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Kulwinder Singh

Assistant Professor, G.H.G

Khalsa College Gurusar Sadhar,

Punjab, India

Sports management: An analytical view

Kulwinder Singh

Abstract

This article provides brief information regarding sport management. Firstly, a brief definition to the notion of Sport management is given followed by an excursus to history. Then the background and origin of sport management is discussed the second part of the article is dedicated to the current situation and prospects of sport management. A special attention is paid to the educational sphere and career opportunities that potential employees may have in the field of sport management. Finally, the article is concluded by prospects of sport management.

Keywords: Sports management, analytical view

Introduction

Sport management existed for quite a long period of time and it always accompanied sport as its essential part. Naturally, it had different forms and differed from the notion of sport management as it is defined nowadays but such activity is known from ancient times. At least ancient Greeks practiced such an activity and probably they may be called one of the founders of sport management. This fact proves the importance of sport and sport management for people of all times. It was and it remains to be as important for people as their health sine sport provides health for people and sport management provides effectiveness of sport for all its participants. Nowadays sport management becomes more and more important because as many other things in the modern world sport is business and consequently it needs effective management that, in its turn, demands the preparation of well-qualified specialists in this domain. At the same time sport management is not only business. As sport so sport management are social phenomena for it involves not only professionals, for whom sport is their main source of earnings and actually it is their life, but also there is a huge category of amateurs, for whom sport is just a hobby but they still need sport management to practice sport as effectively as possible. So, taking into consideration the role of sport and sport management in the modern world, I would like to discuss this phenomenon in my article and focus my attention on the notion of sport management itself, its history, and prospects for all those who either on their way or already work in this field.

The Notion and Role of Sport Management

First of all, it is necessary to start with the definition of sport management. In order to understand any phenomenon, we have to know what is implied by its definition and interpret it correspondingly. Speaking about sport management, it is possible to say that there may be different interpretation of this notion but the main point of all definitions remains practically the same, in other words it may change its form but its content, its basic principles remain the same.

On analyzing different points of view on sport management, it is possible to make a general conclusion and give certain conclusion what it actually is. On doing this, I would prefer to define sport management as follows: "Sport management is a goal-oriented social process within a sport enterprise using pragmatic self-determined goals involving the selection of appropriate strategies and provisions for directing the work of the sport enterprise, and the control of performance in an effort to meet the objectives of the organization." (Park house 1996:47). Such a definition provides probably the best description of sport management and its main characteristics which permit to understand the essence of this phenomenon.

Correspondence

Kulwinder Singh

Assistant Professor, G.H.G

Khalsa College Gurusar Sadhar,

Punjab, India

Naturally, there may be different view on sport management but it is obvious that any sport organization have to have its goals to achieve. The latter may be done only with the help of sport management that can organize all the staff of the sport enterprise and mobilize all its forces for achievement its goals. At the same time, simply to organize the work of a sport organization is not enough. It is necessary to control the fulfillment of the main tasks each department or even each person within the organization has to do. But such a definition helps to realize what sport management is at large. At the same time it is necessary to take into consideration the position of those people who work in this field and for all those people who are currently working or are going to work in this sphere sport management is not just a profession it is rather a set of different professions, basically of administrative character which provide a person's ability to fulfill his or her duties as a sport manager. Obviously, management remains management even in such a specific domain as sport. It is a great business and it is enough to have a look at such monstrous sport associations in North America as NHL, or NBA, for instance, it will be evident what kind of business it is and how profitable it may be, naturally on the condition if the management is effective, well planned and the execution of the main tasks is thoroughly controlled. At the same time we should remember that sport or any sport organization is more than a commercial enterprise it is also a social phenomenon since very often sport plays very important role in the life of certain groups of people or even whole countries. For instance, in the ancient world, namely in Greece, any wars were forbidden during the period of the Olympic Games. So the organization of the Olympic Games played a significant peacemaking and consolidating role in the ancient Greek society. Unfortunately, nowadays we can hardly find an example like this but still sport remains very important for any human society and proper organization of sport events as well as effective functioning of numerous sport enterprises remains extremely significant for people in any country in the world.

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Sport Management: Education and Career Opportunities

Taking into consideration the role sport and consequently sport management play in the modern world, we can presuppose that sport organizations need a great number of well-qualified specialists that could be provided only by professional education of such specialists on the highest level. The current situation actually proves that the growing demand engenders the growing offer of sport management education which matches the basic demands to specialists in this field. But it is necessary to point out that such a trend has appeared recently, within the last fifty-sixty years.

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