**Management in Sport**

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Managers need to govern the special skills and knowledge. Manage, lead, coordinate, decide - it must know. Management, in addition to science, it is also art. The success of any organization, as business systems, and public sectors, culture, sports, art, depends on the skills of managers. Art of creating, governing, managing, organizing, forecasting, planning, designing, can be considered a kind of art. Management is, de facto, the Sciences and Arts. Science and art are complementary, as they work in synergy, not excluded. No art by science, or science with creation, the dose of art.

Human resource management in sport is a new theoretical, scientific and pragmatic approach, which on the one hand, refers to the management of athletes by coaches, team of experts and sports scientists, on the other hand, the efficient and effective management of the entire sport organization by control in sport, sports managers, marketing managers and sports volunteers. Management of sports involves the study of disordered and proven knowledge of how a sports organization achieves its goals, procuring, distributing and the use of limited human, material, information and financial sources of its success. Sports Management as the art and craft-empirical, unstructured experience of talented managers of individual athletes, teams and clubs emerged with the appearance of the first professional sports organization. The appearance of a systematic, scientific-structured knowledge of sports management is connected with the growth of professionalization of sport and its rules determination -service market economy, and the emergence of management science, first in the profit sector, corporate business, and then, and it's spreading to the sector of non-profit public and private sector.

Start sports management as a scientific field associated with the 1980s for years (Bittel, 1988). This was preceded by the development of research in the field of business management capabilities driven by new information technology. In the 1960s and 1970s age system based on computer models developed in connection with the functions of planning and control, dominated the literature on management. How to extend the company of " industrial-based economy" to "service-based economy, management techniques have become of growing dependent on the sophisticated / subtle forms of data processing and transmission of information. During the 1980s years, management theorists have developed new models of strategic planning and decision making with the growing emphasis on entrepreneurship and the use of marketing techniques. With this development is related to the period of establishing the academic discipline of sports management. Although the sports management programs emerged in the late 1960s and early 1970s, university curricula have begun to include extensive programs for the preparation of sports managers only since the 1980s years. Development of the North American Society for Sport Management (NASSM) and the founding of the Journal of Sport Management in 1986 were additional indicators that the sports management taken seriously in the academic environment.

During the 1990s the administration of sports, athletics and recreation is in a serious state of transition, the 1970s and 1980s of years, due to the expansion of opportunities and the commercialization of sport, the demands have grown to discover effective and efficient ways of managing sports organizations. After the 1970s a lot has changed in terms of sports management company. The influence of many discipline - sociology of sport, sport psychology, education and business administration - put into service design management practice in modern sports organizations. The combined effect, amended the growth of sports administration/sports management as an academic discipline, has contributed to the promising prospects of sports organizations in the 1990s years.

With the appearance of the 1990s, several development processes and trends began to empower the optimistic views on the management of sports organizations. Bucher consider further four such trends: competency-based management, marketing approach, Transformational Leadership, Management by expectations. The list is not exhaustive but represents the many changes that have occurred over a wide range of management, particularly as they relate to sports, athletics and recreation.

But these five functions of management (planning, organization, personnel management, management and control) are present in areas of activity of each manager, although to varying degrees at different levels of management. Realization of functions and social roles require managers to continually learn and improve three types of expert skills: **First**, the conceptual/logical-thinking skills that include power analysis, clarification and solving problems; **Second**, interpersonal capacity or ability to direct interpersonal relationships; **Third**, the technical skills related to special needs of specific organizations. Management is a process of cyclical movement through the five functions that managers realized by preparing, executing and controlling the movement of the organization towards achieving its goals. In a narrow sense, the sports management as an academic discipline covers areas of knowledge management 332 that have emerged over the practice of managing sports organizations. Joint Committee of the Association for physical education and sports management in North America for the evaluation/certification program of education of sports managers in the universities of North America, has established the standard facilities study sports management (nassm@unb.ca): Management and Leadership in Sport; Ethics in Sport management; Marketing in Sport; Communication in Sport; Budget and Finance in Sport; Legal Aspects of Sport; Economics of Sports; Management of sports facilities and events; Governing bodies and structures in sport; Practical experience in sports management.

At today's high level of sports achievements in the world, and the application of sports science and simulation technology, more attention is paid to human resource management in sport and business positions in sports organizations. In this regard, it is generally known that the high level of sports science, training and management technology, directly caused by the human resources in sports organizations. Same as is known, that without adequate qualified, creative, and creative human resources cannot be implemented development policy, science and technology in any control system in society, and consequently even in sports, because, as you know, people are agents of the reform, development and progress.

In the contemporary theory and practice of sport, it is considered that the development trend of modern sports results is the origin of high competitive effectiveness, that the world has its foundation in all trenažnoj more developed technology based on sports science. In this connection it is well known, that every human activity in which a product achieves follows some technology work, or more specifically speaking, it is impossible in any human enterprise, to achieve a highly valuable product, while they had not been applied highly developed technology work. To the sport precisely means that every highly accomplished sports scores prior to the application of high technology work.

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