SOFT-SKILLS FOR EFFECTIVE SPORTS MANAGEMENT

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ABSTRACT
Sports management Soft-skills are important for the students who look for competitive market. Not only practical knowledge of sport management but also Soft-skills like Problem-solving, Time Management, team working, negotiation skills, team building are required. Training in Soft-skills provides a framework for career development.

Keywords: Sports; Management Skills; Clients; Communication

INTRODUCTION
Sports management involves getting things done and making easier for the clients to concentrate on winning in sport. Soft-skills are needed to be effective in sports management. In developed nations sports managers play a vital role in sports business management. It involves ensuring everything functions smoothly. Efficient sports managers motivate and inspire their clients to perform well.

OBJECTIVE
To prove how soft-skills are important for effective sports management.
DATA ANALYSIS

A survey on need of Soft-skills in business management was conducted using questionnaire and interview, the respondents are the following:

2. Group B - Research scholars, sports education, faculties of Engineering colleges, Teachers, sports Administrative staff and Physical directors working in Engineering colleges.
3. Group –C sports coaches, referees, sports players, sponsors Life-skills trainers and PET Teachers.

Importance of Soft-Skills in Sports Management

Jobs in sports management require aspirants having good soft-skills, employable skills along with sports education. Sports management involves working for people like players, sponsors, athletes, sports organizers, trainers, coaches, sporting companies, referees, foot-ball players, swimmers, baseball players, sports team and medical sportsmen in diverse cultural setting.

Need For Good Communication Skills in Sports Management

Each job in sports management involves dealing with interactions. Inter-personal and intra personal communication skills are needed to accomplish the tasks. Certain functional and operations need drafting business proposals, writing agreements, negotiation and listening with patience. Sports managers must have to convince others to change opinion, perception and minds to be efficient in sports organization management. Proper care needs to be taken while interpreting the facts and circumstances, and so good speaking skills and listening skills are needed for sports management.

Team Work and Team Building Skills

Sports Management is always team work in each level of the game. Just as in cricket or other sport, all the players must put in team effort to win the game. Team work requires cooperation, motivation from team members. It is the duty of the sports manager to see that every team member build his or her skills to make the team effective in the interest of the sponsors and organizers.

CONCLUSION

It can be concluded that to be effective in sports management, Training in Soft-skills is needed. Skills such as initiative taking, time management, Team work, negotiation, group discussion, communication, problem solving, perception and Change management are needed.

REFERENCES
