers: Arizona, 2001.
- Davis Kathleen A.,*sports management* WCB brown & Benchmark Iowa,1994
- Philip kotler *Marketing Management* Pearson Education inc, 2003
- Lisa Pike Masteralexis Carol A Barr and Mary A. Hums *Principles and Practice of Sports management*, jone and Bartlett Publishers, 2005
- David C.Watt *sports management and administration* Routledge Taylor & Francis Group, .2003-