



OPPORTUNITY FOR PROFESSIONAL DEVELOPMENT IN SPORTS MANAGEMENT

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Abstract

The business-based mentality that takes planning and implementation into account has become more prevalent in the industry related to sports and management, which has clearly seen growth in light of current circumstances. When the structure of sports is examined, a wide range of operations, procedures, and human resources are included. But, the modernization of management practises and strategies for luring and keeping clients take centre stage. Sports management practises range widely, from those that concentrate on a single, narrow area of business operations, like marketing or finance management, to those that employ a so-called fundamental usage, or holistic management model. where sports management in its whole should be used. Theoretically, there are numerous ways to define sports management, but in practise, it is essentially a mix of abilities connected to organising, coordinating, motivating, and managing in the context of an organisation or department whose main product or service is related to sports. In addition, managing processes and relationships in sports is a very large area of study that provides a variety of ways for individuals, groups, and sports entities to receive specialised training and education. This is especially true for those who view the sports industry as a profession that requires managing processes and relationships. Sports management is a rapidly expanding industry that employs a large number of people, provides a significant amount of economic activity, and has a beneficial impact on how people determine and accumulate their quality of life. The study effort will centre on the possibilities for career development in the field of sports management after first taking into account the public interest and demand of sports management and outlining the most crucial elements of its long-established management. In order to present future directions and recommendations for the field of sports management, it is essential to consider the fundamental factors that determine the theoretical-empirical approach on the one hand and the opportunities for professional development of educated people, groups, and entities on the other hand, will be fully addressed so that future directions and suggestions for broader outreach and development can be made. The paper will therefore pay special attention to the most crucial elements relating to professionals who are incorporated into the sports sector and who successfully and efficiently establish careers using various management-related factors.

Keywords: Management, Sports, Opportunities, Sports Management, Professional Development.

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1. Introduction

The study of sports management, which is a rapidly expanding field of information, abilities, and experiences, is gaining more and more attention from theorists and, obviously, from practitioners in this discipline. Sport draws a sizable portion of the human resources, as compared to any other vocation. The behaviour and interests of owners and managers of sports institutions, who in the first place have a strong business orientation towards sport, and secondly are the aspects that point out their attraction and passionate interest in sports, do not suffice to guarantee success in the profession in today's complex environment. Management models can start with entrepreneurial activities that include profit-making activities, like managing the sports centre, but they can also be more focused on integrated management of a specific sports programme, depending on the nature of sport, access to it, and the system of integration of its participants. From their dominant orientation, management activities differ to carry out functional components of a chain of sports elements and processes, up to integrated, holistic management, where all facets of the management of sports as a business should be applied in daily operational activities that frequently occur in a number of sporting facilities or specific sports organisations.

2. The Function and Role of Sports and Sports Management

The industry that deals with the field of sports is flourishing and evolving into a pertinent target market for analysis and targeting, especially as business models for its management have come to progressively control it. According to research done in the United States by the Association of Manufacturers of Sports Products and their report published in 2008 (SGMA, 2008), 42.7 million people joined a health club in 2007, an increase of 21 million from 1990. At the same time, team sports were played by more than 72% of American children aged 11 in 2008. Compared to the 20 million fans who, on average, watch the regular season games of the NBA, the women's basketball league in the

United States draws only 2 million spectators per season. The science of sports management has a long history, and its foundation can be traced back to the late 1960s, when it was first recognised the need for specially trained and educated staff to be employed in the field in order to proactively identify and cater to the needs of each category of sports activity. A challenge is therefore imposed for the systematic management of sport given the professional options for individual, group, and institutional training, with considerable knowledge and skills in this field. Sports management, which can be defined in a variety of ways and is typically a combination of skills related to planning, organising, delegating, controlling, budgeting, management, and evaluation in the context of the organisation or department whose primary products or services are related to sports, is still a relatively new academic discipline (Chaplin, 2006). (Parks et al. 2007).

Sports management is a multidisciplinary field that integrates the sports industry and management, and it encompasses specific segments of the sports industry that are increasingly focused on attracting consumers. Sports itself can involve a wide range of activities, and they should undoubtedly be managed (Lussier et al. 2009).

