

المعهد العربي للمحاسبين والقانونيين

ARAB INSTITUTE FOR ACCOUNTANTS & LEGAL



Sports Organization Management Professional Diploma

Course Description

This course is an analysis of effective organization and management strategies and the body of knowledge associated with pursuing a career in sport management.



IPM

Institute of Professional Managers - USA



Sports Organization Management Professional Diploma

Learning Goals:

- Understanding management theory and function relative to planning, personnel planning, staff organization, leading, and evaluating in the sport management field.
- Comprehend existing leadership theory and how it will relate to developing individual leadership style.
- Explore career choices in the sport management field.
- Analyze case studies of strategic events in sport to determine if the correct decisions were made as related to management.
- Research of specific areas of sport to determine student interest or aptitude.
- Summarize and critique the viewpoints and theories of major sport practitioners in the sport management field.

Course Outline:

- History of Sport Management
 - Management Principles
 - Marketing Principles and Sport Management
 - Financial Principles
 - Legal Principles Applied to Sport Management
 - Ethical Principles Applied to Sport Management
 - Sporting Goods Industry
 - Strategies for Career Success
- Professional Sports
 - Facility Management/Event Management
 - Sport Broadcasting
 - Media Relations

Certification

Issued By

Institute of Professional
Managers IPM USA



Institute of Professional Managers - USA



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