

Sports Management in School College and Universities

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DOI: <https://doi.org/10.55968/ijems.v12i03.436>

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Sports management is a relatively new concept in India taught in very few institutes across the country. Sports and games are important for the holistic development of the individual. Today, sports of several kinds are played across nations and with the passage of time huge amounts of money, name, fame, glamour and media attention have become an integral part of any sport. Today, professional sports management companies are mushrooming all across the country especially in cities like Delhi, Mumbai, Bangalore, Kolkata and Hyderabad and the need for trained professionals in such companies has also grown manifold. Sports management is the study of planning, supervising and organizing various sporting activities like international and domestic tournaments for cricket, football, hockey, golf, and several other games. The Board of Control for Cricket in India (BCCI), the richest cricketing body in the world has taken the first step towards appointing a full time CEO in the organization. The All India Football Federation (AIFF) is also making it compulsory for all the National Football League Playing clubs to appoint a full time paid CEO to look after the Management of these clubs. Sports Management is a good subject if you are a lover of sports and want to mix business with it. There is no universally accepted classification of Sports management functions. This is because different authors, who were considering different organizations, gave separate classification of management functions. Sports management is similar to the general or administrative management; it performs the same functions as are performed by the management.

Keywords: Functions, Sports Management, Institution

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Ajay Kumar, Assistant Professor, , Mgkm Shahi Sports College of Physical Education Jhakroudismarala, Ludhiana, Punjab, India. Email: ajaydhiman19582@gmail.com	Kumar A, Singh G. Sports Management in School College and Universities. IJEMS. 2023;12(03):151-154. Available From https://ijems.net/index.php/ijem/article/view/436	

Manuscript Received 2023-04-04	Review Round 1 2023-05-23	Review Round 2 2023-06-07	Review Round 3 2023-06-30	Accepted 2023-08-18
Conflict of Interest Nil	Funding Nil	Ethical Approval Yes	Plagiarism X-checker 15	Note
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Introduction

There is no universally accepted classification of Sports management functions. This is because different authors, who were considering different organizations, gave separate classification of management functions. Sports management is similar to the general or administrative management; it performs the same functions as are performed by the management. The functions of office management in brief, are given below:

Planning

Planning is a fundamental function of sports management. All types of organizations prepare plans. Planning our studies, our careers, new products etc. are examples of planning. It is the determination of a course of action to achieve a desired result. Planning concentrates on setting and achieving objectives of an organization. It is an intellectual process. It is characterized as the process of thinking before doing.

Planning function of management precedes all other managerial functions. "Planning is deciding in advance what is to be done. When a manager plans, he projects a course of action for the future, attempting to achieve a consistent, co-ordinate structure of operations aimed at the desired results."

Planning involves projecting the future course of action for the business as a whole and also for different sections within it. Planning is thus the preparatory step for actions and helps in bridging the gap between the present and the future. Since planning is essentially choosing, it is dependent upon the availability of alternatives.

Organizing

It is an important sports managerial activity by which management brings together the human and material resources for the achievement of certain objectives. Organization is the foundation upon which the whole structure of management is built. It may be conceived of as the structuring of functions and duties to be performed by a group of people for the purpose of attaining enterprise objectives.

Organizing is the determining, grouping and arranging of the various activities deemed necessary for the attainment of the objectives,

The assigning of people to these activities, the providing of suitable physical factors of environment and the indicating of the relative authority delegated to each individual charged with the execution of each respective activity.

Staffing

'Staffing' is concerned with the recruitment, selection, placement, training, growth and development of all those members of the organization whose function is to get things done through the efforts of other individuals.

After determining the number and type of personnel to be appointed to fill different jobs management starts recruiting, selecting the training the people to fulfill the requirements of the enterprise. According to Franklin Moore, "Staffing is a forward looking activity because tomorrow keeps becoming today.

Attrition constantly reduces executive ranks through retirement, death, resignations and occasional dismissal; so young men keep moving up. Besides this, most enterprise grows, providing new openings for managers."

The function of staffing was considered to be a part of organizing but recently it has developed into a distinct function of management, and is, therefore treated separately in the chapter relating to Personnel Management.

Directing

Once plans are drawn up to pre-determined objectives competent persons are appointed, the organization is ready to go into action. Directing is the managerial function of guiding, inspiring, instructing and harnessing people towards the accomplishment of desired results.

It is that part of the management process which actuates the members of an organization to work effectively and efficiently for the achievement of the goals. Direction in the words of Koentz and Q 'donnel, "the interpersonal aspect of managing by which subordinates are led to understand and contribute effectively and efficiently to the attainment of enterprise objectives."

Motivating

The term motivation has been derived from the word motive. Motive is anything that initiates or sustains activity. It is an inner state that

Energizes, activates or moves and that directs or channels behavior towards goals. Motive is a psychological force within an individual that sets him in motion. Behind every human action there is a motive.

Co-ordinating

Along with specialization there must be conscious efforts on the part of the management to see that all activities, carried on by experts and different departments, should contribute to the achievement of the objective of the business. Smooth working of an enterprise and the definite achievement of its objectives depend on sound co-ordination.

Controlling

"To control is to determine what is being accomplished; that is to evaluate performance and, if necessary, to apply corrective measures so that performance takes place according to plan. After the plans are put into action, there can be several hurdles in the achievement of goals. Results may fall short of targets. Direction may be faulty.

Therefore, management must find out what is going wrong, what changes in plans and directions are required and what must be done to set things right. This is the function of control. In words of Anthony, "Management control is the process by which managers assure that resources are obtained and used effectively and efficiently in the accomplishment of an organization's objectives."

Conclusion

Sports management is a relatively new concept in India taught in very few institutes across the country. Sports and games are important for the holistic development of the individual. Today, sports of several kinds are played across nations and with the passage of time huge amounts of money, name, fame, glamour and media attention have become an integral part of any sport. Sports Management is a good subject if you are a lover of sports and want to mix business with it. There is no universally accepted classification of Sports management functions. This is because different authors, who were considering different organizations, gave separate classification of management functions. Sports management is similar to the general or administrative management; it performs the same functions as are performed by the management.

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