

**Semester V**  
**Theory Course**  
**IMTE 501 Sports Management Category- Applied Financial Management in Sports**

**ESSENCE OF THE COURSE**

This course offers an introduction of Sports Management in context to finance. It aims to develop understanding about Finance Management and Budgetary provisions in an organisation, its aim and objectives, its uses in sports, Profit and Loss, Ledger and Preparation of Budget and Balance Sheet.

**COURSE LEARNING OUTCOMES**

**After completing this course, the students will be able to**

- ) Understand the concept of Finance Management.
- ) Understand the historical development of Budget for sports organizations.
- ) Describe the different aspects of Budget and Budgetary Provisions, maintenance of Sports Goods. .

**COURSE CONTENT**

**24.1 Unit: I:**

Financial administration in sports and physical education – sources of funds in sports – Funding agencies – Youth Services – Voluntary agencies, Public, Private, Corporate.

**24.2 Unit – II:**

Budget preparation in sports and games – purpose – principles of budgeting – budgetary controls – Accounts preparation – preparation of accounts in sports clubs – receipts and payments accounts, income and expenditure account and balance sheet.

**24.3 Unit: III:**

Material management, Equipment, material, equipment needs in terms of objectives and activities. Purchasing, policies, principle and procedures, consideration in selecting equipment. The care of equipment, storing (Indoors and Outdoors) handling, Storing, Security, Issue, Inventories and Registers.

**24.4 Unit IV:**

Improvisation, Modification, Standardization, Modernization of Equipment, and Material for various games and sports. Facilities management, Need for infrastructural facilities, location direction (outdoor, indoor) playfield enquiry – basic concepts, planning, construction, upkeep and maintenance of playfields, indoor halls gymnasium, swimming pools etc. multipurpose use of facilities – futuristic approach to facilities development.

**TEACHING LEARNING STRATEGIES**

- ) The content of the syllabus may be taught by using lecture method, discussion method, quiz method, educational videos, charts and assignment method depending upon the resources and facilities available at the University/Institute/ Department/Colleges.

**MODE OF TRANSACTION**

- ) Laboratory Work/Field Work/Outreach Activities/Project Work/ Vocational Training/Viva/ Seminars/ Term Papers/Presentations/Self- Learning Instructional Material etc.

## ASSESSMENT RUBRICS

) End Semester Exam	<b>Marks: 100 (70+30)</b>
) Classroom Test, Project Work, Assignments, Presentations	<b>Marks: 70</b>
o Classroom Tests: Best one out of two unit tests	<b>Marks: 30 (10+20)</b>
o Project Work, Assignments, Presentations	<b>(Marks: 10)</b>
	<b>(Marks: 20)</b>

## SUGGESTED READINGS

1. **Centers for Disease Control and Prevention (2010)** US obesity trends 1985–2009. [http://www.cdc.gov/obesity/ data/trends.html](http://www.cdc.gov/obesity/data/trends.html) (accessed October 2010).
2. **Institute of Medicine (2006)** Food Marketing to Children and Youth: Threat or Opportunity? [JM McGinnis, JA Gottman and VI Kraak, editors]. Washington, DC: National Academies Press.
3. **Petersen, P. M., Parks, J. B., Quaterman, J., & Thibault, L. (2011).** Contemporary sport management (4th ed.). Champaign, IL: Human Kinetics.
4. **Roberto CA, Baik J, Harris JL et al. (2010)** Influence of licensed characters on children’s taste and snack preferences. *Pediatrics* 126, 88–93.
5. **Shibli, S., 1994.** Leisure Manager’s Guide to Budgeting and Budgetary Control. ILAM/Longman, London.
6. **Simon, H.A., 1960.** The New Science of Management Decision. Harper & Row, New York.
7. **Slack, T., Parent, M.M., 2006.** Understanding Sport Organizations: The Application of Organization Theory, second ed. Human Kinetics, Champaign, IL.
8. **Smolianov, P., Shilbury, D., 2005.** Examining integrated advertising and sponsorship in corporate marketing through televised sport. *Sport Marketing Quarterly* 14 (4), 239–250.
9. **Spangler, J., 2001,** September 30. Meeting the threat. *Deseretnews.com*. <<http://deseretnews.com/dn/sview/1,3329,320006966,00.html>> (accessed 16.09.05.).
10. **Vamplew, W. (1989).** Pay up and play the game: Professional sport in Britain, 1875-1914. Cambridge, UK: Cambridge University Press.
11. **Van Riper, T. (2009 October 14).** The most powerful women in sports. *Forbes.com*. Retrived September 29, 2010, from <http://www.forbes.com/2009/10/14/nascar-wwf-football-business-sports-women.html>
12. **Vincent, T.(1994).** The rise and fall of American sport. Lincoln, NE: Nebraska University Press.
13. **Wansink B &Chandon P (2006)** Can ‘low-fat’ nutrition labels lead to obesity? *J Mark Res* 43, 605–617.
14. **Waters, K., 2006, Dec./2007,** Jan. A practical step-by-step guide to organising successful events. *The British Journal of Administrative Management*. Retrieved January 30, 2009 from ABI/INFORM Global.
15. **Watt, D.C., 2003.** Sports Management and Administration, second ed. Routledge, London.
16. **Williams, J. (1989) Cricket. In: T.Mason (Ed.),** Sport in Britain: A social history, Cambridge, UK: Cambridge University Press.