

SPORTS MANAGEMENT: PERSPECTIVES AND PROSPECTS

Name of the Staff : Dr.S.Prem Kumar, Professor
Department : Sports Management
Programme : M.B.A
Course : Sports Management Principles and
Practices

Management

▶ **Definition 1:**

‘An art of getting the things done through the efforts others’ - Henry Foyal

▶ **Definition 2:**

‘What a manager does?’ - Luies Allen

Qualities of a Manager

1. Forecasting and planning:

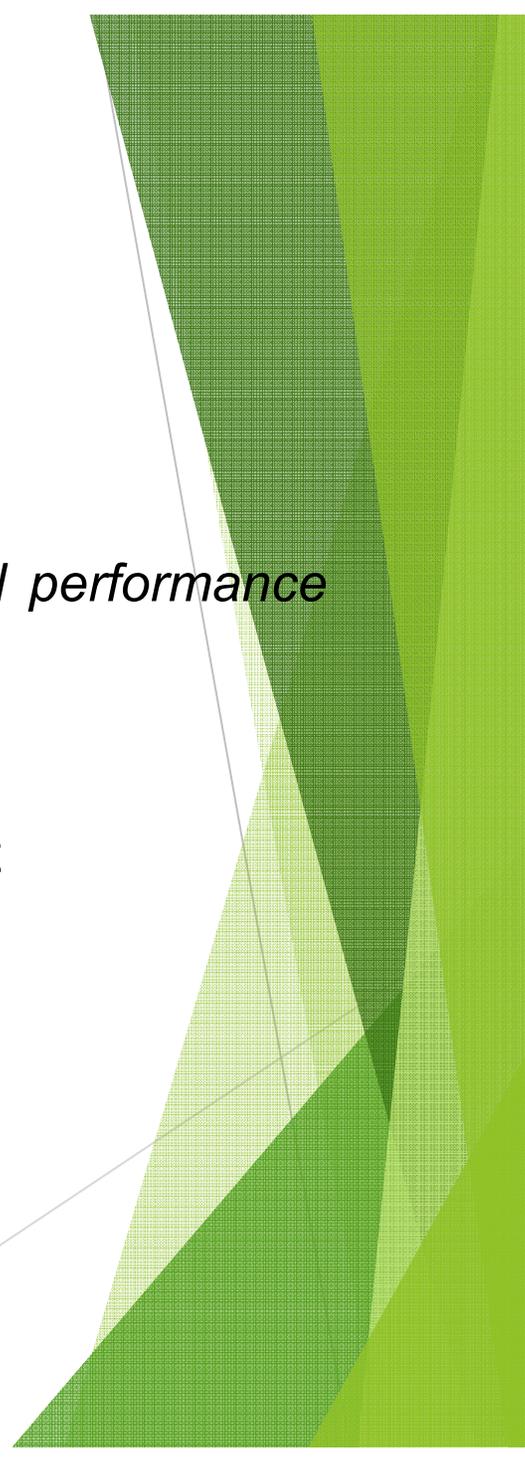
Planning is deciding in advance 'what to do, where to do it, when to do it, how to do it and who is to do it'.

2. Organizing:

'Arranging the available resources in the organization for achieving the goal'

3. Directing (Staffing):

'Man Power Planning, Recruitment, Selection, Training, Compensating, Evaluation, etc..'



4. Controlling:

‘Establishing the standards, matching the actual performance and correcting the deviation, if any’

5. Co-ordinating: Unity is Strength – Synergy Effect



How is Sports Perceived?

- ▶ Physical Activity
- ▶ Product / Business
- ▶ Profession



The Sports Product

- ▶ An intangible, experiential and subjective nature
- ▶ Simultaneous production and consumption
- ▶ Inconsistency and unpredictability.



