

SPORT MANAGEMENT

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Abstract. This article contains theoretical considerations about the development of management in sports, the lack of highly qualified and experienced specialists in physical culture, the development and expansion of sports sections and directions, as well as the functions and principles of sports management.

Key words: Sport, manager, management, sport, management

In management theory, there is no single definition of the term "manager". There are many definitions. All proposed definitions are based on an understanding of the essence of management. The word "management" in its original sense meant the ability to go around horses and drive them. The stem is the English verb "to manage", which comes from the Latin "manus" (hand). Logically, "management" literally means "leading people."

In modern science, "management" refers to the process of leadership or management of an employee, working group, team, organization, several organizations operating in a market economy. Management in sports is an independent type of professional activity aimed at achieving goals and implementing the assigned tasks within the framework of the activities of a sports organization, which functions in a market environment through the rational use of material, labor and information resources. In other words, management in sports is the theory and practice (knowledge, abilities, skills) of effective management of organizations in the sports industry and organizations of cross-industry complexes of enterprises.

Management in sports, as a special type of professional activity of managers in the sports industry, arises as a result of the division and cooperation of their labor. As we have already noted, the reason for the emergence of sports managers was the market economy, which made special demands on managers in conditions of economic competition.

The generalization of the experience of training sports managers at the university and the market demand for specialists of this profile shows that an increasing number of organizations in the sports industry need managers with a certain set of skills and abilities. Here are the main ones:

- Possession of modern computer technologies and programs;
- Proficiency in English;
- The ability to form the information policy of the organization;
- Organization of work of the office of the organization;
- Knowledge of basic marketing and management strategies;

- Knowledge of the rules and regulations on competitions for the subsequent organization of sporting events;

So far, with regret, we have to state that the market mechanism of supply and demand for sports management specialists in our country has not yet been formed. The introduction of professional standards for workers in the sports industry and the procedure for mandatory certification of specialists add to optimism. This will allow, on the one hand, to carry out an inventory of management personnel in the industry, and on the other hand, to identify the priorities of management specialties in the general list of sports management positions.

Of course, the concept of sports management includes many components. And one of the most basic of them is the people who work in this area. The sports economy is currently being commercialized, that is, the role of monetary investments is becoming more and more important. Therefore, management in the sports industry is an important industry, an economic category. Those people who try to solve the problems of sports management solve the problems of forming a new infrastructure, the characteristics of which must necessarily correspond to world standards.

Sports management as a special type of professional activity of managers in the sports industry arises from the division and cooperation of their labor. As we have already noted, the reason for the emergence of sports managers was the market economy, which made special demands on managers in conditions of economic competition.

A sports organization has a certain internal structure based on the specifics of a particular sport. It has offices, departments, departments, groups, teams. In other words, there are various types of management activities in a sports organization. Together with them, a structure of relationships and subordination appears. This means that managers are of different levels and they solve different tasks. Managers are generally divided into three main groups.

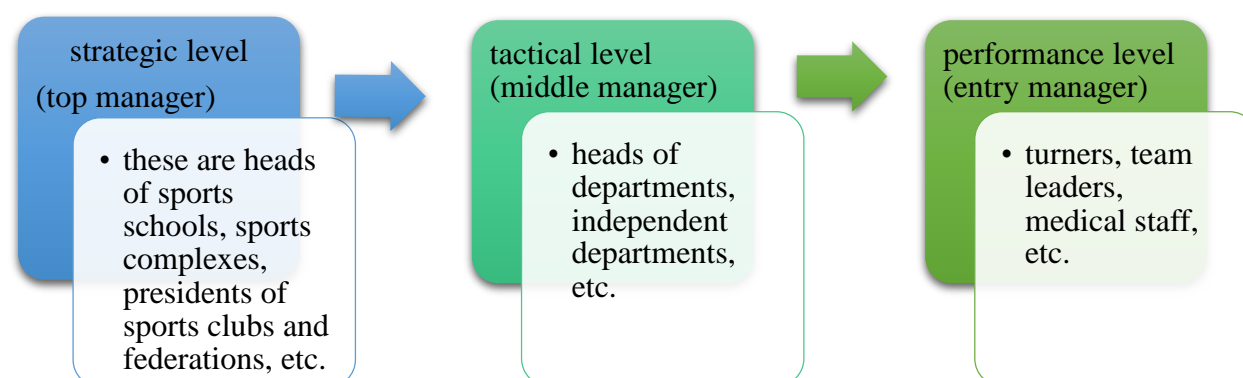


Figure-1: The main types of managers

Sports managers are also subdivided by types of professional activity: general manager, organization personnel manager, advertising manager, marketing manager, athlete's representative manager.

Sports managers, being the subject of management activity, perform a number of peculiar functions in the organization. Three key functions stand out among them.

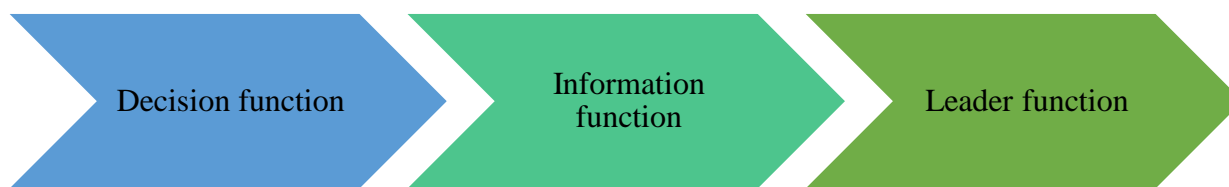


Figure-2. Sports manager functions.

1. Function of decision making. It is the manager who determines the direction of the organization's activities, decides on the allocation of resources, and makes current adjustments. Only the manager has the right to make managerial decisions, but he is also responsible for the consequences.

2. Information function. The manager accumulates information about the internal and external environment of the sports organization in which he works, disseminates this information in the form of normative attitudes and explains to the personnel the immediate and future goals of the organization.

3. The function of the leader. The manager acts as the head of a sports organization, forming relationships within and outside the organization, motivating members of the sports organization to achieve goals, coordinating their efforts and, finally, acting as a representative of the organization in interaction with other organizations.

The market is characterized by uncertainty of the situation and entrepreneurial risk. They require managers to be independent and accountable for their decisions. The professionalism of a sports manager is manifested in the knowledge of the organization management technology and the laws of the market, in the ability to organize well-coordinated work of the team and to predict the development of the organization.

The generalization of the experience of training sports managers at the university and the market demand for specialists of this profile shows that an increasing number of organizations in the sports industry need managers with a certain set of skills and abilities. Here are the main ones:

- Possession of modern computer technologies and programs;
- Knowledge of a foreign language;
- The ability to form the information policy of the organization;
- organization of the work of the office of the organization;
- knowledge of basic marketing strategies;

And so, management in sports, as a special type of professional activity of managers in the sports industry, arises as a result of the division and cooperation of their labor. The reason for

the emergence of sports managers was the market economy, which made special demands on managers in conditions of economic competition.

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