It is imperative to create a more thorough model of the relationship between management and sports, as this is an area where failure has frequently occurred in the past, particularly when there was insufficient opportunity to acknowledge the significant significance of the sports industry in light of contemporary lifestyles, a problem that is still partially present today. Some of these prejudices are based on the straightforward perception of sport, associated with related activities, centred on leisure and relaxation, and separate from everything else regarded as entertaining activities. Sports-related topics are occasionally erroneously given less significance and relevance given particular conditions and contexts. Reality is considerably different in that it demonstrates how significant a business sector sports is in contemporary society. Sports employ a sizable population, produce sizable amounts of economic activity, and are used to gauge and measure the population's quality of life. In the

categorization of four factors (Wuest and Bucher, 2005), which analyses and conceptualises sports management through the following components: sports world, managing sports experience, organised sports, and Sports enterprise, the following stand out from the many research efforts in terms of dimensions in sports management. In essence, all of these variables affect how various facets of sports administration are formed due to their interconnection and reciprocal conditionality, shown in the following Figure 1.1.

There have been and continue to be several professional organisations that unite individuals working in the field of sports management during the course of evolution. In a 1957 letter to Dr. James Mason, a student at Ohio University in the United States, O'Malley, the chairman and main stakeholder of the baseball team "Dodgers," first alluded to the future rise of organised sports and the requirement for qualified sports administrators. The first formal postgraduate programme offering integrated training for careers in the sports business since 1966 was established as a result of that initial idea. The Organization of Sports Management Resources Science and SMARTS, which essentially served as the foundation for developing the most significant institution related to promoting sports management and encouraging more activities in that specific area of research, professional applicative papers, and professional development within this constrained field, was founded at the University of Massachusetts in 1970, continuing the evolution of science related to sports management.

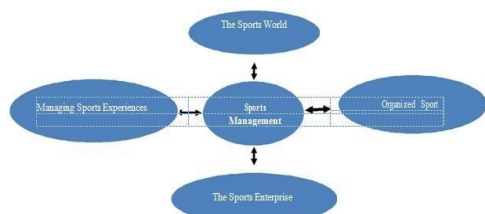


Figure 1.1: Four Factors in the Analysis of Sports Management

Source: Wuest, DA, Bucher, CA, (2005) Foundations of Physical Education, Exercise Science, and Sport, 15th edition, McGraw-Hill Humanities / Social Sciences / Languages, Boston, p.482

The efforts made in this area over the years, up to the present, represent the revolutionary activities in establishing the framework for modern sporting activities and the management procedures that are required (Parks et al., 2007). The NASSM defines sports management as "a branch of research that offers specialised training and education required for persons who are looking for a position in any part of the business" (sports industry) in this sense (Ziegler, 2007). Around twenty programmes relating to the field of sports management were available in North America in the 1980s, and this number increased until 2000–2001. (Parkhouse et al., 2001).

The realisation that the value of sports depends on how sports are managed is one of the primary causes for the rapid growth in the number of academic programmes in the field of sports management (Chaplin, 2006). The World Association for Sports Management (World association for Sports management) was recently founded, more specifically in 2012. It is made up of six major international sports organisations, including the North American, European, Australian and New Zealand, Asian, Latino, and Afro-American organisation for sports management.

3. Perspectives for Professional Development in the Field of Sports Management

A dimension arising from the recognition that in sport, treated as a business segment, managers determine the desired organisational performance, which are essential to achieve in the sports field, has led to the development of science in sports management along with a variety of opportunities for professional development. Programs in sports management therefore educate and prepare human resources for a variety of management positions in fields like college athletics, professional teams, fitness centres, recreation centres, training, managing various sports bodies, organisations, and institutions, responsibilities in the area of marketing, youth sports organisations, and the production and trade of sporting goods. The most important modalities of building a career in the sports industry are presented in the following Figure 1.2.

