

SYLLABUS

DIPLOMA IN SPORTS

SESSION: 2013 - 14

OPJSDSC1301	PAPER-I	FOUNDATIONS OF SPORT MANAGEMENT
OPJSDSC1302	PAPER-II	MANAGEMENT OF SPECIAL AREAS
OPJSDSC1303	PAPER-III	COMMUNICATIVE SKILLS
OPJSDSC1304	PAPER-IV	COMPUTER APPLICATION IN SPORT
OPJSDSC1305	PAPER-V	SPORT AND PHYSICAL RECREATION STUDIES
OPJSDSC1306	PAPER-VI	SPORT PUBLIC RELATIONS
OPJSDSC1307	PAPER-VII	SPORT MARKETING

Paper-I Foundations of Sport Management

UNIT-I

1. Nature and Significance of Sport
2. Meaning, Nature and Significance of Sport Management
3. Distinction between Administration and Sport Management.
4. Purpose and Scope of Sport
5. Principles of Sport
6. Skills of Management and Sport Management

UNIT-II

1. Functions /Elements /Phases/ Steps of Sport Management
 - 1.1 Planning:
 - 1.1.1 Meaning of Planning.
 - 1.1.2 Steps of Planning.
 - 1.1.3 Causes of Plan failure.
 - 1.1.4 Principles of Planning.
 - 1.1.5 Organization.
 - 1.1.6 Meaning of Organization
 - 1.1.7 Formal and Informal Organizations.
 - 1.1.8 Steps in Organizing
 - 1.1.9 Concept of Departmentation.
 - 1.1.10 Principles of organizing.
 - 1.1.11 Meanings of Delegation staffing including co-ordination
 - 1.1.12 Danger of over-delegation.
 2. Directing and Controlling:
 - 2.1 Meaning and Directing
 - 2.2 Elements of Directing
 - 2.3 Orders and instructions

- 2.4 Process of Directing
- 2.5 Meaning of Controlling
- 2.6 Steps in Controlling

UNIT-III

3- Management Leadership:

- 3.1 Style & Method.
 - 3.1.1. Forms of Leadership:- Autocratic, Laissez fair, Democratic Participative & Eclectic (Advantage & Disadvantage)
 - 3.1.2. Skills of Manager
 - 3.1.3. Significance of qualified staff
 - 3.1.4. Staff Cooperation
 - 3.1.5. Development of voluntary services
 - 3.1.6. Code of Ethics for a Manager
- 3.2 Student Leadership
 - 3.2.1 Student Leadership- its Meaning & Significance
 - 3.2.2 Selection and Training
 - 3.2.3 Control and Evaluation of Student Leaders.

UNIT-IV

4. Decision Making:

- 4.1. Steps in Decision Making
- 4.2. Danger of Decision Making
- 4.3 Decision Support (DSS):
 - 4.3.1. Characteristics and Classes of DSS
 - 4.3.2. DSS as an aid to decision making
- 4.4. Human Resource Information System (HRIS):
 - 4.4.1. Definition, Need of HRIS
 - 4.4.2. Audit Information.
- 4.5. Decision Making:
 - 4.5.1. Steps in Decision Making
 - 4.5.2. Danger of Decision Making

UNIT-V

- 1- Programme & Scheduling Strategic Programme; Planning Needs analysis Programme; Development Implementation Programme; Evaluation of Programme; Scheduling Barriers to Instruction Scheduling Maintenance.

PAPER-II

MANAGEMENT OF SPECIAL AREAS

UNIT-I

Human behavior and Stress Management

1- Stress & its management

1.1 Define stress, Distress and Eustress

1.2 Types of stress

1.3 Physiological and pathological aspects of stress

1.4 Causes of stress (Special reference to job stress)

1.5 Stress symptoms and related diseases

1.6 Methods of management of stress – appropriate & inappropriate coping methods.

2- Conflict & its management

2.1 Conflict – its meaning

2.2 Role ambiguity V/S Role Conflict.

2.3 Causes of Conflict

2.4 Methods of Conflict resolution

UNIT-II

1- Risk Management & Legal Aspect of Sports.

