



DISTINCTIVE FEATURE OF SPORTS MANAGEMENT AND ITS ROLE OF SPORT AREA

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A B S T R A C T	KEY WORDS
Sports management is one of the types of industry-specific management that deals with the management of sports organizations. In connection with this approach, organization is a key concept of sports management. From the point of view of management, physical culture and sport are not only "appropriate human motor activity", not only a set of special tools and methods for the directed development of physical capacity of people, as stated in the theory of physical culture.	Sport, management, sport theory, sport organization, competition, social management, sport culture.

Introduction

In state practice and management theory, objective factors of social development are the basis for building social management systems. The fact is that objective economic and socio-cultural processes taking place in any country are institutionalized at a certain stage of their development, i.e. they are consolidated in the form of formal, legally formalized organizations. They are grouped into industries of production and the social sphere. This is an objective basis for the development, along with the general theory of management, of special theories that reflect the specific patterns of functioning of the relevant industries in specific historical conditions.

Physical culture and sports as an object of social management is not only legitimate, but also necessary to be considered as a certain set of physical culture and sports organizations - sports schools, sports clubs, sports teams in sports (football, hockey, basketball, volleyball, etc.), stadiums, sports and recreation centers, sports federations, etc. The product of their work is physical culture and sports services, that is, organized forms of physical exercise and sports, sports training programs and physical fitness classes, sports spectacles, etc. Thus, organization is the key concept of sports management.

General and special management has another characteristic feature. Management is associated with the presence of professional managers in the organization, who are called managers abroad. A sports manager is a specialist who, as a rule, holds a senior position in a sports organization and knows the art of scientific management.

The art of management is characterized by the peculiarities of the ability of a sports manager to apply generally accepted principles, methods and management technology in his specific management activities. Let's summarize some results.

Thus, sports management is a special theory and practice of managing physical education and sports organizations in market conditions, it is one of the sectoral types of management, one of the sectoral spheres of managerial activity in market conditions.

The object of sports management as an independent science is a set of physical culture and sports organizations of the country, the product of which are physical culture and sports services.

In the theory of target management, goals are those key results that an organization strives for in its activities over a long period of time. More precisely, the goal of management is the desired, necessary and possible state of the managed system in the future.

The goals of a sports organization are usually fixed in three documents - the charter of the organization, the concept and the target program for the development of physical culture and sports (for sports federations - the corresponding sport) in the territory included in the service area of this organization (district, city, etc.). Along with the general goal, the sports organization formulates private goals, which in the constituent documents are more often referred to as the tasks of the organization.

In foreign scientific literature, the general purpose of a sports organization is often indicated by such concepts as "politics", "philosophy", "mission". A physical education and sports organization, as a rule, has not one, but several goals. One of them, for example, may be associated with mass physical culture and recreation work, and the other with high-performance sports.

The ultimate goal of the management of a physical culture and sports commercial organization is to ensure the profitability or profitability of its work through rational labor organization.

However, for the most part, physical education and sports organizations are non-profit organizations. In this case, the goal of their management is a constant desire to satisfy the needs and sporting interests of various categories of the population in physical education and sports services.

In order to manage the governing bodies of physical culture, sports and tourism, the social policy of the state is being implemented.

A number of requirements are imposed on the formulation of management goals, the main of which are: concreteness (formed result); predictability (short-term, long-term); reality (achievability); interconnectedness, consistency and efficiency.

Functions in sports management are relatively independent, specialized types of management activities that stand apart in the process of division of labor, which express the directions or stages of the purposeful impact of the subject of management on the managed object. Functions occupy one of the central places in the theory and practice of sports management, as they reveal its essence and the content of industry management activities. There are general and specific or sectoral management functions.

General management functions. The emergence of sports management functions is an objective process. The management of physical culture and sports can be considered as a process of consistently alternating, logically following each other actions that are repetitive, cyclical in nature. Such actions of the subject of management, corresponding to the successive stages of the management cycle, are called general management functions.

In a market economy and an active competition, it is very important to rationally allocate resources — both material and human, competently organize the company's work, and effectively interact with partners and the target audience. This applies not only to industrial production, trading companies or private entrepreneurs. Competent managers are also needed in the sports industry. Sports

management is of particular importance today. Its main tasks are to ensure the commercial success of sports projects (organizations, competitions, etc. to build long—term relationships with sponsors, develop brands of sports clubs and teams and conclude profitable contracts, including advertising ones.

Sports management includes several areas:

strategic and tactical planning (this includes planning the activities of a specific sports organization, resources and finances);

organization (at the level of structure, distribution of functions, management of internal processes and external interactions);

control (supervision of work, analysis of results, assessment of the quality of tasks and making necessary adjustments);

marketing (work on the image of the organization, PR, etc.);

financial management (planning, accounting, control, etc.);

work with staff (starting with the search for employees and ending with conflict resolution).

Management information refers to information used by the management of a physical culture and sports organization in order to achieve certain strategic milestones, goals of both the entire organization and its individual functional units. The complex of requirements for management information, with which the heads of physical culture and sports organizations of various levels work, includes a high degree of reliability and reliability of information, timeliness of its receipt and convenience of forms, minimality of volumes with the necessary completeness, etc.

The reliability of management information is determined by the degree to which its content corresponds to the objective state of facts and processes taking place both in the organization itself and in the external environment.

The timeliness of the receipt of information consists in ensuring that during its transmission and processing the state of the object to which it relates has not changed.

The completeness of information is characterized by its volume, which should be necessary and sufficient for making a management decision.

The lack of information reduces the validity of decisions made or leads to the adoption of incorrect, erroneous ones.

An excess of information increases its volume, which leads to excessive labor and time spent on processing information.

The organization receives various types of information from its external environment. Its acquisition and analysis allow the management of the organization to form an adequate understanding of such elements of the environment as target markets, competitors, consumers, macroeconomic factors, etc. This diverse information coming from the outside can be divided into information about customers, market conditions, competitors, methodological, biomedical, legal, etc. The listed types of external information are reflected in special documents on paper and electronic media, books, newspapers, specialized publications, conversations with customers, suppliers, intermediaries and other persons who are not related to the full-time employees of this sports organization. External information can also be obtained during formal and informal communication with senior and ordinary employees of other physical education organizations.

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