Based on this classification, it is crucial to distinguish the types of areas that include career development as well as the dimensions of professional development in the field of sports management, especially in terms of highlighting the following: sports administration, sports clubs and centres, sports facilities, sports/leisure services, sports marketing, and sports communication. (Wuest, 2005)

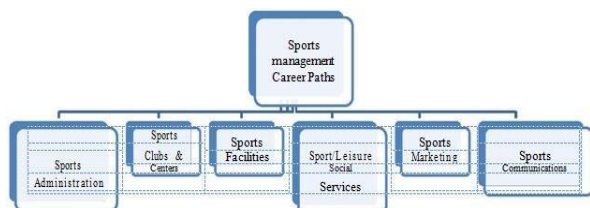


Figure 1.2: Opportunities for Professional

Development in the Field of Sports Management

Source: Wuest, DA, Bucher, CA, (2005), Foundations of Physical Education, Exercise Science, and Sport, 15th edition. ed. McGraw-Hill Humanities / Social Sciences / Languages, Boston, p.484.

Excellent administrative positions are held in collegiate sports management by athletic directors and their staff. Athletic directors are necessary at every college. The director of sports information is yet another collegiate role. Information regarding their college teams must be managed and disseminated by these specialists.

To run their businesses, stadiums and arenas need general managers, business managers, operations managers, box office managers, and event managers. If you enjoy working on live sports event production, these positions are fascinating.

Athletes are represented by sports marketing firms and freelance agents who handle their business needs.

Jobs in sports broadcasting can be found in all-sports radio, daily sports news shows, and live game broadcasts. The popularity of all-sports radio stations has made them a great spot to look for an internship. The internet has created opportunities for administering websites and giving sports teams statistical information.

The phrase "recreation management" covers a wide range of occupations, including athletic directors at community centres, directors of public parks and recreation, employees in the leisure industry, such as fitness centre managers, and directors of activities at resorts.

Manufacturers of sporting products require personnel for sales, operations, human resources, and finance.

Working in professional leagues, such as Major League Baseball, the National Football League, the National Basketball Association, and the National Hockey League, is the most obvious career choice.

Applied Sports management Skills, Thomson Learning, USA, p.4, Lussier R., Kimball D.

Many options exist for education and professional growth in the field of sports administration and in administrative roles in the sports industry. There are numerous options for study and professional growth in the discipline known as sports administration or in administrative jobs associated with the area of sport. Therefore, differences in the approach to the regulation of this dimension could be identified at every level of education and professional development. For example: At the level of high schools, administrative positions in the field of sports management exist.

Depending on the size of the school and its sports orientation, positions such as sports manager and even expanded sports associations, including, in addition to the sports manager, an assisting sports manager.

There are more options at the college or university level, and the type and scope of the sports programme heavily influences the number of administrative roles and their specific responsibilities. The sports manager, deputy manager, and assisting sports manager are the three most crucial administrative positions in the field of sports management. Financial manager, marketing manager, recruiting coordinator, regulation coordinator, academic advising coordinator, and other positions may also be found in the faculty sports programme.

The fundamental conclusion in determining the profile of activity involving sports managers at every level of education, suggests that in the educational institutions which have developed a greater complexity in its performance, the sports manager is accountable for carrying out an endless number of tasks and responsibilities that treat the model of management in sports. Sports managers work in these organisations and educational institutions to manage the expanding number of complex activities, processes, and relationships. These tasks include overseeing coaches and their assistants, setting up a match schedule, keeping track of changes to pertinent laws, establishing the standards for the organisation of an athletes' regular diet, as well as ensuring their safety.

The scale and nature of the obligations of the sports programme strongly affect the compensation for the key players in sports management—those with titles in sports administration. Sports managers' salaries in contemporary market economies range from \$25,000 to \$100,000. The incentive for people who, despite having a great desire to be involved in sports and work with athletes, feel the need for acceptable financial fulfilment for the invested efforts and energy is the most alarming sign of how seriously sports administration is treated in society.

4. Profile of Professional Staff in the Field of Sports Management

In light of contemporary corporate practises, an increasing number of businesses across all industries encourage the organisation of professional and leisure sporting possibilities for their employees, under suitable structured sports programmes. There are an increasing number of businesses that take sports seriously and integrate it into their everyday operations and activities. The need for developing skilled professionals who would take charge of planning and implementing such activities, procedures, and partnerships as well as experts in sporting and recreational aspects, present in large enterprises, is highlighted by the proliferation of these programmes.

