

“A Comprehensive study on Sports Management in India”

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ABSTRACT

Sport Management applies to the business of sport in all of its many facets. It includes the planning, organizing, leading, and evaluating within the context of a sport organization. The aim of The Sports Management is to furnish the participants with the management skills, such as sports economics, leadership, sports marketing and management, sports advertising and media relations as well as political issues related to the sports management at the local and international levels. It is designed to give information about wide range in sport-related fields in economics and management. Also, sports management integrates business management theories with current sport management research, and links them directly with the sports management environment. Their main aim is to encourage the participants to challenge existing management theories and practice and to critically analyze sport business problems in real industry settings which would develops creativity and ability to find solutions to sports related management issues.

KEYWORDS- *Sports Management, Skills, Participants, Environment.*

1. INTRODUCTION-

Sports have a long history and dates back to the ancient days of the Greeks, Athenians and Spartan. There were earlier attempts to organize and administer sports in the ancient times, for instance the games of the Greeks and Romans: the ancient Olympiad, Isthmian, Nemea and Delphi festivals. The inherent values of well coordinated sports programmes implementation manifest themselves in their objectives and the achievement of these objectives.

It could be observed today that developed countries employ sophisticated and scientific facilities and training programmes to condition their athletes for high performances. If developing countries like India would hope to meet-up with and indeed surpass the advances of their counterparts in the developed world, they have no option than to make greater commitment to sports programmes. Many states in India spend large amount of money to

maintain and improve their sports programmes. This is likely as a result of the prestige attached to sports at all levels of our national life.

During the past two decades, professional sports have undergone tremendous changes relative to earlier. We have seen changes in the ownership structure of teams, the structure of labor/management relations, the names of teams, a stadium building boom, and the sale of stadium naming rights, the nature of transfers, financial transactions, broadcasting and merchandise revenues just few examples. The economic and managerial impacts for these changes have attracted considerable attention. Economists have explored the underlying rationale for the movement of franchises and the building of new stadiums, and have attempted to measure the effects of these changes on outcomes such as the amount of employment and economic growth generated in local and regional economies. And also expansion in professional sports make sports management attractive, diverse and dynamic field.

Sport Management is very closely related to traditional business operations (marketing, management, promotion, facilities, events management, etc.) where one could actually have to plan, organize, lead, and evaluate with the organization. Sport management is a branch of education about business aspect of sport. Some examples of sport managers include the front office system in professional sports, college sport managers, recreational sport managers, sports marketing, event management, facility management, sports economics, sport finance, and sports information. Many colleges and universities offer bachelors and masters degrees in sport management so that participants could get knowledge about the sport business problems in real industry and could find out actual issues.

2. REVIEW OF LITERATURE

A number of the studies that have been conducted on sport management have focused upon perceptions of academicians and practitioners toward the NASPE-NASSM curriculum standards. **Lyons (1997)** examined perceptions of Master's sport management program coordinators toward the NASPE-NASSM standards. This study specifically examined attitudes toward each of the curricular content areas recommended by NASPENASSM. The study revealed that program coordinators of Master's level sport management programs were in favor of the NASPE-NASSM curricular standards overall. There were also no significant differences in attitude toward the curricular standards found between NASPE-NASSM approved programs, programs going through the approval process, and programs that were not approved.

Kissel (1997) performed a similar analysis on sport management practitioners. Specifically, Kissel examined minor league baseball general managers. These practitioners were asked to identify courses that were important to a position as a general manager. In this study,

all of the NASPE-NASSM curricular content areas were identified as important to a position as a general manager.

It was **Pitts' article (2001)** and her Zeigler Award lecture that drives the current research. Her primary concern was related to the "the state of the field" (p. 8). As a relatively young field, sport management has improved upon its proverbial reputation (Chalip, 2006; Parkhouse & Pitts, 2001; Pitts, 2001) year after year. These improvements have not been easy as the field of sport management is interdisciplinary in its own right and does not "fit neatly" as a single discipline like sociology or law (Shilbury & Rentschler, 2007, p. 31). With certain identity struggles, it was Pitts (2001) that suggested the need to hold those in the field of sport management accountable through areas such as assessment and to be critical of their work and future work to build upon the growth of the field.

