



International Journal of Physical Education, Sports and Health

P-ISSN: 2394-1685
E-ISSN: 2394-1693
Impact Factor (ISRA): 5.38
IJPESH 2021; 8(4): 158-160
© 2021 IJPESH
www.kheljournal.com
Received: 12-05-2021
Accepted: 15-06-2021

Dr. Joji M Philip

Associate Professor,
Department of Physical
Education, K G College
Pampady, Kerala, India

Praveen Thariyan

Assistant Professor,
Department of Physical
Education St. Dominic's College
Kanjirapally, Kerala, India

Careers in sports management

Dr. Joji M Philip and Praveen Thariyan

DOI: <https://doi.org/10.22271/kheljournal.2021.v8.i4c.2158>

Abstract

Sports management is a branch of knowledge that is directly involved in sports and recreation. It becomes a discipline of academic interest and deals with areas such as administration, finance, law, and ethics. There are different aspects of sports management. Those interested in the financial and financial aspects of the sports world may consider focusing their studies on finance and related subjects. Similarly, sports managers who want to work in international sports organizations should take courses such as international marketing. Advertising of various sports leagues in various sports in India started a world of possibilities and increased the scope of activities. A special achievement of a degree in sports management is a range of career paths to choose from. From traditional career options such as athletic coaches, athletic administrators, player or coach agents to sports organizations, team managers, coaches, or even a sports event planner to retail sales and branding, the scope of the situation varies. Developing countries like India can take advantage of the immense potential of the sports world by promoting sports management.

Keywords: Sports management, marketing

Introduction

Management is the act of making efficient use of available resources to express the desired goals and objectives. Nowadays in sports too, management plays an important role in the field including start-up, training and competition. Sports management deals with skills, ideas related to management, finance, marketing and sports-related laws. Individuals wishing to pursue a career in sports management should acquire an academic qualification that ensures a comprehensive understanding of sports, business management, and meaningful practical work experience related to handling sports organizations/events.

Sports management is a cocktail of physical education, human participation, business governance, management and communication. As the sports industry is very large and diverse, certain degree programs may be pursued for specific segments of the sports industry, such as golf management, sports communications/media, and sports tourism/travel/hospitality.

Like any other business, sports organizations require employees with financial, operational and marketing skills. However, a sports manager must have a thorough knowledge of the issues specific to the industry. To give an example, sports economists need to understand concepts such as athletic evaluation in order to negotiate with players and vendors' contracts. When it comes to marketing, the challenge is not to sell a product, but to bring in participants. Marketing professionals may also be responsible for coordinating the external communications of a franchise, such as using social media to facilitate close contact between local fans and their home team. These are issues that require a particular skill that goes beyond the typical corporate environment. Because it produces individuals with strong athletic backgrounds and leadership experience, it is highly valued to talk about varsity sport, participate in school sports organizations/clubs, and assist with school sports events or clinics. As the sports industry is very large and diverse, there are many job opportunities in a variety of organizational settings.

Sports Management

Sports management is the combination of skills related to planning, organization, management, control, budgeting, guidance, and evaluation in the context of an organization or department with a primary product or service related to sports or physical activity.

Corresponding Author:

Dr. Joji M Philip

Associate Professor,
Department of Physical
Education, K G College
Pampady, Kerala, India

According to Parkhouse House, research on the economic impact of the sport identifies it as a \$ 213 billion industry per year, making it the sixth-largest industry in the United States (Sports Business Journal, p. 23, December 1999). The broad organization settings in which sports usually take place mean that individuals can choose and pursue careers at their discretion in the work environment that best suits them. In addition to traditional sports, the functionality of the new packages also includes extreme sports like skateboarding, boogie boarding, ice climbing, snow kayaking, trendy and new professional sports, especially for women.

Amateur sports, including sports, professional sports, Olympics, sports marketing, management companies, sports communications, news media companies, corporate sponsorship, advertising agencies, sports product companies, arenas, stadiums and civic centers.

The increase in the number and variety of sports publications, sports related internet sites, increased mass media presentation, and exposure to sports events and activities increases the need for individuals with specialized qualifications in sports communication/media. Similarly, the growth in the number and diversity of specialized sports facilities, the increase in sports tourism and the advent of adventure travel are also improving. The rapid advancement of the globalization of the sport and the provision of sports-related goods and services to various market segments has led to the continued growth of the sports industry. These developments ensure that the sports industry continues to be one of the largest and most diverse industries in the country, thereby sustaining future employment opportunities.

Athletes may be the face of a sports organization, but they are not the only athletes. The expert management professionals who made the game possible behind every double play, touchdown and penalty shot - whether they were coordinating administrative details or working to impress the crowd. Everything from major league franchises to club teams needs officers capable of performing a wide variety of functions. Here is a breakdown of the promising opportunities and crucial challenges you can find in the sports industry.

