



What is Sport Management

Sports Management is all people, activity, businesses and organizations involved in producing, facilitating, promoting or organizing sports, fitness and recreational products.

Sports Management is also the name given to many university level academic programs designed to prepare students to assume positions in the sport industry.



What is Sports Management?

- **Sport management** is the field of [business](#) dealing with [sports](#) and [recreation](#). Some examples of sport managers include the [front office](#) system in [professional sports](#), [college sports](#) managers, recreational sport managers, [sports marketing](#), [event management](#), [facility management](#), sports economics, sport finance, and sports information.

- Bachelor's and master's degrees in sport management are offered by many colleges and universities. A number of classes outside sport management may be relevant to the field, including; classes in management, marketing, business administration, economics, and accounting. Internships may also open opportunities within the field.
- In America, jobs in sport management include working for professional programs like the [NFL](#), [NBA](#), [MLB](#), [NHL](#), [MLS](#), and other professional or non-professional sport leagues in terms of marketing, health, and promotions.

What is Sport Management?



Sport Management is "any combination of skills related to planning, organizing, directing, controlling, budgeting, leading and evaluating within the context of an organization or department whose primary product or service is related to sport and/or physical activity."

TEAMWORK
MOTIVATION
INSPIRATION
LEADERSHIP
VISION
+ INNOVATION

SUCCESS



Key concepts in sport management, by Terri Byers, Trevor Slack and Milena M. Parent, London, Sage, 2012, xliii + 224 pp., £20.99 (paperback), ISBN 9781412928427

The volume *Key concepts in sport management* (Sage Key Concepts series) aims at providing students, practitioners, and researchers with an overview of concepts in the field of sport management. Sport management practice deals with complex daily life situations of both an organization's members and clients in a turbulent environment. For managerial work in sport as well as understanding this work reflection is *a sine qua non*. A sport organization and also organizing in sport can be seen as 'the society writ small'. Management, then, asks for a multiperspective approach which connects with real-life circumstances. The critical use of concepts derived from diverse disciplines such as sociology, (social) psychology, economics, marketing, and public administration supports the much-needed reflection within and on sport management. While glancing through the book as a start for this review, I remembered the lively book *Making sense of sport* by Ellis Cashmore (1990). This introductory textbook, written for students of sport sciences, physical education, and leisure studies, used examples from the whole range of international sports for a critical reflection and discussion on race, gender, drugs, and the politics of sport. Since then, new social economic perspectives in sport science have emerged. Together with the ongoing development of the public, academic, and commercial valuation of sport the need for management practice and theory has grown simultaneously. So, *Key concepts in sport management* is a welcome contribution and offers a relevant overview of the conceptual outcomes of this development.

For this book, the authors needed to exceed their own particular field of study and to have some courage. Their different backgrounds, embedded expertise, and academic experience, and undoubtedly teamwork, result in an appropriate broad scope of the subject. Terri Byers (Coventry Business School, UK), a Principal Lecturer and an experienced consultant for sport organizations has a particular interest in voluntary sport organizations. Professor Trevor Slack (University of Alberta, Canada) has taught organizational theory, held several academic positions in England and Canada and published widely in major sport and organization journals. He has received several awards for his work on sport organizations. Milena Parent (University of Ottawa, Canada) is an Associate Professor in the School of Human Kinetics and works on organization theory and strategic management, primarily in the context of major sport events.

The alphabetical structure of the book makes it easy for the divergent readers to find their concepts of interest. Besides, the compact format offers an accessible

Management

As we look to describe management, we must first recognize that it is a term that takes on varied interpretations.

- Product: The existence of something can be called a product
 - the *core product* is the central focus of management interests such as:
 - » seeking to accomplish something
 - » being successful
 - » working for a profit
 - » gaining satisfaction and/or meeting set goals and objectives.
- Definition of Management: influencing operational functions and resources to reach a goal.

What is Management...?

- We define Management as the process of coordinating integrating work activities so that they are completed efficiently and effectively with and through other peoples is called Management.

what a **Manager** does”.

Purpose of SM

Identify and analyze ethical, legal, and socio-cultural issues, and formulate responses for use in managerial decision making and policy determinations in sport.

1. Employ principles of strategic planning, and financial and human resource management.
2. Assess marketing and media needs and formulate short term and long term solutions.
3. Develop and apply critical thinking and abstract reasoning skills in analyzing sport management issues and in managerial planning and decision making.
4. Demonstrate information literacy and communication skills.
5. Conceive, plan, execute, and evaluate a sports event.