



BHARATHIDASAN UNIVERSITY

**Tiruchirappalli- 620024,
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Department of Physical Education and Yoga

Course Title : sports management and curriculum design in physical education
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Unit- (I)

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What is Management

- George R.Terry's view "Management is a distinct process consisting of planning, organizing, activating and controlling to determine and to accomplish the objective by the use of human beings and other resources".

Definition of sports management

- The study and practice of all people, activities, businesses, or organizations involved in producing, facilitating, promoting, or organizing any sport-related business or product”

Principles of sports management

- Strategic planning.
- Human resource management.
- Leadership and governance.
- Marketing and sponsorship.
- Sport and the media.
- Sport policy.
- Sport law.

Function of sports management

- planning,
- organization,
- personnel management,
- management
- control

Management theories

- Scientific management theory.
- Principles of administrative management theory.
- Bureaucratic management theory.
- Human relations theory.
- Systems management theory.
- Contingency management theory.
- Theory X and Y.

Scope of management in physical education and sports

- Scope of Sports Management • The scope of sports management is very vast as regards the areas. The underlying objective of physical education is to educate people how to be healthy, fit and strong. The major areas of physical education and sports discussed in detail as follows:

Guiding principles of the organization

- **Principle of purpose**
- **Principles of Coordination**
- **Principle of specialization**
- **Principle of Rights**
- **Principle of responsibility**
- **Principle of interpretation**

Principles and objectives of Personnel Management

- **The principle of Maximum Personnel Development:**
- **The principle of Scientific Selection:**
- **The principle of High Morale**
- **The principle of Dignity of Labour**
- **The principle of Team Spirit:**
- **The principle of Effective Communication:**

Self appraisal

Self-appraisal is the process when an employee evaluates their performance. Employees are given a chance to examine their performance and determine their strengths and flaws during this process.

Communications skills

- Communication skills are the abilities you use when giving and receiving different kinds of information. Some examples include communicating new ideas, feelings or even an update on your project. Communication skills involve listening, speaking, observing and empathising

Time management

- The ability to use one's time effectively or productively, especially at work.
- Time management is the process of planning and exercising conscious control of time spent on specific activities, especially to increase effectiveness, efficiency, and productivity.

Essential skills of administration

- Organization
- Communication
- Teamwork
- Customer services
- Multitasking

Personnel Policies

- To enable the organization to achieve its goal.
- To make aware all employees about and organization's goal, function rules, regulation and managerial.
- To project common interest of all concerned.

- To provide adequate, competent & trained personnel for all levels.
- To provide consultative participation and secure co-operation of all employees.
- To provide effective leadership, sound moral behavior and motivation.
- Enforcing discipline and happy relationship among employees.
- To provide security, opportunity fair treatment to all.
- To provide appropriate wages so per job or work activities
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Roll of personal manager

- He becomes a counsellor whenever required.
- He counsels the employees with the issues and grievances that they are facing which is affecting their productivity.
- He acts as a representative. Since he is in direct contact with the workers, he becomes a spokesman in committees.

- He heads the company during training programs as well. He is an advisor to the line managers and assists them in dealing with and solving various personnel matters of the staff.
- The policies of the personnel are formulated effectively by the personnel manager. Hence, he is assisting the top management.
- He acts like a mediator - A linking pin between employees and management.
- He ensures consistent administration of the personnel policies of the organisation.

What is Recruitment?

- Recruitment is the process of actively seeking out, finding and hiring candidates for a specific position or job

What is Selection?

- Selection is the process of picking or choosing the right candidate, who is most suitable for a vacant job position in an organization.
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Roll of sports manager

- Spearheading public relations between athletes, coaches, other athletic personnel, and media
- Accounting for team travel plans
- Balancing an organization's income against financial obligations

- Scheduling public events where members of your team will be present and documented
- Partnering with promotional brands, launching fundraisers, and landing endorsements to further bolster team marketing efforts
- Instructing team personnel, and athletes, on methods for correct media interaction
- Monitoring ticket sales.

Managerial Roles

Interpersonal Roles

Figurehead

Leader

Liaison

Informational Roles

Monitor

Disseminator

Spokesperson

Decisional Roles

Entrepreneur

Disturbance handler

Resource allocator

Negotiator

Qualities traits of successful sports managers

- 1. Communication
- 2. Analytical
- 3. Honesty
- 4. Mastery and Passion
- 5. Selflessness
- 6. Sensitivity
- 7. Teamwork
- 8. Be a Decision Maker
- 9. Trustworthiness