

Managing High Performance Sport: Foundations of Sport Management



Managing High Performance Sport (Foundations of Sport Management) by David Scott

★★★★☆ 4.5 out of 5

Language : English
File size : 16317 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 354 pages



Sport management is the process of planning, organizing, leading, and controlling the resources of a sport organization. Sport managers are responsible for ensuring that their organizations are run efficiently and effectively, and that they achieve their goals.

High performance sport is a specialized area of sport management that focuses on developing and managing athletes who are competing at the highest levels of their sport. High performance sport managers work with athletes, coaches, and other staff to create an environment that is conducive to optimal performance.

The Roles of Sport Managers

Sport managers play a variety of roles, including:

* **Planning:** Sport managers develop plans for their organizations, including strategic plans, marketing plans, and financial plans. *

Organizing: Sport managers organize the resources of their organizations, including personnel, facilities, and equipment. *

Leading: Sport managers lead their organizations by providing direction and motivation to their staff. *

Controlling: Sport managers control the resources of their organizations, including finances, personnel, and facilities.

The Different Aspects of Sport Marketing and Finance

Sport marketing is the process of promoting and selling sport products and services. Sport marketers use a variety of techniques to reach their target markets, including advertising, public relations, and social media.

Sport finance is the process of managing the financial resources of a sport organization. Sport finance managers are responsible for budgeting, forecasting, and investing the organization's money.

The Importance of Sport Law

Sport law is a specialized area of law that governs the business and legal aspects of sport. Sport lawyers advise sport organizations on a variety of legal issues, including contracts, intellectual property, and anti-doping.

The Need for Sport Ethics

Sport ethics is the study of the ethical issues that arise in sport. Sport ethicists consider issues such as fair play, cheating, and the use of performance-enhancing drugs.

Sport management is a complex and challenging field. However, it is also a rewarding field that can provide a variety of opportunities for those who are

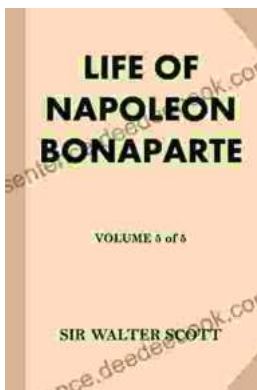
passionate about sport. If you are interested in a career in sport management, it is important to understand the key concepts of the field, including the different roles of sport managers, the different aspects of sport marketing and finance, the importance of sport law, and the need for sport ethics.



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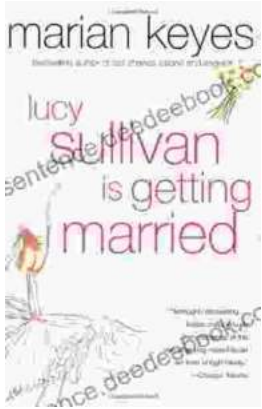
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