These sports managers are responsible for carrying out a number of duties, chief among them

the creation of specific programme activities, the management of staff, the scheduling of events, the organisation of sports teams, etc. There are more prospects for the establishment of qualified sports professionals as corporate recreation trends to increase.

The managers of sports facilities, when looking at their working profiles, can be found in a variety of employment contexts, but traditionally, managers of sports facilities are typically hired right out of college, as this is one of the structural segments of society that are nationally necessary, in the facilities of the local government, commercial facilities like sports centres, swimming pools and water parks, golf clubs, hockey rinks, and more. The potential for people with an interest in and professional orientation for managing sports facilities grows along with the number of fitness centres and sports centres. The number of people that help sports managers can vary depending on the size of the object and the specifics of its programme, from independent execution of duties to a state in which the sports manager will be aided by an assistant or even additional employees that will operate under his direct supervision.

In this sense, one of the primary duties of managers in the sports industry is to ensure the safety of people who use the facility's services, which includes ensuring that the facility and its equipment are in good working order taking into account the safety and health of everyone participating in sports, as well to ensure that it is in compliance with the required standards governing this area. For each individual, expert knowledge of the facility's correct operation, the health, and sanitary conditions is crucial. Hence, the manager should guarantee that the operational requirements are followed in places where sporting events are held, such as stadiums, theatres, etc., in order to ensure the participants' and spectators' safety. Also, they must oversee the institution's business operations, which have a significant impact on the institution's financial success or failure at the end of the year.

Given the breadth of its influence and the volume of sales it generates, the global market for sportswear, athletic footwear, and licenced items is in the billions. Due to the rise in public interest in sports, stores that sell sports equipment as well as colleges and universities that host important athletic competitions have grown significantly in power. In recent years, there has been a considerable increase in job prospects and professional growth in the sales of sports equipment, or as a sales manager of sports nutrition, beverages, and supplements. This trend is anticipated to continue and grow in the next years.

Many organisations in the United States, such as the NCAA, the Women's Sports Foundation, and the Olympic Committee, allow students who are interested in this profession to gain experience in it. The role of telecommunication media, such as television, radio, newspapers, and magazines, which have aided in the affirmation and expansion of job prospects in sports communication media, is another indication of the growing interest in sports management around the world. Even broadcasts of sports that aren't often on the list of most popular, like bodybuilding, bowling, etc., have increased in the previous ten years in terms of media coverage of sporting events.

It is commonplace in today's media to have specialist channels that solely air sporting events and live shows devoted to the sport. Many websites that regularly and immediately share the most recent sports news were made possible by the expansion of the internet's use. Given the numerous work opportunities offered on radio and television stations, newspapers, online portals, and more, the sports media around the world offers an amazing option for a profession that is very in-demand.

As a result, many people use their talents to start their own businesses in the sports industry, creating goods and services that cater to the wants and needs of the public. The broad field of sports science and education provides fantastic entrepreneurial potential that motivates and encourages.

Personal trainers are one of the most prominent businesspeople in the sports industry today. These experts collaborate one-on-one with clients to create

and carry out fitness regimens that are uniquely suited to each client's demands. To regularly supervise their clients' routines, personal trainers typically pay them visits at home or in the gym where the exercises are done. A sizable portion of the public is willing to pay specialists who will learn new skills to improve their level of health because they are interested in bettering their physical and mental well-being. Personal training plans can be tailored to each client's specific needs, with a focus on nutrition, stress management, weight loss and fitness assessment and improvement. Some experts with greater expertise can serve as consultants on various health club websites, training personnel and offering advice on diets, health promotion, etc.

The area of sports management has been addressed during the past ten years in India, a developing and open market economy, and it is getting more popular as people become more aware of the value placed on both sports and sports management as a whole. Overall, sports take on growing significance in Indian society, which eventually fosters conditions for additional prospects for career advancement in this field. Sports and sports-related actions, processes, and relationships can be approached in a thorough, methodical, and systematic manner thanks to the interest in studying sports management and the creation of academic programmes. There are now only two postgraduate programmes in India that give a competent and comprehensive education in sports management.

