

SPORTS MANAGEMENT

**Dr. P. Ranjith¹, Dr. K. Baranidharan², G. Balakrishnan³, Dr. T. Suganya⁴,
Dr. N. Selvakumar⁵, V. Nithesh Kumar⁶**

¹Director of Physical Education, Sri Sai Ram Institute of Technology, Chennai – 600044, India.

²Associate Professor in MBA, Sri Sai Ram Institute of Technology, Chennai – 600044, India.

³Proprietor, Manufacture of Xtreme T Shirts, Chennai 600073, India.

⁴Assistant Professor in Commerce, Idhaya College for Women, Kumbakonam 612 001, India.

⁵Assistant Professor Commerce, Annai Vailankanni Arts College, Thanjavur, India.

⁶3rd Year EEE, Sri Sai Ram Institute of Technology, Chennai – 600044, India.

DOI: <https://www.doi.org/10.58257/IJPREMS30719>

ABSTRACT

This conceptual study provides an overview of sport management and its importance to the field of sport management as well as the Indian sport industry. These Sports Management Programmes aim to expose participants to a cutting-edge, interdisciplinary curriculum that will provide professional development, networking, and skills in sports finance, sports law, sports marketing and merchandising, and event management. the educational sphere and career opportunities that potential employees may have in the field of sport management.

Keywords: Sport, Management, Education, Skills, Marketing.

1. INTRODUCTION

Sport employs many millions of people around the globe, is played or watched by the majority of the world's population and, at the elite or professional level, has moved from being an amateur pastime to a significant industry. The growth and professionalization of sport has driven changes in the consumption, production and management of sporting events and organizations at all levels of sport. Managing sport organizations at the start of the 21st century involves the application of techniques and strategies evident in the majority of modern business, government and non-profit organizations. Sport managers engage in strategic planning, manage large numbers of human resources, deal with broadcasting contracts worth billions of dollars, manage the welfare of elite athletes who sometimes earn 100 times the average working wage and work within highly integrated global networks of international sports federations, national sport organizations, government agencies, media corporations, sponsors and community organizations. Students of sport management therefore need to develop an understanding of the special features of sport and its allied industries, the environment in which sport organizations operate and the types of sport organizations that operate in the public, non-profit and professional sectors of the sport industry. The remainder of the chapter is devoted to a discussion of these points and highlights the unique aspects of sport organization management.

2. METHODOLOGY

Sports Management

Sports management is a field of business that focuses directly on recreation and sports. It covers a variety of subjects like administration, ethics, finance, and law in the field of sports. Sports Management refers to all people, activities, businesses, and organizations involved in producing, facilitating, promoting, or organizing any product that is sport, fitness, and recreation related.

Area of Sport Management

Sport managers utilize management techniques and theories that are similar to managers of other organizations, such as hospitals, government departments, banks, mining companies, car manufacturers and welfare agencies. However, there are some aspects of strategic management, organizational structure, human resource management, leadership, organizational culture, financial management, marketing, governance and performance management that are unique to the management of sport organizations.

Strategic management

Strategic management involves the analysis of an organization's position in the competitive environment, the determination of its direction and goals, the selection of an appropriate strategy and the leveraging of its distinctive assets. The success of any sport organization may largely depend on the quality of their strategic decisions. It could be argued that non-profit sport organizations have been slow to embrace the concepts associated with strategic management because sport is inherently turbulent, with on-field performance and tactics tending to dominate and

distract sport managers from the choices they need to make in the office and boardroom. In a competitive market, sport managers must drive their own futures by undertaking meaningful market analyses, establishing a clear direction and crafting strategy that matches opportunities. An understanding of strategic management principles and how these can be applied in the specific industry context of sport are essential for future sport managers.

Organizational structure

An organization's structure is important because it defines where staff and volunteers 'fit in' with each other in terms of work tasks, decision-making procedures, the need for collaboration, levels of responsibility and reporting mechanisms. Finding the right structure for a sport organization involves balancing the need to formalize procedures while fostering innovation and creativity and ensuring adequate control of employee and volunteer activities without unduly affecting people's motivation and attitudes to work. In the complex world of sport, clarifying reporting and communication lines between multiple groups of internal and external stakeholders, while trying to reduce unnecessary and costly layers of management, is also an important aspect of managing an organization's structure. The relatively unique mix of what is Different about Sport Management? 9 paid staff and volunteers in the sport industry adds a layer of complexity to managing the structure of many sport organizations.

