

Sports management

[Business](#), [Management](#)



Sports Management Mankind's outdoor activities which interest him and which he performs regularly for fun and especially for competition against another individual to show that he is best can be described as a sport. We have come far from this crude definition of a sport. Nowadays a sport is not just a game. It goes much deeper. Countries have made teams of popular sports and each has their own representative in each respective sport. It has become a multimillion dollar industry to say the least (Aaron Smith and Bob Stewart, 1999). Sports like football and formula one are followed more regularly and enjoyed more by people than their religious festivals.

Obviously this means that things have become much more complex. Who will manage the team for instance Who will select the team in the first place from the thousands of talented individuals who have turned to give trials All this calls for some form of organization and proper management of sports. This is where sports management comes in. It is basically there to, well, manage sports. More specifically, this looks at sports from a more business point of view. How can you cash in on sports How to promote certain kinds of sports in the best way possible and which sports to stop chasing because they are just not worth spending a fortune on

Entering into this field has many options to choose from. You can become a sports agent, who will basically provide you and your team opportunities to come on the stage and prove your worth. From there on then the whole thing will be your own talent. You can go on to become a sports manager, who in a nutshell will manage your team making sure that no member harms

the team in any way such as getting caught in match fixing and so on. If you are good with words then you can become a publicist where you can publicize the team and make it sound better than they really are, in many cases.

It sounds like an exciting range of jobs to do, and the above described jobs don't even scratch the surface of the opportunities. The thing is that as the industry grows bigger and bigger, more and more people are required to make a contribution to the team for their country (but mostly for the big commission). So there are jobs for team doctors and psychologists and even for lawyers, who probably play the biggest role in the modern sports management. Look at the whole situation this way; someone has to be there to teach the team how to play. Then there should be someone to make sure that the bank managers of the team are satisfied with the team's performance. There are also the players to think about, that they remain properly motivated to play well. And the fans too, how can you build an army of them so that publicity automatically increases.

Therefore, for a whole sector devoted to sports management, it surely needs a mission statement. For me, the best mission statement that there can be is " To ensure that the sports community can continue to grow peacefully by reducing immoral activities and encouraging sporting behavior from all people involved while keeping the raw essence of the game so it can still be fully enjoyed"

Works Cited

Aaron Smith and Bob Stewart. Sports Management: A Guide to Professional Practice. Allen & Unwin Publishers, 1999