

SRI DEV SUMAN UTTARAKHAND UNIVERSITY



SYLLABUS

PG Diploma

in

FITNESS & SPORTS MANAGEMENT

PG DIPLOMA IN FITNESS & SPORTS MANAGEMENT (PGDFSM)

1. GENERAL OBJECTIVES OF THE COURSE: TO ENABLE THE STUDENTS:

- a. To become competent and committed professional willing to perform and excel in field of wellness and fitness.
- b. To use competencies and skills needed for becoming a successful SPORTS & FITNESS MANAGEMENT professional.
- c. The objective of this course is to provide students with supervised professional experience within a fitness setting under the direction of supervisor at that site.

2. NAME OF THE COURSE

PG DIPLOMA IN FITNESS & SPORTS MANAGEMENT (PG DFSM)

3. DURATION OF THE COURSE

The duration of the course shall be 12 months. The commencement and conclusion of the course shall be fixed by the university as per the starting of new academic session.

4. ELIGIBILITY

Any candidate who has passed any graduation program or any other equivalent examination will be eligible for the admission to the **PG DFSM**

INTAKE - 60 STUDENTS

SELECTION PROCEDURE – INTERVIEW AND GROUP DISCUSSION

5. MEDIUM OF INSTRUCTION AND EXAMINATION

Medium of instruction for **PG DFSM** will be in English and question paper shall be set in English.

6. STRUCTURE OF PG DIPLOMA IN FITNESS & SPORTS MANAGEMENT (PG DFSM)

Paper	Type		Marks
Theory (external examination)	External	PG (DFSM)	600
Practical (internal examination)-	Internal	Performance of TECHNIQUE	100
		Viva voce	50
		Practical record book	50
		Total	800

Note:

External assessment will be done by the university conducting the course. The Practical assessment will be done by the internal examiner.

SCHEME OF EXAMINATION/ PATTERN OF EXAMINATION

Examination Fees: As per University norms

Eligibility for appearing at PG DIPLOMA IN FITNESS & SPORTS MANAGEMENT (PG DFSM)

Examination:

Student teacher should keep the terms with at least 75% attendance. He should complete all the practical and other work allotted in all parts of the syllabus.

Centre of Examination :

The Theory and practical examination will be conducted in the College campus.

Theory

The theory examination will be held at the end of the term. This examination will be of three hours duration and carry 100 marks. Objective and descriptive types of question.

Practical:

The practical examination will be held before the theory examination. This examination will be conducted separately & will carry 100 marks.

S. No.	Practical work	Marks	Evaluation
1.	Performance of fitness activities	100	Internal examiner
2.	Viva voice	50	Two examiners
3.	Record book	50	(One internal examiner & one external examiner)

Evaluation:

1)Theory	Marks	Minimum Std of passing
	100(each paper)	50(each paper)
Total	600	300
2)Practical		
Performance of fitness activities	100	50
Viva voice	50	25
Record book	50	25
Total	200	100
GRAND TOTAL	800	400

Standard of a passing:

1. A student must obtain minimum 50% of marks in theory paper.
2. A student must obtain 50% of marks in practical examination separately in internal assessment.

A student must obtain 50% aggregate marks together in theory & Practical assessment to pass the PG DIPLOMA IN FITNESS & SPORTS MANAGEMENT (PG DFSM)

Award of Class:**Theory:**

Class will be awarded to the students at the end of the course on the basis of aggregate marks obtained by him /her in theory part as shown in the table given below.

Sr. No.	Class	Theory
1)	First class with distinction	70% & above
2)	First class	60% & above but less than 70%
3)	Higher second class	55% & above but less than 60%
4)	Second class	50% & above but less than 55%

Practical:

There shall be a grade on the report card for the practical assessment conducted. The grades will be given as below

Mark obtained (%)	Grade
90 & above	O
70-89	A
60-69	B
50-59	C
Less than 50	FAIL

Backlog of Course

Students will have to acquire at least 50% marks. If he/she fails to do so, Re-examination for theory/ project work will be arranged for them during the next course. Student shall appear only in the failed subject.

