CURRENT SITUATION AND PROSPECTUS FOR SPORTS MANAGEMENT

Mahadevaswamy R* and Dr. M.B. Keerthynarayanaswamy**
* Research Scholar, University College of Physical Education, Bangalore University, Bangalore-56
** Dean Faculty of Education and Associate Professor, Bangalore University, Bangalore-56.

INTRODUCTION

Sport management existed for quite a long period of time and it always accompanied sport as its essential part. Naturally, it had different forms and differed from the notion of sport management as it is defined nowadays but such activity is known from ancient times.

DEFINITION OF SPORTS MANAGEMENT

Sport management is a goal-oriented social process within a sport enterprise using pragmatic self-determined goals involving the selection of appropriate strategies and provisions for directing the work of the sport enterprise, and the control of performance in an effort to meet the objectives of the organization” (Parkhouse 1996)

PRINCIPLES OF SPORTS MANAGEMENT FOR EFFECTIVE FUNCTIONING

1. Sports management is a group of activity involving team work;
2. Sports management require technical expertise;
3. Sports is a part of society;
4. Co-ordination and Continuity;
5. See Beyond;
6. Sports management needs ethics and code of conduct;
7. Exercise of Authority;

Current Situation

Sports management in the full sense is the need of the day. The modern society truly believes in the management principles leading to results. Today in every walk of life, there is competition and management seeks improvement in techniques, leading to best results.

CONCLUSION:

Unfortunately, nowadays it can hardly find that sport remains very important for any human society and proper organization of sport events as well as effective functioning of numerous sport enterprises remains extremely significant for people in any country in the world. Sport Management: Education and Career Opportunities. The current situation actually proves that the growing demand engenders the growing offer of sport management education which matches the basic demands to specialists in this field. But it is necessary to point out that such a trend has appeared recently, within the last fifty sixty years.

REFERENCES:

2. Stoner J and Freeman RE : Management; Prentice-Hall.