

SPORTS MANAGEMENT

UNIT – I

Meaning –Definition and Functions of Sports Management – Importance and Historical Background of Sports Management –Interpersonal Roles in Manpower planning – Meaning of Recruitment – Sports Organization.

UNIT – II

Nature, Principles and Purpose of Organization – Systems of Organization – Leadership: Meaning - Personal Traits – Attitude and Behavior approach – Qualities of a Leader – Positional power.

UNIT – III

Concepts and Need of Motivation in Sports Organization – Job feed back – Types of Public Relation – Role of Government, Media, and Conference – Finances – Qualities of Good Public Relation Organization.

UNIT – IV

Concepts, Objectives and Need for Strategies for Vocational Guidance; Principles – Approaches – Career Talk – Industrial visit – Personal, Social, Vocational Counseling, Social Guidance; Purpose-Types of Social Problems – Social Needs and Social Life. Personal Guidance: Concepts, Purpose – Emotional Characteristics of Adolescents.

UNIT V

Infrastructure – Equipment – Salaries and Wages – Raising of Funds – Budget, Record maintenance and Purchase of Equipment - Advantages – Essentials – Types of Budget – Research and Development, Budget – Funds collection prices.

Books for reference

1. S.S. Roy, Sports Management: Friends Publications: New Delhi.
2. Samiran Chakrabarty, Sports Management: Sports Publications: Delhi, 1998.
3. Janet A. Wessel, Luke Keely, Achievement – Based Curriculum Development in Physical Education: Lea & Febiger, 1986.