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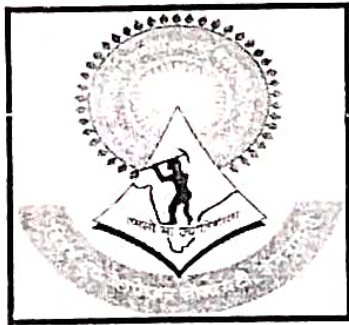
National Conference

on

Interdisciplinary National Conference on Role
Of Physical Education and Other Disciplines in
Enhancing the Performance of a Player &
Fitness for Young and New India

24th Dec. 2018

Organized By,



IQAC

Bar. R. D. I.K. & N. K. D. College,
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Function of Sports Management

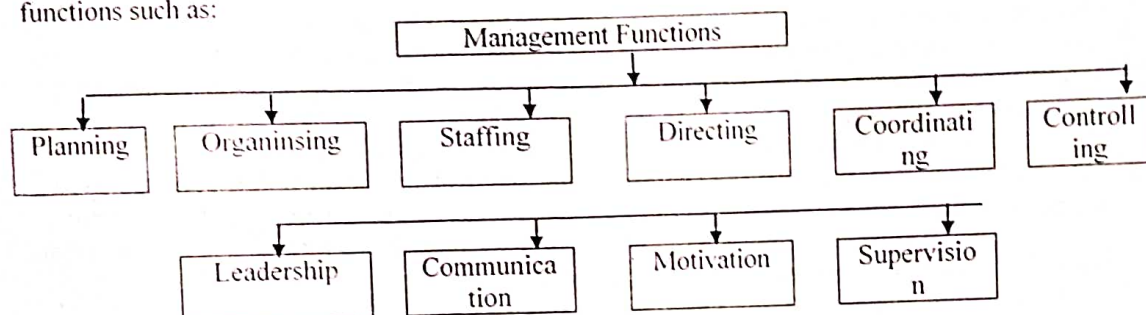
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Introduction:

Managers are meant to make things happen and ensure that people do things within the framework of predetermined objectives and parameters. Management is not a onetime act but an ongoing series of inter-related activities. It consists of a set of interrelated functions necessary to achieve desired organizational goal.

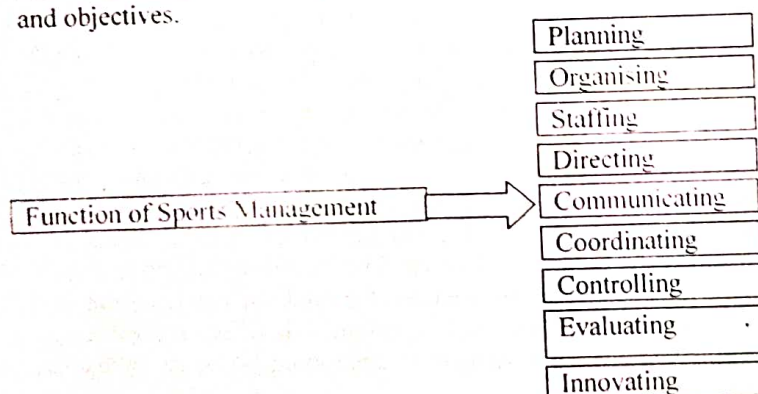
Every organization manager's performance certain basic functions in order to achieve desired results. These functions may be broadly classified into five categories: Planning, Organizing, directing, staffing and controlling. However, there is enough disagreement among management authors on the classification of managerial functions. Some classify these functions into four types, some into five and some into six or seven. Though Gullick used the word 'POSDCORB' to describe functions such as:



Function of Sports Management:

Just like general Management, sports management has certain definite function before it. Various authors have given different opinions on the subject; however none of them gives a complete picture.

The functions of general management are applicable to sports management also though there are some variations in environment, scope of authority and the types of problems. All the managers including the sports managers undertake the same basic functions to attain the organizational goals and objectives.