1.1 Concept of Risk Management

1.2 Process of Risk Management

1.3 Insurance

1.4 Exculpating agreement & parental consent for medical practice

1.5 Safety & Sports

1.6 Legal Aspect of Sports

1.7 Understanding of Negligence & Tort

1.8 Avoiding Negligence behaviour

1.9 Defense against Negligence

1.10 Facility, equipment & legal problems

1.11 Product liability

1.12 Supervision & legal problems

1.13 Sexual Harassment.

1.14 Remedies for negligence disputes

2- Contract Law

2.1 Legal Concept

2.1 Negotiating Contract

2.2 A typical employment contract

2.3 Contract for professional coach

3- Crisis Management & Evaluation plan

3.1 Disaster Modules

- 3.2 Designing and evaluation plan
- 3.3 Designing Medical plan for Disaster

UNIT-III

System Approach and Sports Marketing and Sponsorship

1- System Approach

- 1.1 Concept of System Approach
- 1.2 Need of System Approach in Sports.
- 1.3 Model of System Approach in sport management
- 1.4 Application of System Approach in Selection, Training and Promotion of Sports.

2- Sport Marketing

- 2.1 Sports Industry and its meaning
 - 2.2 Factors influencing sports industry
 - 2.3 Concept of Sport Marketing
 - 2.4 Designing Information System for Marketing- its characteristics
 - 2.5 Basic Marketing Principles and process apply to sports.
 - 2.6 Factors influencing sports marketing.
 - 2.7 Basic System Approach for Sports Marketing.
 - 2.8 Marketing Segmentation
 - 2.9 Marketing Mix
 - 2.10 Marketing and promotion of sports
- ##### 3- Sponsorship
- 3.1 Sponsorship – its meaning
 - 3.2 Factors that stimulate sponsorship growth
 - 3.3 Benefits sought from sponsorship by Sports organization
 - 3.4 Benefits sought from sponsorship by Business Organization
 - 3.5 Sponsorship in National and International Sports Competition/Sports

UNIT-IV

Management of an Event and Recreational Programme

- 1- Management of Sports event (Opening Ceremony, Closing Ceremony, Formation of various committees and their responsibilities)
- 2- Management of Health Club, Fitness Center, Aquatic Center, Sport Tour, and Sport Federation.
- 3- Manager's Duties
 - 3.1.1 Arrangement for Journey
 - 3.1.2 Collecting necessary documents
 - 3.1.3 Contacting organizers & collecting information
 - 3.1.4 Maintenance of Accounts
- 3.2 Team Management of Coach

- 3.2.1 Before, during and after competition
- 3.2.2 Preparing reports on team performance.

UNIT-V

Quality Management

- 1. Quality Management. (QM)
 - 1.1.1 Meaning and Concept of Quality Management,
 - 1.1.2 Principles of Quality Management,
 - 1.1.3 Factors affecting quality management,
 - 1.1.4 Quality Planning and Quality Control.
- 2. Concept and meaning of TQM (Total Quality Management)
 - 2.1.1 Pillars of TQM
 - 2.1.2 Model of TQM

PAPER-III

Communicative Skills

UNIT-I

- 1- Introduction to Communication
 - 1.1 Meaning and significance of Communication
 - 1.2 Types of Communication
 - 1.3 Methods of Communication
 - 1.4 Developing communication skills and suggestions for self-improvement
 - 1.5 Barriers to effective communication
 - 1.6 Improvement in communication skills and finally road map to success
 - 1.7 Characteristics of a good speaker
 - 1.8 Public speaking
 - 1.9 Presentation technique

UNIT-II

- 2- Written communication, Business and official communication
 - 2.1 Principles of effective written Communication
 - 2.2 Relevance of grammar
 - 2.3 Composition of sentence
 - 2.4 Super scripture
 - 2.5 Mechanics of communication in writing
 - 2.6 Business communication:
 - 2.6.1 Basic aspects of business correspondence
 - 2.6.2 Letter drafting
 - 2.6.3 Specific business correspondence
 - 2.6.4 Routine and exclusive letters

