



UNIVERSITI TEKNOLOGI MARA

SPS170: FUNDAMENTAL OF SPORT MANAGEMENT

Course Name (English)	FUNDAMENTAL OF SPORT MANAGEMENT APPROVED
Course Code	SPS170
MQF Credit	3
Course Description	This course is designed to provide students with basic understanding of effective management strategies. It also provides an understanding of the body of knowledge associated with sport management career opportunities in the sport industry and to sport principles as they apply planning, organizing, leading and controlling skills in relations to sport management.
Transferable Skills	Thinking,,communication skills
Teaching Methodologies	Lectures, Blended Learning, Case Study, Presentation
CLO	CLO1 state the basic concept and theories of management as related to sports. CLO2 identify the relationship between theory and practice in sport management. CLO3 practice themselves with the management terms and concepts. CLO4 Outline career choices in the sport management field.
Pre-Requisite Courses	No course recommendations
Topics	
1. 1.Introduction 1.1) 1.0 Introduction 1.2) 1.1 Overview 1.3) 1.2 Definition of Sport Management 1.4) 1.3 Sport Management Today and Future 1.5) 1.3.1 TQM and ISO 1.6) 1.4 Scope and Career Opportunities in Sports 1.7) 1.4.1 Role of Sport Manager 1.8) 1.4.2 How Managers Differ 1.9) 1.4.3 What It Takes To Be A Successful Manager 1.10) 1.5 The Sport Industry Environment 1.11) 1.5.1 The Internal Environment 1.12) 1.5.2 Management, mission, resources, the systems process, structure 1.13) 1.5.3 The External Environment 1.14) The customers, the competition, suppliers, the workforce, shareholders, 1.15) society, technology, the economy, government	
2. 2. Planning 2.1) 2.0 Planning 2.2) 2.1 Definition : The Planning Function 2.3) 2.2 The Importance of Planning in Sport Organization 2.4) 2.3 Types of Planning : 2.5) 2.3.1 Strategic Plan 2.6) 2.3.2 Operational Plan 2.7) 2.3.3 Functional Plan 2.8) 2.3.4 Short term and Long Term Plan 2.9) 2.4 The Strategic Planning Process 2.10) 2.5 Problem Solving and Decision Making 2.11) 2.6 Decision Making Process 2.12) 2.7 Types of Decisions	

3. 3. Organizing

- 3.1) 3.0 Organizing
- 3.2) 3.1 Definition : The Organizing Function
- 3.3) 3.2 The Importance and Benefits of Organizing in Sport Organization
- 3.4) 3.3 The Organizing Function
- 3.5) 3.3.1 Authority and Responsibility
- 3.6) 3.3.2 Organizational Design
- 3.7) 3.3.3 Span of Management
- 3.8) 3.3.4 Division of Labour
- 3.9) 3.3.5 Coordination
- 3.10) 3.3.6 Delegation/Empowerment
- 3.11) 3.3.7 Flexibility
- 3.12) 3.4 Human Resource Management
- 3.13) 3.4.1 Planning – Human Resource planning, job design and job analysis
- 3.14) 3.4.2 Attracting Employees – Recruitment and selection
- 3.15) 3.4.3 Developing Employees – Orientation, training and development
- 3.16) 3.4.4 Retaining Employees – Compensation, benefits, health and safety

4. 4. Leading

- 4.1) 4.0 Leading
- 4.2) 4.1 Behaviour in Organization
- 4.3) 4.1.1 Personality
- 4.4) 4.1.2 Attitudes
- 4.5) 4.1.3 Power
- 4.6) 4.1.4 Politics
- 4.7) 4.1.5 Conflicts
- 4.8) 4.1.6 Negotiation
- 4.9) 4.1.7 Collaboration
- 4.10) 4.2 Team Development
- 4.11) 4.2.1 Team and performance
- 4.12) 4.3 Organization Communication
- 4.13) 4.3.1 The importance of good communication in sport organization
- 4.14) 4.3.2 Communication process
- 4.15) 4.3.3 Barriers in communication
- 4.16) 4.3.4 Achieving and maintaining effective communication
- 4.17) 4.4 Motivation and Performance
- 4.18) 4.4.1 Hierarchy of Needs Theory
- 4.19) 4.4.2 Theory X and Y by Prof. Douglas Mc Gregor
- 4.20) 4.4.3 Reinforcement Motivation Theory
- 4.21) 4.5 Behavioral Leadership
- 4.22) 4.5.1 Basic styles of leadership
- 4.23) 4.5.2 The Leadership Grid

5. 5. Controlling

- 5.1) 5.0 Controlling
- 5.2) 5.1 Definition :Controlling Function
- 5.3) 5.2 The Importance of Controlling in Sport Organizations
- 5.4) 5.3 Characteristics of Effective Control
- 5.5) 5.4 Establishing the control process
- 5.6) 5.5 The Types of Control
- 5.7) 5.5.1 Financial control, human control, Productivity
- 5.8) 5.6 The Frequency of Controls

Assessment Breakdown	%
Continuous Assessment	50.00%
Final Assessment	50.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Individual Assignment	10%	CLO2
	Group Project	Group Assignment	15%	CLO3
	Quiz	Quiz (Chapter Introduction)	5%	CLO1
	Test	Test 1 - (Chapter Planning & Organizing)	10%	CLO4
	Test	Test 2- (Chapter Leading & Controlling)	10%	CLO3

Reading List	This Course does not have any book resources
Article/Paper List	This Course does not have any article/paper resources
Other References	This Course does not have any other resources