Event Coordinator

These organized and dynamic professionals oversee all the essential elements that are sought to effectively promote, execute and broadcast a sporting event. Often working in a relationship between the fans, the venue, and the management, the game day coordinators help to create an active and engaging atmosphere and ensure that the event is a joyous experience for all who attend.

Athletics Administrator

Athletics administrators are often the central decision-makers in sports organizations, overseeing all aspects of a franchise, team, or club. They can range from ordering equipment to hiring and dismissing employees. Their job also includes ensuring that legal rules, especially those that change the collegiate arrangement.

Sport Marketer

Sports marketing professionals focus on creating buzz around the franchise or organization that manages sponsorships that may affect the team's brand. Overall, their mission is to promote the team, its players, stories and assets that appeal to the public interest, increase sales, and strengthen the organization's numbers. All kinds of organizations rely on experts who communicate strongly through digital and traditional media.

Facility Operations Manager

Leaders in this field are effectively utilizing the resources available to maintain and improve an athletic arena. They may be responsible for handling construction contractors, hiring custodial staff, organizing ticket sales and admissions, and coordinating emergency response plans.

Financial and Contract Analyst

As with any business, sports teams and franchises aim for profitability and financial responsibility. Sports financial analysts support this goal as they do in other businesses: analyzing the costs of increasing available funds, capital, and revenue, and reporting on performance. Given that the bulk of the company's capital may involve athlete's salaries and vendor contracts, these professionals may be called upon to review the terms of an unfinished contract and ensure that it reflects the best interests of the organization.

Guest Relations Manager

The guest relationship manager ensures that fans have a good experience with each member of the customer service staff at a venue. They coordinate with employees to check that everyone is following organizational policies. When there are any disputes or difficult situations, the manager takes the initiative in finding a solution.

Corporate Partnerships Manager

Sports organizations regularly work with corporate partners to promote a product or service in lieu of initial or existing fees. The corporate partnership manager oversees this partnership, discovers new opportunities, develops contracts, and oversees their execution. Other types of sports partnerships may include deals with media outlets, such as special agreements for broadcasting rights.

Scope and its relevance

Untapped Opportunity

Sports management is gradually evolving in India, mostly unorganized. According to a study by the National Skill Development Corporation (NSDC) on the skills gap in the sports sector, India expects a sharp decline in human capital for the sports sector by 2022. This includes primarily sports managers and qualified hands in other leadership positions.

Rising Demand for Sports Professionals

The above 'skill gap' shows the future employment prospects of the sports industry. Demand for this specialty has grown significantly as a result of recent corporate scandals. The industry needs experts like sports managers who can understand the technical aspects of sports marketing, the application of law in sports, sports finance, and much more.

Increased participation of Corporates

Large corporates and companies such as Reliance Industries and Hero Motors are now interested in recognizing the League of Hockey, cricket, and football. Thus, investment and intelligence increase.

Focus from the Entertainment Industry

The participation of celebrities helps to increase the popularity of the sport and confirms the high audience. Sports like the F1 Grand Prix, MotoGP, and Pro Kabaddi League have grown in popularity and the Pro Kabaddi League has been watched by over 500 million people. In addition, the business sector of the industry employs 500,000 people. This number is expected to increase with the growth of the sports market.

The success of League tournaments

The sports industry is expected to grow with the success of the Indian Premier League in cricket, the Indian Super League in football, the Premier Badminton League, and the Hockey India League.

Conclusion

The goal of sports management is to create skilled sports professionals who want to integrate their passion with their profession. It also provides an opportunity for sports professionals to increase their knowledge and for individuals from other fields who want to enter the world of sports. Careers with a degree in sports management will attract opportunities from a variety of fields who are passionate about the opportunity to work with professionals. A sports manager should have a thorough knowledge of issues specific to the industry. It requires expertise far beyond adapting to a prototypical corporate environment.

References

1. Dr. Chakraborty Samiran. "Sports Management" Prerna Prakashan 2012.
2. Byers "Key Concepts in Sport Management" SAGE Publishing 2020.
3. Dr Indulekha R "Sports Career" Liwing 2019.
4. Sports Business Journal, December 1999.
5. The European Journal of Economics and Management Sciences "Management of sport organisations" 2015.
6. Dr. Goraksha Vitthalrao Pargaonkar "Sports Management": Friends Publications (India) 2020
7. Rao VSP. "Human Resources Management" Text & Cases – Excel Books 2019.
8. Michael A Leeds "The Economics of Sports" Peter Von, Victor 2014.
9. Lyberger MR. Shank "Sports Marketing: A Strategic Perspective," United Kingdom: Taylor & Francis 2014.