Marks Weightage:

Theory Paper : Fitness & Sports management

Sr. No.	PAPER	SUBJECT	Internal	External	Total Marks
1	PGD-FSM 101	INTRODUCTION TO FITNESS & SPORTS TRAINING	20	80	100
2	PGD-FSM 102	FITNESS MANAGEMENT	20	80	100
3	PGD-FSM 103	PRINCIPLE OF SPORTS MANAGEMENT	20	80	100
4	PGD-FSM 104	FOUNDATION IN SPORTS SCIENCE	20	80	100
5	PGD-FSM 105	FINIANCIAL &MARKETING MANAGEMENT	20	80	100
6	PGD-FSM 106	SPORTS FACILITY ,EVENT AND RISJK MANAGEMENT	20	80	100
		TOTAL	120	480	600

Practical

Sr. No.	Practical work	Marks
1	Performance of fitness & exercise protocols	100
2	Viva voice	50
3	Practical record book	50
	TOTAL	200

LECTURES AND WORKLOAD

Lectures:

Theory &Practical: 45 mins, four lectures a day – Monday to Friday

THEORY

Participants will have the opportunity to:

- Get introduced to various types of fitness training protocols and undergo many types of fitness activities.
- Know more about holistic health, fitness, health factors, training essentials for health & fitness expert.
- Get knowledge of various wellness aspects and alternative therapy protocols.
- Develop and use interpersonal communication and apply this to leadership situations.
- Learn teaching progressions and ethics for teaching & training clients and trainee

Syllabus

PAPER -1

INTRODUCTION OF FITNESS AND SPORTS TRAINING (PGD-FSM 101)

1. Introduction to Fitness and Wellness

- 1.1 Meaning, Definition & Importance of Fitness & Wellness
- 1.2 Components of Physical Fitness & Wellness
- 1.3 Principles of Fitness & Wellness.
- 1.4 Factors affecting Fitness & Wellness

2. Introduction of Sports Training

- 2.1 Definition, Aim, Objectives & Principle of Sports Training
- 2.2 Warming up and Cooling down (Meaning, Importance, types & Methods)
- 2.3 Load & Principles of Load
- 2.4 Training Variables (Intensity, Volume, Load, Frequency & Density)

3. Bio-motor Components and Periodization

- 3.1:** Types, Factors, Methods for Developing Strength, Speed, Endurance & Flexibility
- 3.2. Concept of Periodization & Formulation of Periodization Program
- 3.3. Phases of Periodization (Preparatory, Competition & Transitional Phases)
- 3.4. Training Cycle & its Types (Micro, Meso, Macro Cycle)

4. General Anatomy & Physiology

5. Introduction to Weight/Resistance Training & Program

- 1.1 Introduction & Significance of Weight Training
 - Principle (FITT & SMART) of Weight Training.
 - Do's & Dont's of Weight Training
 - Guidelines of Weight/Resistance Training

6. Weight training Exercises, Methods & Design of Training Program

- **Weight training for the major muscles** -Neck, shoulder, chest, Abdominal, Back, Hip and lower limbs
- **Weight Training Methods** (Weiders Principles of Strength training)
- **Cardiovascular Training-** Concept, Benefits, Breathing Technique, Calculate Target Heart Rate Zone. (Concept & method of Aerobic, Anaerobic fitness program me),

PAPER -2

FITNESS MANAGEMENT (PGD-FSM 102)

1. Introduction to Fitness Management

- 1.1. Meaning, Definition of Fitness Management
- 1.2. Aim & objectives of Fitness Management
- 1.3. Function of Management (Planning, Organizing, Leading & Controlling)
- 1.4. Role of Manager in Fitness Industry

2. Manager Skills, Roles, Instructor Professional Responsibilities & Concerns

- 2.1. Managerial Knowledge based Skills & Roles
- 2.2. Professional Responsibilities (Training & Certification, Medical Clearance & Pre-exercise Testing & First Aid Training / Certification)
- 2.3. Instructor Etiquette, Issues & consideration, how to train female clients
- 2.4. Instructional Concerns (Exercise Danger Signs, Symptoms of Over Training)

3. Fitness & Gym Management.

- 3.1 Current issues / Latest Trends in Fitness & Wellness (Cross fit, Pilates, Kettlebell, Functional training, Aqua Workout)
- 3.2 Ideal Fitness Centre Setup (Size, Cost, types, zones Areas)
- 3.3 Various equipment and facilities of weight training, cardiac fitness and free hand exercise & Responsibility of Service Desk
- 3.4 Purchasing & Maintaining of Health Fitness Equipment

4. Fitness Assessments and Testing

- 4.1. Introduction and Benefits of Fitness Assessments
- 4.2. Fitness components
- 4.3. Fitness Assessments (Resting Values, Body Composition, BMI, Skinfold Fatfold, Muscular Strength, Endurance & Flexibility Assessments & prescribe Form)
- 4.4. Concept of Body Image & Self Esteem

5. Business & Leadership skill

Managing a Fitness Facility (Personal Skills, Component of a Successful Business and Necessary Skills) Personnel Management (Hiring, Managing Staff, Benefits and Bonus, Training, Leadership and Communication)