2.6.5 E-mail

2.7 Official Communication

2.7.1 Reports, Minutes and Agenda

2.7.2 Circular, Notice, Office orders, Note sheet and Memo etc.

2.7.3 Press release, Media conferencing and invitation etc.

UNIT-III

3- Verbal and Non-verbal communication

3.1 Verbal communication – definitions and factors

3.2 Voice, tone and other expressions arising out of spoken language

3.3 Principle of effective verbal communication

3.4 Non - verbal communication

3.4.1 Para language/body language and its significance

3.4.2 Area of influence and local culture

3.4.3 Expressions through palms, arms and legs

3.4.4 Hands as medium of expression

3.4.5 Eyes-ultimate in expression

3.4.6 Handshaking

3.4.7 Obstructions by Arms and legs

3.4.8 Common and popular postures

3.4.9 Possessive postures

3.4.10 Carbon copying and effective use of body parts in communication

3.4.11 Indicators and pointers

3.4.12 Chairs, Tables and office set up

UNIT-IV

4- Special communicative skills and miscellaneous

4.1 Motivation skill

4.2 Negotiation skill

4.3 Interpersonal skill

4.4 Interview technique

4.5 Job hunt

4.6 Resume writing

4.7 Dress sense

4.8 Appearance

4.9 Stress Management

UNIT-V

5- Creative Aspects of Communicative Skills

5.1 Extempore Speech

- 5.2 Prepared Speech
- 5.3 One to one meeting
- 5.4 Round table conference
- 5.5 Presentation
- 5.6 Seminar
- 5.7 Project Work
- 5.8 B-Quiz

Reference:

1. Sharma, R. C., Mohan Krishna: Business Correspondence and Report Writing, third Edition, Tata McGraw – Hill Company Ltd., New Delhi (2002).
2. Pal, Rajendra, Korlahalli, J. S. (2001): Essentials of Business Combination, Sultan Chand & Sons, New Delhi.
3. Bhattacharyya, Indrajit (Revised ed.): An Approach Communication Skills, Dhanpat Rai Co., (Pvt.) Ltd., New Delhi.
4. Wright, Chrissies (Rev.ed.): Hand book of practical Communication Skills, Jaico Publishing House, Mumbai.
5. Gartside, L., (Rev. ed.): Modern Business Correspondence, pitman publishing, London.
6. Day, Robert A. (Rev. ed.): How to write and Publish a Scientific Paper, Cambridge University press, Cambridge.
7. Grimson, A. C., (Rev. ed.): An Introduction to the pronunciation of English, ELBS.
8. Bansal, R. K. & Harrison, J. B. (Rev. ed.): Spoken English, Orient Longman, Hyderabad.
9. Rutherford, Andrea J. (Rev. ed.): Basic Communication Skills for Technology, Addison Wales Wesley, Longman, New Delhi.
10. Scatt, Bill (Rev. ed.): The Skills of Communicating, Jaico Publishing House, Mumbai.
11. Fames, J. Harold (Rev. ed.): Writhing and Communicating in Business (Rev. ed.) Macmillan Company, New Delhi.

PAPER-IV Computer Application in Sport

UNIT- I

Introduction: - History, Characteristics, Classification & Types of Computers, Computer Generations, Components of Computers – Input, CPU & Output units.

UNIT- II

More about Computers: - Input & Output device, Primary & Secondary Storage Device, Computer software & its types, Computer Languages & their Classification

UNIT- III

Flowcharts & DOS: - Flowcharts – Meaning, Advantages & preparation of simple flowcharts. Operating System – Need & Meaning. Introduction to MS-DOS & simple; Internal & External Commands.

UNIT- IV

Windows: - Introduction to Windows, Components of Windows Screen. Feature of Windows – Programme Manager & Application, File Manager & Application, Printer Manager & Application, Accessories, Control Panel.

