

# **Sports Management in Physical Education**

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**Abstract:** *Sport management is the field of business dealing with sports and recreation. Sports management involves any combination of skills that correspond with planning, organizing, directing, controlling, budgeting, leading, or evaluating of any organization or business within the sports. Field Sports management is the business of sports and recreation. Sports managers can work for a variety of employers including professional teams, colleges, recreational departments and marketing firms. In this article the problem of sport management is discussed. Firstly, a brief definition to the notion of Sport management is given followed by an excuse to history. Then the background and origin of sport management is discussed the second part of the article is dedicated to the current situation and prospects of sport management. A special attention is paid to the educational sphere and career opportunities that potential employees may have in the field of sport management. Finally, the article is concluded by prospects of sport management.*

**Keywords:** Sports Management, Challenges in sports, curriculum of sports

## **I. INTRODUCTION**

Chelladurari “Sports management can be Defined as the coordination of resources, technologies, processes, personnel and situational contingencies for the efficient production and exchange of sports services.

James Mason: The First Executive Director. The Beginning of Sport Management Education. Evolution of Sport Management Research.

A Sports Management degree teaches students skills and concepts related to Management, Finance, Marketing, and Law related to the sports industry. Sports Management classes will help you learn how to overview the business side of a sports organization with the use of the latest trends and technologies. Sport pertains to any form of physical activity or game, often competitive and organized, that aims to use, maintain, or improve physical ability and skills while providing enjoyment to participants and, in some cases, entertainment to spectators. Sport management is the field of business that focuses directly on sports and recreation. Many different subjects are incorporated into sport management such as administration, finance, law and ethics.

A degree in sport management can lead to career opportunities in the world of sports and recreation. Depending on what kind of sport management career interests you, possibilities include working directly with athletes, coaches and organizations or working behind the scenes as a promoter, marketing manager or sports economist.

There are many different aspects of sport management. Sports finance is a billion-dollar industry. Individuals who are interested in the financial and economic aspects of the world of sports might consider focusing their studies on finance and related subjects. Similarly, sport managers who want to work for international sports organizations should take courses like international marketing. The curriculum ensures that the sport and business functions, the most elaborate exercises are conducted out in a reasonable, cost-effective and productive approach. The course modules are outlined to encompass all facets of sports management. Students are acquainted with the sports business as a profession from academic theories to practical expertise helping them to kick-start their career in sports management.

### **Objectives**

- Sport Management Career Opportunities
- Sport Management Professional Development Association
- Goals and Objectives for Sport Management

- Sport Management Internships
- Curriculum

## **II. METHODOLOGY**

Talent identification and acquisition – This includes biomechanics, player performance measurement, player recruitment, etc.

Fan and business management – This includes modelling demand for event attendance, sensor and wearable design, ticket pricing optimization (variable and dynamic), virtual and augmented reality sports watch, measurement of players' economic value, etc.

Game analytics This includes umpire assistance, match event, match outcome, ball/player tracking, sports betting, etc.

Training and Coaching – This includes tactical planning, player injury modeling, team formation assessment, etc.

### **Player performance**

Predictive analytics, AI in sports is used to boost performance and health. With the help of wearable technology, the athletes can gather information on strain and tear levels and can further avoid serious injuries. This also helps the team shape strong tactics and strategies and maximize their strength.

The analysis of player performance is even more sophisticated, thanks to AI. Even the coaches can gain insights using visuals and data to work on the strength and weaknesses of the players and make alterations in the game strategies.

From football to tennis, this is true of all sports. A powerful AI technology, Computer Vision is used for human motion sensing and tracking using video sequences.

Importance of Sports Management: - Sports Management Programmed aim to expose the participants to an innovative, interdisciplinary curriculum at par with the best in the world that will ensure professional development, networking, and skills in sports finance, sports law, sports marketing and merchandising, and event management. Strengthen core sports but also lead to the development of several technical and allied areas related to sports, such as event organizers, sportswear, equipment manufacturers, service providers, etc. Sports Management degree teaches students skills and concepts related to Management, Finance, Marketing, and Law related to the sports industry

### **Benefit of Sports Management**

Sport marketing: This includes the study of basic marketing science that applies to all realms of the sports industry and introduces students to the depth and breadth of marketing principles and practices.

Sales techniques: Sales techniques courses in the sports management bachelor & degree provide practical professional sales techniques and philosophies used in several areas of sports, including personal selling, sponsorships, and ticket sales.

Faculty and Event management: IN this course students gain basic knowledge of the facility planning process and how to manage specific sports facilities and the events staged in these facilities.