Human resource management

Human resource management in mainstream business or sport organizations is essentially about ensuring an effective and satisfied workforce. However, the sheer size of some sport organizations, as well as the difficulties in managing a mix of volunteers and paid staff in the sport industry, make human resource management a complex issue for sport managers. Successful sport leagues, clubs, associations, retailers and venues rely on good human resources, both on and off the field. Human resource management cannot be divorced from other key management tools, such as strategic planning or managing organizational culture and structure and is a further element that students of sport management need to understand to be effective practitioners.

Leadership

Managers at the helm of sport organizations need to be able to influence others to follow their visions, empower individuals to feel part of a team working for a common goal and be adept at working with leaders of other sport organizations to forge alliances, deal with conflicts or coordinate common business or development projects. The sport industry thrives on organizations having leaders who are able to collaborate effectively with other organizations to run a professional league, work with governing bodies of sport and coordinate the efforts of government agencies, international and national sport organizations and other groups to deliver large-scale sport events. Sport management students wishing to work in leadership roles need to understand the ways in which leadership skills can be developed and how these principles can be applied.

Organizational culture

Organizational culture consists of the assumptions, norms and values held by individuals and groups within an organization, which impact upon the activities and goals in the workplace and in many ways influences how employees work. Organizational culture is related to organizational performance, excellence, employee commitment, cooperation, efficiency, job performance and decision-making. However, how organizational culture can be defined, diagnosed and changed is subject to much debate in the business and academic world. Due to the strong traditions of sporting Endeavour and 10 CHAPTER 1: Sport Management behavior, managers of sport organizations, particularly those such as professional sport franchises or traditional sports, must be cognizant of the power of organizational culture as both an inhibitor and driver of performance. Understanding how to identify, describe, analyze and ultimately influence the culture of a sport organization is an important element in the education of sport managers.

Financial management

Financial management in sport involves the application of accounting and financial decision-making processes to the relatively unique revenue streams and costs associated with sport organizations. It is important for sport managers to understand the financial management principles associated with membership income, ticketing and merchandise sales, sports betting income, sponsorship, broadcast rights fees and government grants and subsidies. Sport managers also need to understand the history of the commercial development of sport and the ways in which sport is likely to be funded and financed in the future, in particular the move to private ownership of sport teams and leagues, sport clubs being listed on the stock exchange, greater reliance on debt finance and public-private partnerships.

Sport marketing

Sport marketing is the application of marketing concepts to sport products and services and the marketing of non-sports products through an association with sport. Like other forms of marketing, sport marketing seeks to fulfill the needs and wants of consumers. It achieves this by providing sport services and sport-related products to consumers.

However, sport marketing is unlike conventional marketing in that it also has the ability to encourage the consumption of non-sport products and services by association. It is important to understand that sport marketing means the marketing of sport as well as the use of sport as a tool to market other products and services.

Governance

Organizational governance involves the exercise of decision-making power within organizations and provides the system by which the elements of organizations are controlled and directed. Governance is a particularly important element of managing sport organizations, many of whom are controlled by elected groups of volunteers, as it deals with issues of policy and direction for the enhancement of organizational performance rather than day-to-day operational management decision-making. Appropriate governance systems help ensure that elected decision-makers and paid staff seek to deliver outcomes for the benefit of the organization and its members and that the means used to attain these outcomes are effectively monitored. As many sport managers work in an environment where they must report to a governing board, it is important that they understand the principles of good governance and how these are applied in sport organizations.

Performance management

Sport organizations over the last 30 years have undergone an evolution to become more professionally structured and managed. Sport organizations have applied business principles to marketing their products, planning their operations, managing their human resource and other aspects of organizational activity. The unique nature of sport organizations and the variation in missions and purposes has led to the development of a variety of criteria with which to assess the performance of sport organizations. Sport management students need to understand the ways in which organizational performance can be conceptualized, analyzed and reported and how these principles can be applied in the sport industry.

Basics of Sports Management

You can go with the flow.

Sports management is a fast-paced field. And when you are dealing with teams of athletes, there are always issues that will need your attention. You have to be able to focus on what you are doing in the moment, but also be able to pivot quickly to something else. You will need to juggle lots of responsibilities and be able to move from task to task with flexibility.

You believe that time is money.