5.1 Directing a Fitness program (Roles & Responsibilities)

5.2 Program Planning

6. Human Resource Management in Fitness

6.1 Meaning, definition, nature & functions of Human Resource Management

6.2 Importance & steps of Instructor Training in Human Resource Management

6.3 Human Resource Audit

6.4 I-Formation Management Model (Administrative & Scientific Model)

7. Marketing, Promotion, Advertising, Public Relation & Sales in Fitness

7.1. Concept of Marketing, Promotion, Advertising & Sales

7.2. Responsibilities of Marketing, Promotion, Advertising & Sales

7.3. Marketing and promotion Steps for business

7.4. Steps/Procedure of Public Relation

8. Fitness Evaluation

8.1. Definition, Goal & Model of Evaluation

8.2. Placement of Employers, Transfer of Employers, Leaving an Organization with Grace

8.3. Health Fitness Evaluation Model

Practical-1

1. Instructional Concerns (Exercise Danger Signs, Symptoms of Over Training & Avoiding Over Training)
2. Current issues / Latest Trends in Fitness & Wellness
3. *Gym Equipment set up* Ideal Fitness Centre Setup (Size, Cost, types, zones Areas)
4. Various equipment and facilities of weight training, cardiac fitness and free hand exercise
5. Responsibility of Service Desk
6. Maintaining & Purchasing Health Fitness Equipment
7. **Fitness Assessments and Testing** (Health History Form, Analyze Risk Factors, Physician's Clearance, Informed Consent)
8. Fitness Assessments (Resting Values, Body Composition, BMI, Skinfold Fat fold, Muscular Strength, Endurance & Flexibility Assessments)

Practical-2

1. Managing a Fitness Facility
2. Personnel Management
3. Directing a Fitness program
4. Training in Human Resource Management
5. Steps/Procedure of Public Relation
6. Fitness Evaluation
7. File Human Resource Audit
8. One Month Internship Program to Health Clubs & SPAs in the country

PAPER -3

PRINCIPLE IN SPORTS MANAGEMENT (PGD-FSM 103)

UNIT –I-The Concept of Management:

1. Development of management thoughts
- 1.2 Various approaches to management philosophy: -
 - 1.2.1 System approach
 - 1.2.2 Contingency approach
 - 1.2.3. Scientific management theory by Taylor
- 1.3 Contribution of Elton Mayo
- 1.4 Henri Fayol's 14 principles of management

Unit-II : Planning, Organizing, Directing & Controlling :

- Planning : Meaning, Nature of Planning, Types of Planning, Importance of Planning
- Organizing : Concept and Meaning, Principles of Organizing
- Directing : Concept and Nature of Directing, Importance of Directing
- Controlling : Concept and Meaning of Controlling, Characteristics of Controlling, Steps of Controlling

UNIT –III OPERATION MANAGEMENT

1. Operations Management
2. Supply chain management
3. Supply chain design
4. Logistics

Unit – IV Product design and development process:

1. Operations and supply chain strategies
2. Organizational role in product and service development.
3. Approaches to improving product and service design.

Unit – V Purchasing:

1. Importance of purchasing
2. Multi criteria decision models in sourcing and purchasing
3. Sales and operation planning (S & OP) strategy
4. Major approaches to planning, organizing and implementing S & OP

Unit – VI Maintenance and Inventory Management :

1. Objectives of maintenance management
2. Total productive maintenance
3. Meaning and concept of inventory.
4. Importance and types of inventory

PAPER -4

FOUNDATION IN SPORTS SCIENCE (PGD-FSM 104)

Unit-I

1. Introduction to Sports Sciences:

- 1.1 Definition and meaning of sports & Sports sciences
- 1.2 Value of Sports in daily life
- 1.3 Branches of Sports Sciences
- 1.4 Relationship of sports sciences with sports management

Unit-II

2. PHYSIOLOGICAL & PSYCHOLOGICAL FOUNDATION OF SPORTS

- 2.1. **Exercise Physiology:** Definition, Meaning and Common Physiological terms in sports (Oxygen debt, second wind, stitch)
- 2.2. Importance of Exercise Physiology in Games and Sports
- 2.3. **Sports Psychology:** Definition, Meaning and Common Psychological terms in sports: (Personality, Motivation, anxiety & Stress)
- 2.4. Importance of Sports Psychology in Games and Sports

Unit-III

3. BIOMECHANICAL FOUNDATION OF SPORTS & Sports Technology

- 3.1. Meaning & Concept of Sports Biomechanics, Kinematics & Kinetics.
- 3.2. Importance of Sports biomechanics in physical education and sports
- 3.3. Sports Technology: Meaning, definition, purpose, advantages and applications,
- 3.4. General Principles and purpose of instrumentation in sports, Technological impacts on sports

Unit -IV

4. FOUNDATION OF HEALTH, FITNESS AND SPORTS NURTITION

- 4.1 **Health Education:** Concept of Health &Hygiene
- 4.2 Meaning and Definition" of Physical Fitness, Current trends in fitness and conditioning
- 4.3 Meaning and Definition of Sports Nutrition, Role of nutrition in sports
- 4.4 Balanced Diet

