

# SPORTS MANAGEMENT

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## PREFACE

Sport management involves 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 or physical activity (DeSensi, Kelley, Blanton and Beitel, 2003). Sport managers carry out these skills in a variety of organizational settings, for example: college sports; professional sports; amateur sports including the Olympics, sport marketing and management firms; sport communications and news media firms; corporate sponsorship and advertising firms; sporting goods firms; arenas, stadium, and civic centers; among many others.

The present book entitled **“Sports Management”** discusses all the essential aspects pertaining management in the field of physical education and sports. It is specially intended for the students and teachers of B.P.Ed., M.P.Ed., C.P.Ed. and other courses, prospective coaches, and sports persons.

Hopefully, the present study will prove very useful for the sportsperson, teachers, students of physical education, as well as for the general readers.

Your comments and suggestions are welcome for betterment of this study.

— **Mohammad Sharique, Ph.D.**