UNIT- V

MS Office: - Introduction to MS Office & Office Tools. Introduction to Word Processor with MS Word; Components of MS Word screen. Loading, Creating Document, Copying, Formatting, Printing Documents, Printing Labels and Envelops, Inserting files, Headers and Footers, Footnotes, Tables and Sorting and Mail merge.

Suggested Readings:

- 1- Sinha P.K. : Computer Fundamental
- 2- Rajaraman, V. : Fundamentals of Computers
- 3- Taxali : Windows
- 4- Taxali : PC Software made Easy

PAPER V SPORT AND PHYSICAL RECREATION STUDIES

UNIT I

Anatomy:

Elements of human anatomy, The skeletal systems, Muscle tissues, Principle skeletal muscles, Diagrams,

Biomechanics:

Definition of terms, Study of motion, Nature of forces, Newton's laws of motion, Three classes of levers, Centre of gravity, Analysis of various types of movement common to sport and exercise

UNIT II

Exercise Physiology:

Macronutrients

Micronutrients

Optimal Nutrition for Exercise and Sport

Common Nutritional Ergogenic Aids Performance

Common Pharmacological Aids to Performance

Foundations of Sport Psychology

The Science of Sport Psychology

Personal factors affecting sport performance

Youth Sports: Special Considerations and Needs of Child Athletes

Motivation: Theory and Application, Regulating Stress, Anxiety and Arousal

Coping with sport stress

UNIT III

Sport Psychology:

Sport Psychology Interventions

Aggression in Sport

Leadership in Sport Coaching focus

Team Cohesion and Dynamics

Communication and Mentoring Techniques

Applied Exercise Psychology

UNIT IV

Injury Management:

Definition of Acute & Chronic Injury

Management of Acute & Chronic Injury

Common Injuries related to Sports

UNIT V

Exercise Physiology:

Training the Anaerobic and Aerobic Energy Systems, Training muscles to become stronger, Factors affecting physiological function: The environment and Special Aids to Performance, Body Composition, Obesity, and Weight Control, Exercise, Successful Aging, and Disease Prevention

PAPER VI SPORT PUBLIC RELATIONS

UNIT I

The Characteristics, Functions and Basic Skills in Sport Public Relations, The Public Relations Programme,

UNIT II

Techniques of Sport Public Relations including: Sponsorships, Special Events, Corporate Social Responsibility, Exhibitions, Conferences and Seminars, Corporate Image and Corporate Identity

UNIT III

Public Relations Theory: Research

Public Relations in Commerce and Industry: Crisis Communication

UNIT IV

Public Relations in Non-Profit Organisations: Developing and Supporting Charitable organizations, Public Relations in the Public Sector: SA Government and Protocol for

Planning Major Sport, Events, Integrating Public Relations with Strategic Management

UNIT V

Written Communication: Business Letters, Memorandums and Meetings and Minutes
News and News Sources, Print Media, Electronic Media, New Media, Media Relations
Interviewing Techniques, Intercultural Communications, Application of Writing,
Skills: Short Messages

PAPER VII SPORT MARKETING

UNIT I

Introduction into the Sport Industry
Evolution of Sport Marketing
Marketing Concepts
Designing a customer driven market strategy
Organisation and Marketing Strategy

UNIT II

Sport marketing environment
Services marketing mix
Market research and marketing information systems
Consumer markets and behaviour
Foundation of Marketing through Sport

UNIT III

Four domains of Sport Marketing
Marketing through sports
Sponsorship concepts, objectives, and components
Sponsorship foundations
Pre-Event Evaluation

UNIT IV

Leveraging techniques
Ambush marketing
Post event success and failure
Venue Naming Rights
Segmentation of the sport consumer markets

UNIT V

Strategic decisions for sport products and the basic product concepts
Designing an IMC plan
Understanding the factors that influence pricing and general implementation strategies
Sport marketing plans