The most significant growth in India since independence is currently seen in club sports and a little amount of representative sport, which in turn affects the trend for those interested in sports in India to become more professionally oriented. The state's efforts, commitments, and intentions to improve sports quality are reflected in the construction of suitable sport infrastructure facilities, which imposes the need for individuals to actively manage those facilities in a self-sustainable manner. Both now and in the future, this demand is expected to increase. Regardless of the specific sport under consideration, Indian clubs have a distribution of the most prevalent

jobs that are structurally crucial to their continued existence and survival, presented in Table 1.1.

In addition to professional sports positions, it is significant to note that sports and recreation have shown a discernible increase. As a result, there are an increasing number of recreational facilities, including a variety of fitness facilities, recreational sports organisations, promoting a variety of recreational opportunities, sports tourism, etc. There are many people who work in the sports industry who combine sports-related and sports management-related tasks. Although sports in India as a whole face a number of real challenges and issues, particularly in the area of finance and the system of converting partial ownership of sports clubs, it is becoming increasingly clear that a professional approach to its management is required, starting with the national representations, club, and individual sports on one side, and all aspects of recreational sports, on the other side. In this context, it is obvious that there has been the greatest increase in understanding of the value of sports and sports life, as well as the reality that sport and management must be handled methodically, relying on specialised experts trained in a variety of life sports, such as sociologists, psychologists with expertise in teamwork, role-playing sports, etc.

Table 1.1: Common Jobs in Indian Sports Clubs

	<i>Sports activities</i>	<i>Sports management activities</i>	
		President of the Board of Directors	
		Chief Executive Officer	
		Non-executive directors	
		Administrative Coordinating Body	
		President	
	coach	Vice President	
		General Secretary	
	assistant coach		
		Sports director	
	doctor		
<i>Sports Clubs</i>	physiotherapist	Coordinator of Youth	
		Board Member	
	Coaching Youth	Director	
	Coaching the goalkeepers	Deputy director	
	Athletic Coach		
		Marketing Manager	
	Doctor		
		Web-Coordinator	

		Professional Staff	
		Head of professional staff	
		Assistant	
		Coordinator of professional administrative work	
		Economist	

Source: Adopted according to the organizational structures of several sports clubs.

5. Conclusion

In the field of sports and sports management, especially worldwide, there are many diverse opportunities for professional development, which is reflected through the most illustrative conclusions following below as a result of the overall research process:

1. Sports management has seen significant scientific development over the past thirty years and continues to exhibit a good trend of growth, which is anticipated to continue at the same pace in the years to come. A lot of business prospects exist because sports are a very serious industry that generates enormous income, measured in billions of dollars and euros worldwide. Sports managers have a solid foundation of knowledge for their subsequent investigation and analysis thanks to the wealth of information available in the world's sports literature about potential directions and patterns of development of quality in sports and sports professionals.
2. There is a need to create new specialised employment for resources that will hold knowledge, experiences, and abilities in the field of sports administration. This is due to the growing public awareness of sports, the increasing success of such activities, and the public's interest in them. In this regard, there are numerous programmes offered globally that offer suitable training for potential employees and continuously create new ones in accordance with the standards and prescriptions for the growth of particular sports.
3. In developed market economies, an increasing number of individuals work in the field of sports professionally, not just as

athletes but also in the management of various activities, processes, events, human resources, and completed goods related to sports. This momentum highlights the necessity of systematic administration of all aspects of sport, with an eye towards long-term success and benefit, not only for the sports sector but also for the health and well-being of the engaged individuals, groups, and sporting institutions.

4. No matter the acknowledgement, whether it be a national team, club events, individual sports, or even the recreational segment of sports and healthy living, the entire sports infrastructure, sports marketing, media, and communication, especially in the area of sports, emphasises the necessity of intense and methodical rounded education and vocational training, which undoubtedly must be continuously managed.
5. When it comes to sports management, there is currently a lack of knowledge, expertise, and professional education in this area, there are notable examples of early positive moves that have been taken that are deemed to be in the correct path, particularly those that are evident in select clubs or national teams.
6. Serious, comprehensive, and interdisciplinary analytical data and information on representation and the degree of significance for the stage of growth of sports management that has been reached are still lacking in our nation. In this sense, the importance of sports and their proper management is emphasised. As a result, it is emphasised that more must be done to successfully implement them, which is not only the responsibility of the state but also of all municipalities, organisations, and institutions, down to the level of each individual.

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