

# Gandaki University

Gandaki Province, Pokhara Nepal

## **Lecturer – Sports Management Syllabus**

### **Sport Organization and Administration:**

Introduction, Sports Organization's Operating Environment, Macro Environment and Micro Environment, National and International Sports Organization, Foundation of Olympic Movements

### **Sports Marketing:**

Introduction to Sports Marketing, Basic Promotion of Sports, Sports Consumer Behaviors, and Factors influencing the sports market segmentation

### **Sports Facility Management:**

Planning and Management, Responsibilities of facilities managers, First Aid and emergency arrangement, Facility administration

### **Governance in Sports:**

Importance of governance, The function of Boards & meetings and current issues. The board performance assessment, understanding the basis of assessment – the various principles

### **Teaching and Research Methodology:**

Curriculum review, Lesson plans, work plan, Preparation of reference material, Method of teaching particular subject, Research paper/ proposal writing.

*Basic Concept of Sports journalism, Sports Event Management*