



## Syllabus for Written Examination

(For Special Internal Competition)

Post: **Assistant Professor/Lecturer**

Subject: **Sports Management**

1. **The knowledge of the related subject matters which are generally included in the concerned bachelor and master level courses (60%)**
  - (a) **Foundations of Sports Management-** Introduction to Sports Management. Importance, scope, and objectives of sports management. Evolution and historical development of sports management. Principles of Sports Management: Planning, Organizing, Leading, Controlling (POLC framework), Ethics and professionalism in sports management. Functions of Sports Management: Leadership and managerial roles in sports organizations, Stakeholder management in sports. Relationship between sports, society, and culture. Sports as a tool for social integration and global diplomacy.
  - (b) **Organization and Administration in Sports-** Organizational Structures in Sports: Types of sports organizations (public, private, nonprofit). National and International governing bodies in sports (IOC, FIFA, ICC, BCCI, NBA, etc.). Event Management in Sports: Planning, execution, and evaluation of sports events. Budgeting and financial management for sports events. Risk management in sports event planning. Sports Governance and Policy-Making: Role of sports federations and regulatory bodies. Legal aspects and compliance in sports management. Anti-doping policies and athlete rights.
  - (c) **Conflict Management and Decision-Making in Sports-** Role and Principles of Conflict Management: Types of conflicts in sports organizations; Conflict resolution techniques (negotiation, mediation, arbitration). Team Dynamics and Leadership in Sports: Building effective teams in sports organizations; Managing athlete-coach relationships; Psychology of leadership in sports management. Decision-Making Process in Sports Organizations: Strategic vs. operational decision-making; Role of analytics and data-driven decision-making in sports; Ethical decision-making in sports governance.
  - (d) **Sports Marketing and Branding-** Introduction to Sports Marketing: Sports marketing mix (Product, Price, Place, Promotion); Consumer behavior in sports. Brand Management in Sports: Sponsorship and endorsement strategies; Athlete branding and image management; Public relations and media management in sports. Digital Media and Technology in Sports Promotion: Role of social media in fan engagement; Data analytics in sports marketing; E-sports marketing and emerging trends.
  - (e) **Facility and Infrastructure Management-** Sports Facility Planning and Design. Principles of sports infrastructure planning. Design and architecture of stadiums and training facilities. Maintenance and Operations Management. Venue management and security planning. Sustainable practices in sports facility management. Site Selection for Infrastructure Development. Factors influencing site selection (economic, environmental, and social aspects). Government policies and funding for sports infrastructure.
  - (f) **Strategic Management in Sports-** Strategic Planning in Sports Organizations. SWOT and PEST Analysis in Sports Industry. Global Trends in Sports Management and Governance.

- (g) **Contemporary Issues in Sports Management-** Trends and Challenges in the Global Sports Industry. Role of Technology in Sports Management. Emerging Areas in Sports Management (E-sports, sustainability, sports tourism).
  - (h) **Sports Economics and Financial Management-** Revenue Generation in Sports. Sponsorship and Broadcasting Rights. Economic Impact of Mega Sports Events
  - (i) **Legal and Ethical Aspects in Sports Management-** Sports Law and Athlete Contracts. Anti-Doping Regulations and Fair Play Policies. Ethical Dilemmas in Sports Management.
2. **Basic Knowledge of the recent trends in Sports Management (15%)**
- (a) **Digital Transformation in Sports-** AI and Data Analytics used for player performance analysis, injury prevention, and game strategy. Wearable Technology. Blockchain in Sports.
  - (b) **The Rise of Esports**
  - (c) **Sustainability and Green Initiatives-** Eco-friendly stadiums. Carbon neutrality in events. Green sponsorships
  - (d) **Growth of Women's Sports-** Increased media coverage and sponsorship deals for women's leagues (e.g., WNBA, Women's Champions League). Equal pay movements. Investment in infrastructure and grassroots development for women's sports.
  - (e) **Fan Engagement through Augmented Reality (AR) and Virtual Reality (VR)-** AR/VR used to enhance live experiences (e.g., virtual stadium tours, real-time player stats on screen). Metaverse in Sports: Virtual fan zones, NFT collectibles, and digital interactions with athletes. Personalized viewing experiences via AI-powered content delivery.
  - (f) **Sports Tourism and Mega Events-** Major sporting events like the Olympics, FIFA World Cup, and Super Bowl continue to drive tourism. Destinations invest in sports tourism to attract international visitors. Growth of adventure and extreme sports tourism.
  - (g) **Social Responsibility and Athlete Activism**
  - (h) **Changes in Sports Broadcasting**
3. **National and Global Trends and Issues Regarding Sports Management Education (10%)**
- (a) Globalization of Sports Education: Standardization of curricula, role of international bodies (IOC, FIFA, COSMA), and global best practices.
  - (b) Technology Integration: Use of AI, data analytics, VR, and online learning platforms in sports management education.
  - (c) National Sports Education Trends: Government policies, funding, and university initiatives shaping sports management programs.
  - (d) Industry-Academia Collaboration: Importance of internships, research partnerships, and real-world training opportunities.
  - (e) Challenges in Sports Education: Skill gaps, outdated curricula, legal issues, and gender disparity in the field.
  - (f) Sustainability and Ethics: Teaching sustainability, ethical governance, and social responsibility in sports education.
  - (g) Emerging Career Paths: Rise of esports management, sports entrepreneurship, and interdisciplinary approaches.
  - (h) Future of Sports Management Education: The impact of AI, automation, and evolving industry needs on future education models.
4. **Teaching and Research Methodology (10%)**
- (a) Teaching Skills & Strategies – Effective communication, student-centered learning, classroom management, and use of technology in higher education in Sports Management.

- (b) Common research methods – Conceptualizing a Research Topic, Identifying research gaps, formulating hypotheses, data collection, aligning with current trends, and exploring multidisciplinary research areas.
  - (c) Curriculum Review & Lesson Planning – Designing industry-relevant curricula, structuring lesson/work plans, integrating theory with practical learning, and incorporating emerging technologies.
  - (d) Academic Planning & Reference Material Development – Preparing quality reference materials, using open educational resources (OER), and structuring academic calendars effectively.
  - (e) Culturally Responsive Teaching – Promoting diversity and inclusion, adapting to different learning styles, and module based teaching & evaluation.
  - (f) Research Paper & Proposal Writing – Structuring research papers, writing proposals, maintaining academic integrity, and selecting high-impact journals.
  - (g) Assessment & Evaluation Methods – Implementing effective assessment techniques, feedback mechanisms, and ensuring student engagement through innovative teaching practices.
5. **Governance, Policies, and Legal Framework of Gandaki University (5%)**  
Overview of Gandaki University’s establishment, vision, academic structure, governance bodies, strategic plans, key acts, laws, and bylaws, and Nepal’s higher education policies.