

## **SPORTS MANAGEMENT**

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Today sport has a dominant influence on the global society. The arrival of the global village and international interdependence has brought both challenges and opportunities before every individual. In the era of discontinuity, the challenges posed by the various players at domestic and international level have a direct bearing on the opportunities, performances, survival and growth of individuals. Sport provides the visibility for athletes to enter politics or become entertainer or entrepreneurs. Every human in our society has more time for leisure activities and most of them having money utilize this time for their own and family fitness pursuits hence it is proved that recreational participation in sports is also popular.

The term sport means a particular game or physical activity with set rules which leads to sportsmanship meaning a fair play or the ability to win or lose graciously.

Management is the art of getting things done through and with people in formally organized groups. It is the art of creating an environment in which people can perform as individuals and yet, cooperate towards the attainment of group goals. It is a way of optimizing efficiency in reaching goals.

Thus sports management can be defined as to perform a physical activity with set rules by planning, organizing, directing and controlling.

Evolution: O' Malley approached James Mason, a professor in physical education with the idea of sports administration program in 1957. The same idea of O' Malley was cultivated by James Mason in 1966 resulting in preparation of curriculum for sports administration program and thus the masters degree in said program was started in 1966 at Ohio University. The University of Massachusetts became the second institute that offered masters program from 1971. St. Thomas University and St. John University became the first institution granting baccalaureate degrees in sports management. The number has increased to 150 in 2000.

Sports Management: Sports management is a relatively new academic area and a newly recognized profession. Today, there are increasing opportunities for employment in sports management field, partly because of the increased interest in fitness. Sports management is a broad field of study that thus derived its character from two major academic disciplines. The two disciplines are sport studies and business administration. The study of sport management is now a multi disciplinary in nature. Development of sports management today is a result of sustained efforts of physical education scholars. The foundation on which sport management is being built is sport studies and business administration. Other related areas include communications computer science, law, journalism, psychology, sociology, economics, accounting etc.

**Sports and Management Industry:** One element common to all systems of management which is being given more and more importance is 'the development of human resource or the development of the human individual'. Sport institution employees include front office employees and athletes. Individuals differ in their performance and the way they meet the job requirements. It makes economic sense to implement personnel policies. The systems approach to personnel management consists of a set of interrelated parts that must work together to produce a positive result.

Traditional economic and financial attitudes toward sport have been changing in recent years with the increased recognition that sport is big business and significant sums of money being spent on sports related products; there has been a corresponding demand for utilizing sound economic principles while evaluating a sport enterprise. This has led to employment opportunities for individuals with economic management backgrounds.

**Sport Management and Personality Development:** Our life's goal is different and we have to work for its realization. A greater part of our day and a long period of our life is spent at our work place. Also a lot of our physical and mental energy is spent on our professional work. It is the proper management of sports that makes our job or profession a mean of our overall development including moral and spiritual refinement such as excellence, bliss, health, happiness, satisfaction, freedom from negativity and sufferings etc. A fit, calm mind and body leads to positive attitude towards every sect of life and around. Sports management generated following qualities in every individual:

1. Clear vision of goal and targets.
2. Clear vision of nature and quality of total work.
3. Dividing the work into viable and workable units.
4. Fixing proper duties.
5. Fixing up nature and form of coordination and cooperation.
6. Monitoring, supervising and organizing.
7. Identifying trouble spots, points of friction, issues causing confusion and delays.
8. Creating and maintaining social work atmosphere.
9. Rewarding punctuality, regularity, efficiency, loyalty excellence in suitable ways.
10. Creating and sustaining enthusiasm in others by one's own enthusiasm.
11. Appreciating skills and talents.
12. Encouraging others towards self actualization and being creative.
13. Maintaining high spirit by honoring the dignity of labor and recognizing the contribution of others.
14. Being respectful to others, keeping in mind the dignity of the human individual.
15. Observing certain high principles and inspiring other to work for common goals and interests through proper communication.

**Sports Management in India:** Sports institutes have recently occupied center stage of Indian education system. While the growing demand for sports education and the rapid increase of professional sports institutes in the current decade are good signals for those involved in it. They also pose some serious challenges for the future. The physical and mental tensions in corporate structure have posed challenge to take effective initiative for reforming the sports education in the right direction and at every door step. It is fair

enough that the teachers in sports in India still engage themselves in teaching, research and extension work. The development of structural framework for sport education from school level to higher education is necessary. A viable platform needs to be developed for sports education management. In India, before going for these structural changes, we must realize the need for university and industry partnership, and continuous interaction with professional and regulatory bodies. We must be in a position to train and develop the human resources as per the growing demand in society. The sport and fitness industry in India is multifaceted. On the one hand there is considerable funding available for professional and intercollegiate sports. On the other hand, meager funding is available for most schools, colleges in rural areas and the non profit organizations. Corporate sponsorship should be made available to support and hunt such talent.