PAPER -5

FINIANCIAL & MARKETTING MANAGEMENT IN SPORTS(PGD-FSM 105)

UNIT-I

Introduction to Financial Management

- 1.1 Meaning, Definition & Scopes of Financial Management
- 1.2 Objectives & Importance of Financial Management
- 1.3 Financial Statement Analysis (Meaning, Definition, Types& Techniques)
- 1.4 Costs-Volume Profit Analysis. Leverage: Operating & Financial

UNIT-II

Sources of Financing, Time value of Money, Dividend Policy & Capitalization

- 2.1 Introduction Long Term & Short Term Financing
- 2.2 Sources of Finance
- 2.3 Introduction to Time -Value of Money & Dividend Policy
- 2.4 Meaning, Definition & Types of Capitalization

UNIT-III

Capital Structure, Cost of Capital & Capital Budgeting

- 3.1** Meaning, Definition of Capital Structure, Financial Structure: *Optimum Capital structure*& Factor Determining Capital Structure: *Cost of capital*
- 3.2** Meaning, Definition, Importance & Assumption of Cost of Capital
- 3.3** Definition, Need & Importance of Capital Budgeting
- 3.4** Capital Budgeting Process, Kinds &Method of Capital Budgeting Evaluation:
Internal Rate of Return

UNIT-IV

Working Capital, Working Capital Management & Finance System

- 4.1 Concept, Definition, types & need of Working Capital
- 4.2 Factors & Sources of Working Capital Budgeting
- 4.3** Meaning, Definition and Introduction of Inventory Management
- 4.4 Introduction of Financial System in India

Unit-V

Introduction to Marketing

- 5.1 Nature & Scope of Marketing
- 5.2 Functions of Marketing, Management,
- 5.3 Factors affecting marketing programme
- 5.4** Principles of marketing physical education and sports

Unit-VI

. Marketing Planning

- 6.1 Meaning & Significance of Marketing Planning
- 6.2 Strategic Planning
- 6.3 Planning of Marketing Mix Elements
- 6.4 Market Segmentation and Positioning

Unit-VII

Product Mix

- 7.1 Product Life Cycle
- 7.2 New Product Development
- 7.3 Branding & Packaging Decisions
- 7.4 Pricing Model & Strategies.

Promotion Mix

- 7.5 Advertising and Sales Promotions
- 7.6 Publicity & Personal selling
- 7.7 Introduction to Marketing Research.
- 7.8 Significance of Marketing research in Sports

PAPER 6

MANAGING SPORTS FACILITY,EVENTS AND RISK MANGEMENT(PGD-FSM 106)

- Unit: I :**
- 1. Meaning and concept of facility management.
 - 2. Planning the facility
 - 3. Health consideration in facility planning
 - 4. Facility supervision & Security

- Unit: II :**
- 1. Determining supply and equipment
 - 2. Guidelines for purchasing supply and equipment
 - 3. Store Keeping
 - 4. Maintenance of supplies and equipment

- Unit: III :**
- 1. Meaning and Concept of event management
 - 2. Risk & Safety measures.
 - 3. Managing Sporting events
 - 4. Management of work force

- Unit: IV :**
- 1. Role of mass media in promoting sports events.
 - 2. Introduction in different sports media.
 - 3. Importance of sports and advertisement.
 - 4. Role of sponsorship in sports events.

Unit V

1. Introduction to Risk and Risk Management

- Concept of Risk and Risk Management.
- Importance and scope of Risk Management in Sports.
- Key Issues of Risk Management in Sports.
- Risk Management Process.

Unit VI

Tort & Risk Management

- .Meaning and Types of Tort-Negligence.
- .Negligence: Defences and damages
- **.Intentional Tort:** Defences and damages

Product Liability: Defences and damages.

Unit VII

Sport Law and Legal Liability

- Meaning and concept of Sport Law
- Application of Contract to Sports.
- Legal Liability in Physical Education and Sport.
- Legal Concepts Impacting Physical Education and Sport.

Unit VIII

Discrimination & Risk management

- Racial Discrimination: Meaning, damages and defences
- Gender Discrimination and Sexual Harassment; Meaning, damages and defences
- Religious Discrimination: Meaning, damages and defences
- Specially abled People: Meaning, damages and defences

UNIT IX- SPORTS INJURIES AND MANGEMENT

- Introduction to Posture, Causes and Its Effects of Poor Posture
- Correction of Common Postural Defects Through Exercises
- Introduction to Soft Tissue Injuries Sustained in Sports, and their CommonFirst Aid Management.
- Low back pain: Preventive Measures and Remedial Exercises
- CPR.