1. **Planning:** Sports planning like planning in any other sphere of management is the primary function of both the sports management and the sports manager. It is ongoing process and never ceases in the management function. Planning in sports is undertaken by administrator, Executives, directors, coaches, teachers etc. In sports and physical education planning, it is involved in the following activities:

- Designing curricula
- Activity programmes
- Intramural and extramural competitions

- Instructional classes
 - Budget preparation
 - Appointment of teachers, coaches and student leaders
 - Faulty planning can result in complete waste of precious resources.
2. **Organizing:** organizing means identifying and grouping activities, assigning authority to different persons involved in the task and eliciting cooperation. In an organization anybody can do whatever he or she wants to do but the activity would be more effective and all assigned task would be completed if work is divided and assigned to each member should constitute various committees. People working in different committees must have certain authority and responsibility so that they can work efficiently, effectively and successfully.
 3. **Staffing:** physical education and sports personnel are selected and appointed on the basis of duly prescribed academic and professional qualifications. Formal course are formulated by various universities with specific objectives for which informal training comes through practical work and field interaction with students, athletes, faculty and supporting staff. Formal education without practical training is meaningless. Training is an important aspect of staffing in sports without extensive orientation and intensive in service training sports managers cannot be made efficient and effective.
 4. **Directing:** Directing involves issuing instructions to the subordinates, guiding, motivating and supervising them from time to time. Directing involves decision making and the one who takes the decision has to bear the brunt of what follows. Directing refers to skillful and intelligent use of authority.

In sports the construction, use and maintenance of sports infrastructure, appointment and supervision of personnel, budgeting, organization of competitions and functions and functions etc. all require directing and decision making. Direction in physical and sports requires wide knowledge command over the subject and a sense of priority.
 5. **Communicating:** communicating underlines public relationships. It refers to the process by which the manager of interest and concern. Communication is essential in every form of organization. Communication gap is the root cause of several problems in the organization especially those of discipline. Physical educationists and sports managers who are unable to communicate verbally or non-verbally may find it difficult to create a niche for themselves in the society and represent the profession.
 6. **Coordinating:** To lead the sports management process in proposed direction continuous coordination is required. The people working in the organization need to be monitored continuously and the achieve within the organization need to be watched and coordinated in such a way that coordination effort is not much apparent. Sport and physical education is a very vast area, thus extreme coordination is a must to develop and maintain it. Each individual effort towards group goal must be coordinated to achieve the desired result.
 7. **Controlling:** controls are required in order to achieve the targets set for the organization. In sports and physical education controls are exercised in various ways. Coaches and educators assert themselves during instructional classes, umpires and other game officials control competitions and tournaments sand the head of the department asserts control on administration. Control is not suppression but guidance and supervision. Establishment of a reporting system is the first and major step in controlling. The system of reporting should provide accountability time the data should be received and the mode of receiving the data should be determined. Only compilation of data is not important. It is of equal significance how the data is utilized. Data is the basis of evaluation in controlling hence its ability and accuracy cannot be undermined.
 8. **Evaluating:** Evaluation is another basic function of sports management. Evaluation reflects the performance of the various steps of sports management in the overall implementation of the project at hand. The organizational, administrative and instructional policies, practices and programmes of sports may be subjected to periodic evaluation in order to ascertain the correct present position. Health fitness, skill performance etc. should be evaluated subjectively and objectively vis-à-vis objectives, finally, evaluation must bring about some qualitative change in the processes.

9. **Innovating:** Innovation is also an important function of sports management it consists of evolving techniques which are different from the already established norms or principles to management. It is infusing new ideas or approaches to management techniques and creating new opportunities.

Conclusion:

Management is as old as civilization. It has always existed in some form or the other. However, there is no agreement about the specific functions to be performed by the management. Planning occupies an important spot throughout the managerial circle. It is an ongoing process for the plans may be modified as and when necessary, on the basis of experience and exigencies, as well as organizing is the process of creativity a structure of relationship to enable employees to carry out management's plans and meet its goals. Staffing is the process of attracting, developing and evaluating individuals at work. Directing deals with the steps of manager taking guiding, supervising, motivating etc. This explored the roles, functions, and levels of recreation and sports managers. Based on the level of management, the roles can be different. For instance, it is not the role of the commissioner to perform stadium duties during matches. However, by delegation to the security manager, the commissioner, by extension, performs such functions. Competent sports managers may therefore be deemed effective if they use their skills well. We can end this chapter by adding that "The primary purpose of good corporation management. They must look ahead and plan for depression risks, competition, obsolescence, exhaustion of natural resources, population movements, fashion changes, and political attacks. They must grow reserves against hard times, improve and lower the cost of their products, stabilize the security of their workers as much as possible, and make the public like and desire their company as a community and national asset."

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