



## Study of Ethics in Sports Management

Dinesh

dinesh.lathwal@gmail.com

### Abstract

Education is essential since science and technology have changed social life. The education that broadly comprises social life plays a major part in the system. Sporting activities are included under this scope. Physical education and sport, the only disciplines to attract the bulk of education goals, are their significance parallel to fast technological progress. Because physical education and sport are a subject in which people grow physically, mentally, emotionally and socially. From this point of view, the first problem to be achieved is the requirement for trained staff in the area of physical education and sport. It is thought that the Turkish sport situation would be better than today if the management mindset of people who administer and lead the sport in Turkey were shaped in the departments of sports management at universities. The worry of those people to serve their careers as effective sport managers in public or private organisations has to be eliminated in this respect. Given these facts, this study aims to explore why students of School of Physical Education and Sports, Department of Sport Management and their expectations and solutions are chosen in this department in view of the present scenario.

**Key Words:** Sports, Management, Education, Technology, etc.

### Introduction

As it is known, management is relevant in each area in which a group of individuals operate. When management is addressed, it is managed and managed. The manager is the person who can operate the organisation in the most adequate and efficient manner, and who has profited from qualities such as intelligency, experience, intelligence and leadership while carrying out the goals of the company. The sport manager is the person who organises, orders, organises and directs the group's work towards the same aim, takes over the process and audits it in order to achieve the objectives and fulfil the responsibilities of physical education and sport. In other words, the manager of sport is the person who is responsible for conducting and directing the sport service and activities, who is accountable for leading sport institutions to



success in line with the goals of the establishment. As sport development in every aspect, the growth in the degree of achievement of its goals is linked with the presence of a good organisation; it is also related with sport managers who provide an objective perspective and practical sports managers. The necessity for competent staff in sport institutions and organisations, particularly for the managers' roles in each area, is essential. The sports management is recognised as a profession and it is understood that, even now, the sport potential cannot be handled without professional career or just wonder or passion. This is why sports managers working in the sport sector should not love this job but should have their own talents, experience, professional knowledge and training as managers. In summary, sport management consists of people who are highly aware of sport and management, human beings, athletes and society and carry out their responsibilities voluntarily and deliberately in line with the objectives of the sporting organisation. Sport managers are those who effectively carry out key management responsibilities in sports institutions and organisations, promote sport and create scientific grounds.

### **Qualities of a Successful Sports Manager**

- **Knowledge of business**

Successful sports managers are familiar with the sport sector business expertise. As a big sports management consultant, you will look for sport organisations' marketing ideas and address issues such as promotion and public relations, sports consumer behaviour, strategic market planning and sponsorship. You will also explore subjects such as sports media, marketing research, income creation, and live events.

- **Skills in communication**

Good communication skills may assist you to advance in just about any area, but in sports management it is particularly important. For example, you may work as a sports manager in athletic, leisure, entertainment and other special events as an event planner. In this position, you must be able to convey your ideas and inspire others to take part in your event.

- **Customer-Focused**

Successful sports managers realise what serving leadership entails. By prioritising their clients' requirements, companies are able to network and establish connections that may lead to future commercial efforts. Today, much of the reputation of a business expert depends on what their



customers say. Successful sports managers understand how important it is to please their consumers!

- **Innovation**

The subject of sport management is growing and changing rapidly. During your sports management training, you learn about the current problems and trends of the sports business and how to adapt to them in your profession. In general, an eye for creativity may assist you to become a great manager of sports!

- **Game Passion**

Finally, a love for sport is an essential element in being a great sports manager. Throughout your career, you will probably work in several locations while climbing the ladder. You may work as a sports management assistant, sell tickets, or go on to a number of internships. At the end of the day, you may find the drive to continue doing what you love, if you like sport.

### **Work of a Sports Manager**

- **Responsibilities for human resources**

The sports manager is responsible for recruiting and dismissing players at the professional level. The Sports Manager works with other employees to develop contracts for every athlete and negotiates a contract agreement with players. At university level, a sports manager works with a recruitment team to study secondary education and contribute the finest athletes to the programmes of this institution. The Sports Manager utilises bursaries and other advantages to bring his school the finest players. Sport managers serve as sports agents for players, helping them negotiate agreements with clubs.