The reason the sports industry is so massive and lucrative is that people work hard with the time they are given. Athletes and managers have to manage time efficiently in order to fit in practices, games, appearances, meetings, training and still have some family time left over. A sports manager sets the tone for the entire organization, so if you do not respect your own time, your employees and team won't see it as a priority, either.

You put systems into place.

Organization is key when you are working in a career with so many moving parts. Sports managers have schedules, salaries, scouting reports, player files, media requests, operational reports, meeting, practices and so much more on their plates. You will need a system for dealing with everything that comes your way. You might use apps to organize time, space and files. Or you might write everything down. Your system of organization does not matter, it just matters that you have one that works for you.

You know communication goes both ways.

People in positions of power often feel like they don't have to listen to others. But sports managers cannot expect a team environment to be dictated by one person. As a manager, you're both an excellent communicator and an active listener. You make your non-negotiable known and you let the team know when things are flexible. You solicit feedback and make sure you have all the details before making comments that impact your staff and team.

Your brain is an analytical machine.

Sports managers often come into situations where the previous person in their position failed in some way. You have got to be able to turn around the routines and expectations of a team by thinking about the game in new ways. You see patterns and you use data to make improvements.

If these skills sound like ones you have already got or that you want to learn in order to get into the sports industry, the Bachelor of Science of Sports Management at Grand Canyon University is just the program to help you launch your career.

Function of sport management

Spearheading public relations between athletes, coaches, other athletic personnel, and media. Accounting for team travel plans. Balancing an organization's income against financial obligations. Scheduling public events where members of your team will be present and documented

Skills for a Career in Sports Management

There are skills that are important to sports management professionals that will help them to have a successful career in this field. Skills like being proficient in communication will help you effectively express ideas with your team while skills in math will help you if you desire a business role in sports management. By combining business classes, marketing classes and ethics classes, Gwynedd Mercy University will help to round out all of these skills in our Sports Management degree program to help you further your career goals.

Listed below are some of the top skills for a sports management professional:

- Organizational Skills
- Communication
- Time Management
- Creativity
- Multitasking Abilities
- Analytical Thinking

Career in Sports Management

Careers in sports management offer plenty of excitement and great salaries, but that's not all that's to love about this career path. If you're a new student or are looking for a career change, sports management might offer more than you know. Here are five great reasons to consider pursuing a career in this growing area.

Enjoy Diverse Career Opportunities

When you think of sports management professionals, agents for big-name athletes are likely the first people who come to mind. However, sports management is much bigger than sports agents. Graduates of sports management programs enjoy a wide variety of career opportunities at professional sports organizations, private companies and non-profit organizations. They juggle roles as diverse as handling marketing for professional sports organizations to advising athletes on social media practices to helping athletic organizations host successful events. Internships are considered essential in this industry, so you'll also have opportunities to try out a variety of roles before you commit to a career path.

Make an Impact on Your Community

Athletes are expected to give their all on the field of play, and they're expected to do the same in their communities too. Many professional athletes use their social and financial status to help others, but they don't do it on their own. In many cases, sports managers help their clients identify service opportunities and coordinate community appearances. Some sports management professionals even work as special consultants to athletes who want to make a difference.

Parlay a Passion into a Career

If you love sports but know that your chances of landing a spot on a pro team are limited, you don't have to give up on working in the industry you love. Taking a behind-the-scenes role might feel different at first, but you'll find that working in sports management offers many of the same mental and emotional challenges as playing on a sports team. You'll also enjoy working in one of the most vibrant and fun-filled industries in the world. After all, sports isn't just about athletics. It's also about entertainment.

Work with High-Profile Clients

No doubt the chance to work with famous athletes is one of the biggest draws of a career in sports management. Maybe you want to work with the greats of your day to ensure that they receive the best contracts possible. Maybe you're excited about coordinating charity events with celebrity athletes whose names can really draw attention to important causes. Whatever it is that appeals about high-profile clients, you'll find yourself surrounded by folks who are at the top of their game when you work in sports management.

Gain Skills That Impress in the Business World

You love your sports management career now but what happens if it doesn't suit you in the future? While many professionals who choose careers in this field stay in it permanently, rest assured that you'll also gain skills that can be used in other industries. Professional sports are big business. No matter the area of sports management you work in, you'll have opportunities to refine your communications, finance and people skills. You'll also be able to build a

portfolio of your achievements that will demonstrate your ability to get results. Sports management can be a very competitive field, so you'll be able to develop the fortitude needed to thrive in other high-pressure industries too.