Sports communication: This mostly includes the interrelationship between sports and media in today's society and draws on theories of rhetoric and social criticism.

Legal aspects of the sport: This is required to enhance the students knowledge about the legal system as it pertains to sports law. The course covers basic legal concepts, concerning both contract law and tort law in sport.

Finance and economics of sport: These courses are designed to provide a detailed examination of the relationship between sports finance, economic and corporate sponsorship of sport.

Sporting activities are unique in that the sense of achievement attained is both intensely personal group oriented. Sport management existed for quite a long period of time and it always accompanied sport as its essential part. Naturally, it had different forms and. This fact proves the importance of sport and sport management for people of all times. It was and it remains to be as important for people as their health sine sport provides health for people and sport management provides effectiveness of sport for all its participants.

Nowadays sport management becomes more and more important because as many other things in the modern world sport is business and consequently it needs effective management that, in its turn, demands the preparation of well-qualified specialists in this domain. At the same time sport management is not only business. As sport so sport

management are social phenomena for it involves not only professionals, for whom sport is their main source of earnings and actually it is their life, but also there is a huge category of amateurs, for whom sport is just a hobby but they still need sport management to practice sport as effectively as possible. So, taking into consideration the role of sport and sport management in the modern world, I would like to discuss this phenomenon in my article and focus my attention on the notion of sport management itself, its history, and prospects for all those who either on their way or already work in this field.

### **Bachelor of Physical Education**

A bachelor in Physical education is an undergraduate degree program in the domain of sports and fitness. The course revolves around one's physical as well as mental well-being and fitness. This course targets the audience to get involved in physical exercises. It's 3-4 years of course after 12th. And 2 years after Graduation.

Some of the common topics covered in a B.P.Ed program include anatomy, physiology, kinesiology, sports psychology, sports management, coaching, and physical fitness. Students are also required to participate in various sports activities and games to develop their skills and gain practical experience.

### **Course Curriculum**

1. History and Foundation of Physical Education
2. Educational Psychology, Guidance and Counselling
3. Educational Methodology
4. Teaching Methodology in Physical Education
5. Sports Management
6. Sociology of Sports
7. Motor Learning & Sports Psychology
8. Health Education
9. Principles of Sports Training & Yoga
10. Management in Physical Education
11. Anatomy, Physiology & Kinesiology in Physical Education
12. Health Education & Recreation in Physical Education
13. Coaching & Officiating in Sports and Game
14. Statistics & Computer Application in Physical Education
15. Applied Anatomy and Physiology
16. Physiology of Exercise
17. Principles of Management & Statistics
18. Management Training and Conditioning
19. Contemporary Issue & Sports Marketing
20. Humanities of Sports
21. Basic of Sports Medicine & Nutrition
22. Research Method

### **Scope in Bachelor of Physical Education**

A Bachelor of Physical Education (B.P.Ed) degree offers a wide range of career opportunities in the field of sports, physical education, and fitness. Some of the popular career options for B.P.Ed graduates include:

1. Physical Education Teacher: B.P.Ed graduates can work as physical education teachers in schools, colleges, and universities. They can teach various sports and physical activities to students and help them develop their physical fitness and skills.
2. Sports Coach: B.P.Ed graduates can work as sports coaches in various sports clubs, academies, and training centres. They can train and guide aspiring athletes and help them improve their skills and performance in different sports.

3. Fitness Trainer: B.P.Ed graduates can work as fitness trainers in gyms, health clubs, and fitness centres. They can design and implement fitness programs for clients and help them achieve their fitness goals.
4. Sports Therapist: B.P.Ed graduates can work as sports therapists and help athletes recover from injuries and prevent further injuries. They can also provide advice on nutrition and fitness to help athletes maintain their physical well-being.
5. Physical Education Researcher: B.P.Ed graduates can work as physical education researchers and conduct research in various areas of physical education and sports. They can work in research institutions, universities, and government agencies and contribute to the advancement of knowledge in the field.

### **III. CONCLUSION**

Sports management and physical education are two distinct fields, although they both relate to sports and physical activity. Sports management is a business-oriented field that focuses on the management and administration of sports organizations, events, and facilities. Physical education, on the other hand, is an education-focused field that emphasizes the teaching and learning of physical activity and healthy living. Both sports management and physical education are important fields that offer unique career paths and opportunities. However, as a career sports management offers a pool of opportunities in this colorful world of sports management. The degree specializes in sports management but is not limited to Sports. However, if you are strong in teaching, coaching, and interpersonal skills, physical education may be a better fit.

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