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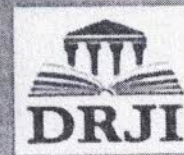
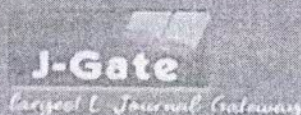
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Sports Management: An Investigative Study

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Abstract:

The following article provides a concise information regarding sport management. The article carries three parts. Firstly, a brief definition to the notion of Sport management is given followed by an excuse to history followed by background and origin of sport management is discussed. Secondly, the article is dedicated to the current situation and prospects of sport management. A special attention is given to the educational sphere and career opportunities that potential employees may have in the field of sport management. Finally, the article is concludes with the prospects of sport management.

Introduction

The practice of sport is continuing since a long time. It is said that the remnants of sports and its components found in the parts of Greece. The implication of sports and its management are the two sides of the same coin. The sports management has got lot of importance and the success of sports and sports oriented activities are possible due to effective management. Sport management existed for quite a long period of time and it always accompanied sport as its essential part. It is the necessity of time to have a good sport management considering its importance in this world. 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 as one of the founders of sport management. They gave very much importance and due to this reason they have achieved a great success. They also provided a great chance in the form of Olympics and it provided the opportunity to the people of this world. 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 since sport provides health for people and sport management provides effectiveness of sport for all its participants. Nowadays sport management becomes more and more essential 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. As sport management is social phenomenon 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 Effective Role of Sport Management

The sport management plays an important role in sports. The complete success is depended upon the perfect management of sports considering its value. So, 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 interpretations of this notion but the main point of all definitions remains practically the same. In other words it may change its form but its contents, 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 conclusions 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 activity 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." The definition provides the information that it is a goal oriented where passion and career, both are given importance. Such a definition provides probably the best description of sport management and its main characteristics which permit to understand the essence of this phenomenon. Naturally, there may be different views on sport management but it is obvious that any sport organization 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 of its goals. At the same time, simply to organize the work of a sport organization is not enough. It is compulsory to control the fulfillment of the chief tasks of 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. Also it provides a chance to guide the sportspersons in the form of coach. Earlier the sports were arranged only for enjoyment sake but the significance changed as the time passes on. It became a chief weapon of spreading peace all over the world. Then it started as a career option and also a way to earn a livelihood. Whatever may be but the true management gives a great success. Obviously, management remains management even in such a specific domain as sport, particularly if we speak about professional sport which nowadays is more than 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, 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.

Career Opportunities in Sport Management

Today people are looking towards sports not only as a passion but also a career option. The sports and its management has got a great importance. The people are looking towards it as a career, a passion, health manager and a challenge to fulfill. Taking into consideration the role of sport, consequently sport management plays prominent role 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. It offers a rejoicing source to the mind, body and heart. People are looking it as an educational mode where the great success is achieved. But it is necessary to point out that such a trend has appeared recently, within the last fifty-sixty years. Today its scope is growing by offering so many opportunities in the sports, sports management and related issues.

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