

## **iAIM® Program - Management Syllabus**

### Chapter Course

- 1 Role of the Arena Manager
- 2 Arena Scheduling
- 3 Financial Management-Budgeting
- 4 Arena Insurance-Liability
- 5 Arena Insurance-Building & Content
- 6 Policy Administration
- 7 Marketing Plan
- 8 Managing Public Sessions
- 9 Financial Management-Accounting
- 10 Public vs. Private Management
- 11 Risk Management
- 12 Leadership & Personal Image
- 13 Front Desk Operations and Daily Cash Management
- 14 Human Resources- Mission, Recruitment & Orientation
- 15 Human Resources- Training, Supervision & Retention
- 16 Food & Beverage Operations
- 17 Contract Administration
- 18 Customer Service & Retention
- 19 Computers for Administration
- 20 Asset Management
- 21 Promotions & Special Events
- 22 Marketing-Sponsorships
- 23 Cash & Inventory Management
- 24 Advertising Plan
- 25 Event Crowd Management
- 26 Retail Sales
- 27 Ancillary Income Sources