



SPORTS MANAGEMENT REQUIREMENTS FOR SPORTS MANAGEMENT PROFESSIONALS

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ANNOTATION

Sports management is an area of scientific and practical activity, one of the types of industry-specific special management. Sports management is the theory and practice of effective management of physical culture and sports organizations in the conditions of market relations. The object of sports management as an independent science is a set of organizations of the country's physical culture and sports orientation, i.e. a certain set of FSOs - sports schools, sports clubs, sports teams (by type of sports), stadiums, sports and recreation centers, sports federations. The product of the activity of the FSO is the production of physical culture and sports services, i.e. organized forms of physical education and sports, sports programs. The following article is devoted to the sports management and sports managers.

Keywords: management, activity, manager, coach, financial management, direction, personnel management.

INTRODUCTION

A multifaceted specialty requires activity and sociability from a person. The sports manager works with the team, fans, develops the brand. The professional creates the conditions for the work of the team. The purpose of the activity: maintaining a balance between sporting achievements and commercial success.

A manager in sports performs managerial tasks adapted to new trends. The work involves studying the prospects for the development of children's sports schools, clubs and teams, centers and federations. In the manager's field of vision are relations within organizations and their external relations. The employee is engaged in adapting and adapting the potential of the organization to the demands of the market.

You don't have to be an athlete or a football player to become a sports manager. It is necessary to understand the essence of the issue and have the potential of a leader.

An understanding of sports specifics is also necessary. Coaches, teachers of physical culture, candidates for master of sports have similar skills. But they don't know the intricacies of the business.



The functions of a sports manager include:

Distribution of material resources, human resources and general management of the federation or team, working with personnel, clarifying goals and objectives, familiarizing with policies and prospects, collecting information and analyzing results, settling internal issues, building relationships with external partners. The sports manager promotes the chosen sport by organizing competitions, selecting talents and sponsoring development. Brand promotion and PR of the team company through fans is also the responsibility of the employee. The manager becomes a sponsor of the organization, negotiates lucrative contracts, collects information, analyzes, manages. He also monitors the microclimate and relationships, physical fitness and proper nutrition. Workers in the field of sports management are in demand, since there are not enough of them. A person who combines organizational skills, a commercial streak and knowledge of the subject is able to make the process exciting, profitable and promising.

Since the profession began to gain popularity only at the beginning of the 21st century, there are not very many professionals.

Demand in the profession depends on the chosen specialization. At the initial stage of training, students receive general knowledge, and then choose a direction: strategic, software and design, organizational ,personnel management, innovative ,risk management, financial management.

The strategic direction provides an opportunity to take a position in senior management. The main job is a sports manager.

The responsibilities of a sports manager depend on whether he manages activities of a sports club, team or individual athlete, from the sport, the status and position of his "ward", the level of development of sports in the region, but, first of all, everything, from the level of the manager's position. A career in the sports business often starts with working as an agent or personal assistant. The main task of such a manager is to help a particular athlete to achieve maximum performance, and, of course, have good earnings. These are people who do almost everything: from finding profitable contracts to "cheering" and moral support during the competition. Often manager and coach work in tandem. Some managers work not with one, but with several athletes: follow the training schedule, agree on competitions, select candidates for opponents (for example, for boxing fights), find sponsors and organize information support. As a rule, whole groups work with large sports team sports managers. In this case, each of them has its own task: on the shoulders of one go to bed PR and advertising



support, the second is looking for sponsors, the third responsible for organizational issues, the fourth - for the conclusion of contracts for using the image of the players in advertising and so on. Sports manager carries responsibility for the stable sports results of the team (or individual athlete), and for productivity, and for profit, and for expenses. In the same time manager it is the main driving force for the development of athletes.

Of course, without specialized knowledge in economics, management, advertising, jurisprudence cannot cope with such work. But in addition to knowledge, you also need to have and special character. A sports manager career is for people with a certain warehouse of character, able to think on a large scale and perspective, take risks. Usually managers are classified into three main groups: Strategic management is management of sports schools, sports complexes, presidents of sports federations and clubs, etc. Tactical management is the management of departments, departments, independent departments, etc. Executive management is already team leaders, coaches, medical personnel, etc. In addition, sports managers are usually divided according to their areas of activity - general manager, advertising manager, personnel manager, marketing manager, agent manager athlete. In sports organizations there is a certain division of labor, and sports managers solve various problems. Therefore sports managers perform a number of functions in organizations: make decisions. It's from the manager depends on what direction the sports organization will take, how distribution of financial and material resources, etc. The manager has the right making a decision, but he also bears responsibility for his decision. Information function. All information about the external and the internal environment of a sports organization. The manager must process all this information in the form of regulatory guidelines and explain to subordinates their next tasks and prospects of the organization as a whole. leadership function. The manager is obliged act as a leader and build relationships within the organization and outside of it, to motivate team members to complete tasks, to organize interaction of the enterprise with other organizations.

The free market is characterized by the constant uncertainty of the situation and the presence business risks. This requires the sports manager to be independent and willing to be responsible for the decisions made, he must be versed in technology management of the enterprise and in the general laws of the market, he must be able to organize effective work of the team and predict the development of the enterprise.



To get a position, you must go through a tough selection and get approval from the coach and athletes. The duties of a professional include concluding contracts and communicating with team members, so communication skills are not in last place.

Administration and support of the team requires deep knowledge in the field of management. The function in the distribution of budgetary funds involves knowledge of tools and calculations. Logical thinking, outstanding mathematical abilities, accuracy and clarity are inherent in a professional sports manager.

Entering a university is a serious step, before which you need to assess your capabilities. The student must have the learning ability and flexibility of mind necessary for successful commercial activity. Multitasking and determination contribute to the coverage of all aspects of the upcoming activities. In pursuit of profit, one should not forget about sports. Both areas are equal and important. Organizational skills and communication skills lead to the successful establishment of commercial relations and communication in a team. Purposeful employees will benefit themselves and the team.

An applicant for the position of a sports manager must be prepared for the difficulties associated with the job. Frequent business trips, the amount of information, the versatility of the profession require abilities and dedication.

The profession of a sports manager is specific. To obtain it, it is important to understand both sports and commerce. The specialty opens prospects and promotion options for the owner. If you find a free niche, show your abilities and results, then the profession of a sports manager will bring dividends.

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