Lizandra (1993) conducted a study examining perceptions toward the course content areas of NASPE-NASSM on both sport management academicians and practitioners. Lizandra demonstrated support that academicians and practitioners were in agreement on most of the NASPE-NASSM curricular content areas. The two exceptions were the curricular content areas of Finance in Sport and Ethics in Sport. Practitioners believed that these two course content areas were more important than did academicians. Another significant finding in Lizandra (1993) was that both undergraduate and graduate academicians were found to favor a more limited number of courses as essential than did practitioners. The study also found significant differences among different types of practitioners. Subgroups of practitioners were created by grouping athletic directors, general managers, executive directors, and stadium/ arena managers. Lizandra summarized that these differences may indicate the need for flexibility in sport management course content. This finding is consistent with Kreutzer (2000), who claimed that job tasks in sport management are far too diverse for a single curricular model.

According to **Weese (1995) and Cuneen and Parks (1997)**, the NASSM contingency should be continually evaluated to build upon the mission of the society to better the relationship between academics and practitioners. Previous studies on the improvements of sport management programs previously focused on the assessment of topics such as sport management curriculum (DeSensi, Kelley, Blanton, & Beitel, 1990; Eagleman & McNary, 2010; Hardy, 1987; Kelley, Beitel, DeSensi, & Blanton, 1994; Parkhouse, 1987; Petersen & Pierce, 2009; Floyd-Jones, Brooks, & Mak, 2008) and faculty preparation and qualifications (De Haan, 2011; Mahony, Mondello, Hums, & Judd, 2004; Nite & Singer, 2013).

One issue consistent in the literature is the question of where the sport management program should be located. This issue was most recently addressed by Case (2003). Case expresses concern that sport management students from programs that are housed in colleges

of business, physical education, or recreation may not receive the most appropriate coursework, if that coursework is not specific enough to sport management. Case suggests a model used by a few notable sport management programs that allows sport management to stand alone as its own college or school. According to **Fielding, Pitts and Miller (1991)** “where a program is housed determines the degree of control that program organizers have over what is offered and how course offerings are actually taught”. **Ross, Jamieson, and Young (1997)** found that over 48% of the sport management programs in that study were housed in departments of physical education or kinesiology. Obviously, there are still many sport management programs housed in physical education and/or related fields. Another related issue that still appears in much of literature is the name of the program. The terms sport management and sport administration have often been used interchangeably (Chelladurai, 1985). The difference between the two terms is cited in several previous publications (Chelladurai, 1985; Parkhouse & Pitts, 2004; Parks & Zanger, 1990; Parks, & Quarterman, 2003; VanderZwaag, 1998). NASSM has selected the term sport management (Parkhouse & Pitts, 2004), although some programs still have a different title. These program characteristics could possibly have an impact on the academicians’ perceptions of sport management curriculum, and consequently NASPE-NASSM approval.

3. RESEARCH METHODOLOGY –

This Research paper is based on secondary data like Reference book, Reports-economic survey and websites.

4. RESEARCH OBJECTIVES –

Objectives of this Research Paper are as follows:

1. To study of concept of Sports Management.
2. To analyze the role of Sports and sports management.
3. To understand the need of Sports management in India.

5. FINDINGS

5.1 THE CONCEPT AND DEFINITION OF SPORTS MANAGEMENT

Managers need to govern the special skills and knowledge. Manage, lead, coordinate, decide - it must know. Management, in addition to science, it is also art. The success of any organization, as business systems, and public sectors, culture, sports, art, depends on the skills of managers. Art of creating, governing, managing, organizing, forecasting, planning, designing, can be considered a kind of art. Management is, de facto, the Sciences and Arts. Science and art

are complementary, as they work in synergy, not excluded. No art by science, or science with creation, the dose of art. Human resource management in sport is a new theoretical, scientific and pragmatic approach, which on the one hand, refers to the management of athletes by coaches, team of experts and sports scientists, on the other hand, the efficient and effective management of the entire sport organization by control in sport, sports managers, marketing managers and sports volunteers. Management of sports involves the study of disordered and proven knowledge of how a sports organization achieves its goals, procuring, distributing and the use of limited human, material, information and financial sources of its success. Sports Management as the art and craft-empirical, unstructured experience of talented managers of individual athletes, teams and clubs emerged with the appearance of the first professional sports organization. The appearance of a systematic, scientific-structured knowledge of sports management is connected with the growth of professionalization of sport and its rules determination -service market economy, and the emergence of management science, first in the profit sector, corporate business, and then, and it's spreading to the sector of non-profit public and private sector.

