

STRATEGIC APPROACH TO SPORTS DEVELOPMENT IN EASTERN UNIVERSITY, OF SRI LANKA

Dept of Management
Faculty of Commerce &
Management

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INPARAJAH EZHILVALAVAN



FCM1166



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DEPARTMENT OF MANAGEMENT
FACULTY OF COMMERCE AND MANAGEMENT
EASTERN UNIVERSITY, OF SRI LANKA.

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ABSTRACT

The research study has intended the title, Strategic Approach to Sports Development in Eastern University of Sri Lanka. The objectives of this research study are to find out the strategic approach to sports development in Eastern University and to recommends student to improve the whole of participation and development of sports facilities.

Both primary and secondary data were used in this study. Primary data were collected through interviews, focus group interviews and direct observations. Secondary data were collect from Department of Physical Education, Eastern University Magazine, and Sri Lanka University association (SLUSA) annual reports and inter University sport results. Moreover, SWOT analysis was also employed to find out the strength and weakness of the sports activities in the Eastern University, Sri Lanka.

The study reveals the following weaknesses such as are Lack of involvement of students in sports, Lack of indoor facility, Unavailability of bank Account for the sports council, Lack of coach and staff for some particular sports, Allocation of funds, Lack of Transport facilities, and Addicted to alcohol Disability and Drug abuse.

The study recommends the following strategic recommendation for sports development in the Eastern University. Such as Increase sports awareness of students, Included sports subject in University curriculum in optional subjects, Establishment of Mini Gymnasium for the Department of Physical Education., Construction of pavilion around the play ground, Construction of permanent office building for the Department of Physical Education, Upgrade the staff skill through effective training programmes, To filling vacancy, Procurement of vehicle for the Department of Physical Education, New fund Allocation, Collect the funds are Donors, Collect from students, Increasing student group games and functions, Introduce Field Trips, and Started YOGA Classes.

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