

# Why consider a career in sports management

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



One thing that most people share in common is the love of the games. Being sports-minded has been innate to a lot of people which they carry with them until they grow up to become mature individuals. According to statistics, there has always been an all-time high participation in recreational sports, having the love of sports and their health conditions as the main reasons (Amar, 1999). Thus, it is only logical that Sports Management be one of the fast growing careers nowadays.

Sports Management is a degree which enables one not only to enjoy different sports from the sideline but also to participate in it in a business perspective (Parks and Quarterman, 1998). Different games are at hand, all of which exist to bring entertainment to the fans. Perhaps the most popular and most widely-viewed is basketball, a game wherein two teams try to score against each other by dribbling, passing and shooting a ball through a ring. Another game is football. This is a game wherein strategy is combined with intense use of physical power in order to outwit the opposing team and score a goal.

And of course it is important to note that not all games are played by teams. There is tennis, which can be played either in singles or in doubles, which requires arm strength and endurance to strike the tennis ball and obtain a score against the opponent (Thompson, 2003)t. These are just some of examples of the well-loved sports. Several factors make these sports as popular as they are today, and one of these factors is the proper management of sports. A sport, at the present time, is not just considered as an entertainment.

It is also an industry (Amar, 1999), wherein the players, fans, coaches and team financial backers are ensured to get along well with each other (Watt, 1998). This is one of the roles of a Sport manager: to see to it that everything works harmoniously and at the same time everyone is satisfied. In brief, sports management is a branch of education which leads to the profession that is concerned in the business phase of sport (Parker & Quarterman, 1998). This is an interdisciplinary field which addresses the collective components of economics, accounting, marketing, psychology, law, and communications.

It involves combining skills related to planning, organizing, directing, controlling, budgeting, leading and evaluating, specifically for an organization or department whose object is to provide products or services which have relevance to sport and any other physical activity (Smith & Steward, 1999). In pursuing this vocation, one is able to learn how to properly and effectively advertise sports and how to efficiently plan events related to it. With the proper knowledge of the areas of sport publicity, coupled with the development of coaching and managing skills, one will have success in this chosen craft.

Several job openings are available for the Sport Management profession, and one of them is the coaching profession. Coaches have the responsibility to train their athletes, amateur or professional, the fundamentals of the sports. The benchmark annual salary for the coaching position is \$27, 880; and this still depends on the expertise of the coach. Likewise, salary may depend on

the degree obtained by the person holding the position, such as the bachelor's degree or even Master or Doctorate.

For someone who enjoys the thrills and the rush of adrenaline by merely watching his favorite team or players play to win, sport management definitely has a lot to offer. It not only gives a person the opportunity to understand the sports he likes so much, it also gives him the information regarding the psychological principles that lie beneath them. Furthermore, his basic knowledge in the field of business and administration will be broadened by observing how the business world and the industry of sports can interact and go together in order to make them more advantageous to those people involved (Rosner, 2004).

Sport management is a collective term used for the different professions revolving around the world of sports, such as coaching, team managing and events planning (Watt, 1998). All these are under the umbrella of sports management. Thus, one who wishes to engage in this education would sooner or later decide on which of these professions would best suit his potentials. However, whatever profession one chooses to practice, he will need the basic foundation offered by sports management education; and this includes marketing, finance, management, law, and business and to top it all, the leadership characteristics needed by every managers.

With the increasing globalization of the sports industry, the emergence of sports management is certainly timely. It is the perfect blend of both fun and work with the consequential benefit of learning. All the experience, good times and lessons gained from this degree are enough reasons for one to

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consider and pursue a career in Sports Management. All the facts regarding business and sports gathered from this experience would definitely create a whole stadium of different possibilities.

The broad field of sports management can bring all these to those who are willing to pursue it. One thing that most people share in common is the love of the games. Being sports-minded has been innate to a lot of people which they carry with them until they grow up to become mature individuals.

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