- **Administrative duties**

The sports manager handles management tasks at various levels. Sport managers collaborate with trainers for professional teams so that each athlete gets the training tools to best fit. Sport managers serve as athletic directors for universities and high schools, overseeing all elements of the sports department at that institution. A sports manager may also serve as a facility



manager, oversee the sports facility, recruit food and services personnel, create game timetables and supervise the upkeep of the facility.

- **Sports Management Business**

The Sports Manager prepares the budget each season with regard to prospective income, operational expenses and compensation from athletes to coaches and staff. Sports managers also oversee team travel budgets, equipment and clothing. The sports manager should take care of player injuries, possible playoff games and other problems that may impact the budget. Others help with ticket sales and franchise merchandising or works in sports merchandising, and market sports products. At the collegiate level, sports managers serve as NCAA compliance managers.

- **Promotions and marketing**

Often the Sports Manager serves as the team's face and spokesman and has to do media interviews and media conferences. Some managers operate as sports marketers or fundraisers with corporate sponsors and support. Sports managers also work as public relations or sports information managers to coordinate his team's media days and to act as a link between team and media for interviews, scores and team updates. A sports manager may act as a team or sporting group event planner.

- **Different duties**

A range of additional responsibilities and occupations beyond professional, collegiate and high school programmes are carried out by sports managers. Some people work at fitness centres or health clubs responsible for operations. Others carry out administration tasks for sport programmes such as establishing sports leagues, clubs and camps for leisure, community and education activities. Even sports managers may work for resorts, organise sports and sports for visitors.



### **Sport Management Leadership**

Create cooperation amongst athletes, companies and customers should be something that a leader can accomplish effectively. Leaders, motivators and organisers should be sports managers. They should be able to motivate others to work together to achieve common objectives and to succeed as a team. Stimulating morality and promoting cooperation with trust, passion, and excitement is the method to set an example as a leader and as a team working together on excellence. Relationships, the empowerment of team members, a shared goal and enjoyment are all key elements of collaboration. Together with your team, be visible and open. Create clear and shared objectives that everyone can concentrate on. There should be regular interaction and meetings. Listen to the team members' problems and comments. Encourage collaboration and the establishment of regular team activities and events. Some personalities are more natural to becoming an outstanding leader than others, but may over time be taught by practising and applying these leadership qualities.

Problem solving, decision making and critical thinking are the abilities required for sport management. These are recognised characteristics that contribute to a manager and his team's success. Decisions must frequently be taken swiftly and intelligently. In order to identify the benefits or drawbacks of various circumstances and measures, the information has to be thoroughly examined. A sports manager should know the sport industry, general management, sporting legislation, sales, marketing, negotiating and planning extremely well.

Multitasking is a must for a person who works in this profession. Many tasks are frequently to be done and monitored. The work is frequently unexpected, requiring excellent time management abilities, fast thinking and organisation. A sports manager should be able to operate under stress and be confident of working effectively autonomously.

### **Sport Management Ethics**

Ethics are sometimes dubious in the sports business nowadays. Corruption and controversy in the world of sports are definitely not unexpected. It may be tempting to make immoral choices in pursuit of personal benefit for many managers and sportsmen. A competent and effective sports manager must make solid decisions and maintain high standards of ethics. This should be the job's highest priority. Any team or organisation is asset to a person with strong principles.



There are obviously many distinct elements to becoming a sports manager. It requires a person who can show all the characteristics and abilities that create a great leader able to manage all that is involved in the sport business. For a person who is driven, skilled, adaptable, personal, organised, hard work and with high moral standards, it may be a highly fulfilling job. In the \$200 billion annual sport business, sport managers have a broad range of possibilities.

Professional sports managers may find employment in community, business, sports medicine, private sports, professional and amateur sports organisations, health services, schools, public relations and even media. The competition is definitely fierce in this area of employment. For a person with a desire and drive, reasonable expectations, excellent and comprehensive preparation and readiness to work extremely hard make it feasible.

### **Conclusion**

Sports management is a profession that needs leadership brilliance to effectively execute its task. A competent sport manager requires motivation, management, organisation, planning, patience, adaptability, vision, enthusiasm, integrity and skills of people. These characteristics are very important to become one of the finest in the sports management business. Sport managers interact with a wide variety of individuals, including agents, players, scouts, journalists and medical experts. They operate in casual as well as in professional environments that consist of colleges, amateur sports, professional sports, community sports organisations, private sports clubs and management and sports marketing companies, media and communications companies, public arenas and centres, social service organisations and military sports.

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