Core Benefits of Sports Or How a Sport Product is Different from Other products:

- ⦿ Entertainment
- ⦿ Achievement
- ⦿ Sociability
- ⦿ Health

Sport as a Product

- ▶ Game as a Product - then Cricket, Football etc are Brands
- ▶ Player as a Product - then Dhoni, Virat, Messi etc are Brands
- ▶ Event as a Product - then Olympic, World Cup Football, Asiad, etc. are Brands
- ▶ League as a Product - then IPL, ISL, Pro-Kabaadi, etc. are Brands

Sports Management:

- ▶ Sports Management involves any combination of skills related to planning, organising, directing, controlling and coordinating within the context of an organisation or Department whose primary product or service related to sport or physical activity.

Sports Management - Definition

- ▶ Sports Management refers to all people, activities, businesses, and organisations involved in producing, facilitating, promoting, or organising any product that is sport, fitness, and recreation related - Pitts and Stotlar(2002).

Sports Industry:

- ▶ Sports Industry is an important revenue generator in world economy.
- ▶ With the increase in viewership due to television coverage of important sporting events like Olympics, world cup football, world cup cricket, tennis open, NBA Basketball championship, etc., sports as an Industry has grown manifold.
- ▶ Sports Industry, in addition to products, also involves endorsements, telecasting rights, and media advertisements.

Sports Industry

- ▶ Value of Sports Industry in the US \$213 Bn - the same in the UK is £ 20.3 Bn
- ▶ Sixth Largest industry in the US
- ▶ Value of Sports Industry in the World is \$600 bn.

Sports Industry consists of

- ▶ Manufacturing,
- ▶ Retail,
- ▶ Sports Medicine,
- ▶ Venues & Infrastructure,
- ▶ Media & Hospitality and
- ▶ Merchandising.

Sports Goods can be classified as:

- ▶ Sports Equipments
- ▶ Sports Materials
- ▶ Sports Accessories & Services

Stake Holders of Sports:

- ▶ 1. Governments
- ▶ 2. Sports Administrators/ NFs and SAs
- ▶ 3. Coaches/Trainers, etc.,
- ▶ 4. Players
- ▶ 5. Spectators/ Viewers/Public

Stake Holders of Sports:

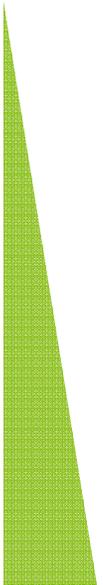
- ▶ 6. Sponsors/Corporates
- ▶ 7. Sports Goods Manufacturers
- ▶ 8. Media
- ▶ 9 .Educational Institutions and
- ▶ 10. Parents

Role of Sports Governing Bodies:

- ▶ Selecting Players
- ▶ Forming Teams
- ▶ Training
- ▶ Participation Opportunities
- ▶ Organizing Tournaments/ Events
- ▶ Infrastructural Development

Role of Governments:

- ▶ Grass Root Level Sports - School Level
- ▶ Implementation of Sports Bill/ Policies



Needs of Today's Athletes:

- ▶ 1. Material Support (Opportunities and Infrastructure)
- ▶ 2. Organizational Support (Planning and Programming)
- ▶ 3. Professional Administration (Smooth Organisational Information and Clear-cut Management)

A Sports Organization's Worst Enemy

- ▶ 1. Local Organizational Structure and
- ▶ 2. The Sports Organization Itself



Most Reliable Driving Forces:

- ▶ 1. Organization
- ▶ 2. Administration and
- ▶ 3. Management



Issues in Sports Administration

- ▶ 1. Lack of Professionalism
- ▶ 2. Lack of Transparency and
- ▶ 3. Non-Compliance of IOC and IFs



International Sports Environment

- ▶ IOC
- ▶ IFs



National Sports Environment

- ▶ IOC
- ▶ NFs



Scope of Sports Management:

- ▶ 1. Sports Marketing
- ▶ 2. Sports Tourism
- ▶ 3. Sports Facility Management
- ▶ 4. Sports Finance
- ▶ 5. Sports HRM

Sports Marketing

- ▶ The Marketing of Sports Products and services directly to consumer of sports.
- ▶ The marketing of other consumer and industrial goods or services through the use of sports promotion.



Thank You

