



Functions and Skills of Sports Management on Indian Concept

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Abstract

The ever growing concern of competition has also created to design a suitable curriculum of sports management in the professional college of physical education in India. Today all physical education colleges (both in government run or privately managed) are offering management course of study. Students are encouraged to pursue sports management course.

Keywords: Functions, Skill, Management.

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Introduction

Today's sports is considered as one of the profit growing market in these competitive world. The ever growing competitiveness has further thrust to the profession to have highly trained professional to manage sports and its related areas. The increased growth of competitive sports participation and sports related businesses has created a need for individuals trained in sports management. Different segment of sports demand trained personnel. Opportunities are many both in schools, colleges, and universities. Besides health managers are needed to direct the growing number of commercial health and fitness clubs. These ultimately led to set-up of sports goods industries throughout the world. As a result of rapid industrial development there is an tremendous demand of individual trained in sports management and sales. Facility management is another growing area in which qualified managers are required to manage such a expensive and costly affairs. Because, to stage a competitive sports in the country require highly sophisticated developed facilities those are to manage properly. Once facilities are created they are to be managed by the qualified personnel those require extensive knowledge of facility management.

The field of physical education, fitness and sports are becoming challenging then ever before. The hunt for well prepared, competent and dedicated leaders are continued in the industry. The directors/physical education teachers with management training are constantly look-out for managing programme effectively at schools, colleges as well as universities. The opportunities have always been existed and will always

exist, as the population increases the need for fitness will also increases. To curtail the demand of fitness leaders there is an constant thrust of management training upheaval in individuals interested in sports. Because competent performance at entry level positions will lead to advancement in the sports management field.

Concepts of Sports Management

Sports management is both an art as well as a social science. Clear understanding of these two basic aspect will lead to develop the concept of the term sports management. It constitutes of leading and working with planning for and providing resources, and then organising and controlling those resources towards desired outcomes. Sports management is an art because managers/administrators are requiring the exercise of intuitive faculties which cannot be learned by studying only. The managers/administrators gets perfection in the arts of managing through continuous practice. In the other hand it is a social science because as a social science it has got systematic body of knowledge which contains the universal truth.

This concept is clearly explain in the example cited here. For instance, a coach acquire the knowledge in biomechanics, anatomy, physiology, psychology etc. But the knowledge does not make him a good coach. A coach has to apply his knowledge intelligently. His skill in perceiving how and when to use his knowledge is very important to make him a good coach. Similarly, as a sports manager/health manager to be successful must acquire the knowledge of science of management and also learn to apply this knowledge. A sports manager/health and fitness manager should possess not only specialized knowledge of management, but also the skill to put his knowledge in practice i.e., to solve the problems in managing men, materials, facilities, methods and money.

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Conclusion

Sports organisations exist within rapidly changing environments. Yesterday's objectives have little or no effect with today's. Under such circumstances, sports administrators and sports managers are confronted by a situation which presents a strong challenge to the concepts, knowledge and skills they built up during the years of stability. Sports management has come into the rescue of those sports administrators and sports managers to equip themselves with the new knowledge of management to handle the ever-changing sports organisation of the twenty-first century.

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