At today's high level of sports achievements in the world, and the application of sports science and simulation technology, more attention is paid to human resource management in sport and business positions in sports organizations. In this regard, it is generally known that the high level of sports science, training and management technology, directly caused by the human resources in sports organizations. Same as is known, that without adequate qualified, creative, and creative human resources cannot be implemented development policy, science and technology in any control system in society, and consequently even in sports, because, as you know, people are agents of the reform , development and progress.

In the contemporary theory and practice of sport, it is considered that the development trend of modern sports results is the origin of high competitive effectiveness, that the world has its foundation in all trenajnoj more developed technology based on sports science. In this connection it is well known, that every human activity in which a product achieves follows some technology work, or more specifically speaking, it is impossible in any human enterprise, to achieve a highly valuable product, while they had not been applied highly developed technology work. To the sport precisely means that every highly accomplished sports scores prior to the application of high technology work.

5.2 THE FUNCTION AND ROLE OF SPORTS AND SPORTS MANAGEMENT

As a growing and propulsive activity the industry, which treats the area of sports is booming and becoming a relevant segment for analysis and targeting, especially since it has

become increasingly dominated by the business models for its management. According to studies conducted by the U.S. by the Association of manufacturers of sports products and their report issued in 2008 (SGMA, 2008), the number of people who have joined a health club in 2007 reached a number of 42.7 million, which in comparison to 1990 has increased for 21 million. At the same time, more than 72 % of the children at an age of 11 years in the U.S. in 2008 were engaged in team sports. The women's basketball league in the United States attracts approximately 2 million fans each season, as opposed to approximately 20 million fans who attend on average during the regular competitions throughout the season in the NBA. Considering the evolution and looking on the historical development of science in sports management, its foundation is recorded in the late 60s of last century, especially by emphasizing the need for specially trained and educated staff that would be activated in the segment of sports management in order to proactively identify and meet the needs of each category of sports activity.

Therefore, given the professional opportunities for individual, group and institutional training, with extensive knowledge and skills in this area, a challenge is imposed for systematic management of sport. Sports management is fairly young as an academic discipline (Chaplin, 2006), which can be defined in different ways and usually is a combination of skills related to planning, organizing, delegating, controlling, budgeting, management and evaluation in the context of the organization or department whose primary products or services are related to sports (Parks et al. 2007). Sports itself can involve a wide range of activities, encompassing particular segments of the sports industry that is increasingly focused on attracting consumers, which should be undoubtedly managed, especially given the fact that sports management is a multidisciplinary field that integrates the sports industry and management (Lussier et al. 2009).

It is extremely necessary to make a more detailed model of connecting management and sports, which is a dimension that often, especially in the past was the part where failure encountered, and in particular when there was no adequate opportunity to recognize the great importance of the sports industry considering modern way of life, which is an aspect still even today partially present. Some of these biases are based on the simple view of sport, associated with activities that are related and based on leisure, recreation and apart from everything considered as entertaining activities. Considering certain circumstances and context, sometimes sports aspects are treated unfairly with less seriousness and importance. Reality is very different in a sense that sports in modern conditions is an extremely important business segment, which employs a huge number of people, generates huge volumes of economic activities, a segment which is used to evaluate and assess the quality of life of the population .

6. CONCLUSION-

At today's high level of sports achievements in the world, and the application of sports science and technology, more attention is paid to human resource management in sport and business positions in sports organizations. Better sports results achieved in recent years in various sports, to a large extent changed the perception and character of the sport and set new requirements for solving the current task on an integral basis. Origin, development and rapid changes in sports-technology and business-control function of modern sports organizations are undoubtedly in the world today is one of the most important incentives change sports and business functions, and philosophy, and the turning of man to his knowledge and creative and creative potential, as the most significant production and development resources.

To achieve the highest quality in the sport, it is necessary to create, modify, organize, and continuously to implement an ongoing and final preparation of elite athletes, and along with that, work on finding the most suitable organizational forms, methods and content of work in preparing elite athletes for the highest-level representative sporting achievements. Contemporary arts organization in today's dynamic environment characterized by frequent changes and numerous competitors cannot survive without sports management.

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