Careers in sports management offer amazing opportunities for business-minded sports fans. You'll enjoy both good compensation and a high level of personal satisfaction. Best of all, you can make the leap into this world with a two- or four-year degree.

Sports Management have a Promising Future in India

Sports are now called the Sunrise Sector in industry dialect with a growth rate of 12 % YOY. By 2022, FICCI's Vision document estimated that there will be 43.7 lakh human resources across the sports sector. Since India is becoming a hot spot for sports fest and sports leagues, great scope for prosperity is growing for the field of sports management. With sports leagues like ICC World Cup T20, Indian Premier League, Pro Kabaddi League, Indian Table Tennis League, ISL, Futsal etc., India's annual calendar is now dotted. These leagues have developed collective kinship towards sports and have also increased overall awareness and enthusiasm about it. Sports have also caught the attention of name, fame, glamour, media, and a considerable amount of money.

Sports have also seen an advanced boost in TRP of sports programs on television. To cater to the increasing demand in the industry, this has also helped create enthusiasm among the millennial about the idea of pursuing careers in sports management. An upsurge in the sports industry indicates a great need of professionals at various skill levels; sports managers are crucial among all.

Along with growing funds through advertising and sponsorship in a different sports league, India is hastily becoming a multi-sports country from a single-sport one. The sports industry is believed to grow at 10% per annum and is now pegged at close to INR 48 billion in market size. Since sports are consumed through online and social media modes, it is now becoming the medium for brands and marketers to find their audience.

At various institutions across the country, various world-class Sports Management programs are being offered. With the increasing popularity of sports, investment participation from corporate houses and marketers is also increasing. The study of planning, supervising and organizing different sporting events both international and domestic, including tournaments for cricket, football, hockey, golf, and other games are called sports management.

To enable future leaders to create higher growth for the sports industry, sports management courses proliferate the most pertinent information and understanding in sports and sports marketing. According to the industry's changing dynamics and requirements, the curriculum for sports management courses is updated. To provide exposure to the global best practices, different faculty from the sports management and sports marketing industry, visit the institutes. Depending on interests and preferences, the sports management field offers the following opportunities:

Business and Administration	Curating Venues	Entrepreneurship
Knowledge about Sports Law on Contracts and Drug Use	Managing and Creating Sporting Prosperities	Managing Athletes
Managing Media	Marketing of Events or Developing Business	Public Relation
Sponsorship, Broadcasting, Marketing and Merchandise of Sports	Sports Management Policy	Sports Marketing

A sports management degree offers exciting and satisfying career opportunities. To help students successfully innovate, ideate and succeed, they must be well acquainted with a wide-ranging understanding of the sports industry's multi-pronged worth.

The academic rigidity of sports management curriculum is often synchronized with guest lecturers delivered by icons with exceptional accomplishments in areas of sports management. This helps students to instill more in-depth perception of the ideas and practice of management.

Scope of Sports Management in India:

It's obvious for you to dream of a career in sports as an athlete if you are passionate about it. In a definitive circumstance, the majority of aspirants not only dream of a career in sports but also wish to attain that level of excellence through which they can represent one's country on a certain field at a global extent. However, if you are not into an athletic pursuit and yet wish to contribute to a considerable capacity in this ever-expanding sports industry, here is the good news! Because being an athlete or playing sports is not the only method to be a part of the world's most exciting industry. The sports sector is a dynamic and globally dominating industry. So, you might well-imagine the vigor and method in which, international sports competitions are organized.

So, it's not just tournament but a lengthy list of factors and behind the scene struggle, that mandates in organizing sports events successfully. It's mandatory to have an understanding and knowledge of sports management skills such as organizational skills, the skill to govern team finances, arranging partnerships, promote events, etc. Basically, professionals with credible proficiency make the biggest support to meet all the commitments for effectively managing diverse areas of the sports industry. As per the reports released by FICCI – International Institute of Sports Management, the job opportunities in the sports industry will improve to a remarkable extent by 2022. In the forthcoming years, the demand for knowledgeable and skilled professionals in the sports management sector will rise by 19%. So, if you are passionate about sports and seek to build a fulfilling career in this industry, then make sure to explore and learn about the career prospects in sports management.

