



UNIVERSITI TEKNOLOGI MARA

SMG401: UNDERSTANDING SPORT ORGANIZATION

Course Name (English)	UNDERSTANDING SPORT ORGANIZATION APPROVED
Course Code	SMG401
MQF Credit	3
Course Description	This course is designed to provide the student with the fundamental knowledge necessary to manage individuals, groups and processes in the sport setting as well as issues facing sport organizations and how management techniques can be applied to solve management problems. In addition, the student will gain an appreciation for segments of the sports industry and potential career opportunities available in the field.
Transferable Skills	communication, thinking
Teaching Methodologies	Lectures, Case Study, Presentation
CLO	CLO1 Analyze management theories and empirical studies and assess their applicability to various sport industry settings. CLO2 Analyze the required competencies and managerial skills for sport manager CLO3 Conduct various sub-disciplines activities within sport industry
Pre-Requisite Courses	No course recommendations
Topics	
1. 1. Introduction 1.1) 1.1. Introduction to Sport Management 1.2) 1.1.1. An overview 1.3) 1.1.2. Managers and management 1.4) 1.1.3. Management process 1.5) 1.1.4. Management roles 1.6) 1.1.5. Organizational level 1.7) 1.1.6. Types of manager 1.8) 1.1.7. Effective sport manager	
2. 2. Planning 2.1) 2.1. Foundation of Planning 2.2) 2.1.1. Importance of planning in sport organization 2.3) 2.1.2. Types of planning 2.4) 2.1.3. Types of plan 2.5) 2.6) 2.2. Decision Making 2.7) 2.2.1. Types of decisions 2.8) 2.2.2. The decision-making process 2.9) 2.2.3. Decision in management functions 2.10) 2.2.4. Common decision making errors and biases	
3. 3. Organizing 3.1) 3.1. Foundation of Organizing & Delegating Work 3.2) 3.1.1. Importance and benefits of organizing in sport organization 3.3) 3.1.2. Organizing structure 3.4) 3.1.3. Organizational design 3.5) 3.2. Human Resource Management 3.6) 3.2.1. The importance of human resource management 3.7) 3.2.2. The human resource management process	

4. 4. Leading

- 4.1) 4.1. Motivation to Win
- 4.2) 4.1.1. Motivation and sport performance
- 4.3) 4.1.2. Components of motivation
- 4.4) 4.1.3. Motivation theories
- 4.5) 4.1.4. Current issues in motivation
- 4.6) 4.2. Leadership
- 4.7) 4.2.1. Leader and leadership
- 4.8) 4.2.2. Leadership theories
- 4.9) 4.2.3. Developing credibility and trust
- 4.10) 4.2.4. Ethical leadership
- 4.11)
- 4.12) 4.3. Communication in Sport
- 4.13) 4.3.1. Importance of communication in sport organization
- 4.14) 4.3.2. Functions of communication
- 4.15) 4.3.3. The communication process
- 4.16) 4.3.4. Barriers to effective communication
- 4.17) 4.3.5. Overcoming the barriers
- 4.18) 4.3.6. Communication flows
- 4.19) 4.3.7. Communications in formal organization

5. 5. Controlling

- 5.1) 5.1. Introduction the need for control in sport organization
- 5.2) 5.2. The control process
- 5.3) 5.3. Types of controls

Assessment Breakdown	%
Continuous Assessment	60.00%
Final Assessment	40.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Individual Assignment	10%	CLO3
	Assignment	Group Assignment	20%	CLO3
	Online Quiz	Online Quiz	10%	CLO2
	Test	Test 1 (Planning & Organizing)	10%	CLO1
	Test	Test 2 (Leading and Controlling)	10%	CLO2

Reading List	<p>Recommended Text</p> <ul style="list-style-type: none"> • Lussier, R. N. and Kimball, D. 2004, <i>Sport Management: Principles, Applications, Skill Development</i>, 1-14, Thomson - South Western United State [ISBN: 0-324-17596-5] • Daniel Covell 2003, <i>Managing Sports Organizations</i>, 1-12, South-Western Pub Canada [ISBN: 0-324-13155-0] • Bridges F.J, Roquemore L.L 1993, <i>Management for Athletes/Sport Administration</i>, 1-13, ESM Books United State [ISBN: 0-9623126-1-4] • Parkhouse, Bonnie, 2001, <i>The Management of Sport: Its Foundation and Application</i>, 3rd Ed., McGraw-Hill. • Shilbury, D. and Deane, J. 2001, <i>Sport Management in Australia, Strategic Sport</i>, Management Pty. Ltd. • Slack, T. 1997, <i>Understanding Sport Organizations; the Application of Organization</i>, Human Kinetics • Chelladurai, P. 2001, <i>Managing Organizations for Sport & Physical Activity</i>, Hathaway Publisher, Scottsdale Arizona United State • Robbins, S., Bergman, R. and Stagg, I. 2005, <i>Management</i>, Prentice Hall Australia
Article/Paper List	This Course does not have any article/paper resources
Other References	This Course does not have any other resources