As the sports sector is concerned, India is ideally progressing as a catalyst for the sports industry. Owing to the growing number of sports leagues rising up from a broad extent of sports like Cricket, Soccer, Hockey, Kabbadi, Boxing, Tennis, etc., a lot of job opportunities thrive in the sports management sector in India. Besides, India has been designated as a crucial participant in the international sports market and anticipated to grab more global feats.

Sports management system

A sports management system is part of school management software that helps with the managerial processes of maintaining inventory, keeping track of student progress, creating schedules, and more. It simplifies daily tasks for increased productivity and better quality of teaching.

Career prospects in Sports Management:

Some world-class sports management companies come in cities like Delhi, Mumbai, Bangalore, Kolkata, and Hyderabad. This has amplified the need for trained professionals. According to FICCI 2014 report, for every 1,100 sports-person playing on the field, our country would require at least 55 coaches, 15 track and field experts, 25 sports medicine experts, 50 trainers, 22 sports nutrition experts, 11 sports psychologists, 106 strength trainers as well as competition managers, biomechanical engineers, sports photographers, sports journalists, sports management personnel, sports law experts and event managers.

Fifty-two official national sports federations and governing bodies in India lookout for professional sports managers. Marketing and branding also have a great scope in the field of sports; sports marketing managers and sponsorship managers are much in demand. In India and global brands like Nike, Reebok and Adidas, sports professionals with a deep understanding of sporting merchandise are in massive demand.

The richest cricketing body globally, the Board of Control for Cricket in India (BCCI), has taken the first step towards appointing a full-time CEO in the organization. To appoint a full time paid CEO to look after the football clubs' management, the All India Football Federation (AIFF) is also making it compulsory for all the National Football League Playing clubs. Institutes like ISBR Bangalore is also initiating courses on sports management, seeing the potential in it

Study of sports management

Sports management comprises all forms and functions of leadership within professional, collegiate, and amateur athletic organizations. The discipline also covers most areas of business, including finance, marketing, sales, and facility management.

Sports in India

The Sports Authority of India (SAI) is the apex national sports body of India, established in 1982 by the Ministry of Youth Affairs and Sports of Government of India for the development of sports in India.

3. CONCLUSION

The coordination of resources, technologies, processes, personnel and situational contingencies for the efficient production and exchange of sports services. A sound programme is the key to success for an organization. A sports management team needs to engage in strategic planning, manage large numbers of human resource activities, deal with broadcasting contracts, supervise financial decisions and budgets, and liaise with highly integrated global networks of international sports federations, national sport organizations, and government. Students will be able to demonstrate knowledge and understanding of fundamental principles requisite for professional success in the sport management profession. Students will be able to demonstrate the ability to make sound ethical decisions in the sport management profession.

4. REFERENCE

Text Books

- [1] Sport Management Paperback – 1 January 2010 by C.K. Kishore Kumar (Author), M.B. Keerthinarayanaswamy.
- [2] The Business of Sport Management | Second Edition | By Pearson Paperback – 1 October 2019 by Simon Chadwick John Beech (Author)
- [3] Sport Management: Principles and Applications, 6th Edition, By Russell Hoye, Katie Misener, Michael L. Naraine, Catherine Ordway
- [4] Sport Management, FIRST EDITION, Edited by: Karen Bill – University of Wolverhampton, UK
- [5] Sport Management by Rob Wilson and Mark Piekartz

Journals

- [6] Cohen A, Ballouli K. Exploring the cultural intersection of music, sport and physical activity among at-risk youth. *Int Rev Sociol Sport*. DOI: 10.1177/1012690216654295. 2016.
- [7] Cunningham GB. Theory and theory development in sport management. *Sport Management Rev* 16(1): 1-4, 2013.
- [8] Cunningham GB, Woods J. For the health of it: Advertisement message and attraction to fitness clubs. *Am J Health Studies* 26: 4-9, 2011.
- [9] Doherty A. "It takes a village:" Interdisciplinary research for sport management. *J Sport Management* 26: 1-10, 2012.
- [10] Foster SJL, Huml MR. The relationship between athletic identity and academic major chosen by studentathletes. *Int Exerc Sci* 10(6): 915-925, 2017.

Web sites

- [11] <https://booksite.elsevier.com/>
- [12] <https://inspiria.edu.in/>
- [13] <https://www.isbr.in/>
- [14] <https://www.sports-management-degrees.com/>
- [15] <https://www.gcu.edu/>
- [16] <https://www.gmercyu.edu/>