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## **SPORTS MANAGEMENT**

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**Abstract.** The article describes the definition of sports management, its role in modern international sports. The functions of managers, their significance for the further development of sports in our country are revealed through the detailed analysis. Under scrutiny of scientific method the challenges and the research directions of sport management have been discussed. The study has demonstrated an increasing interest towards sport management has been generated in Kazakhstan, which indirectly illuminates a plethora of possibilities for the development of the regulations of human resources in sports across multiple location-based levels, such as city level, region level, and country level. In summary, the importance of developed management in the sport industry have been illustrated through the meticulous inquiry performed in the available open-source data that was later synthesized to support a conclusion. Overall, the resulting discussion of this study has highlighted several discussion points that would be of interest to an academic community.

**Key words:** Management, sports, economics, sport management, human resources, sport organization.

In the modern world, "management" refers to the process of leadership or management of a specialist, a group of specialists, a company operating in a market economy. Sports management is a type of professional activity aimed at achieving goals and implementing assigned tasks in a sports organization through the rational use of all resources. Sports governance is the practice of effectively managing organizations in the sports industry.

### **Research methods**

The research method is a theoretical study of open sources: data collection, analysis of articles and synthesis of the information received.

### **Results**

In the modern world, sports management has many directions: "administration in the field of sports", "sports tourism", "sports goods industry", "athletics sports manager", etc. Moreover, one athlete can have several managers at once, each of whom will "cover" his direction - one is engaged in nutrition of the athlete, the second - in his uniform, the third takes over all the accounting and economics, the fourth decides on the legal side.

### **Discussion**

In the conditions of a market economy of sports, it is the managers (managers) who determine the tasks for creating an infrastructure that meets generally accepted world standards.

Management activity is an important factor for the growth of physical education and sports. Historically, it so happened in our country that coaches, instructors, methodologists were involved in sports management. They often combined teaching and educational work with the management of a section, club, sports federation, although this was not part of their responsibilities.

Sports managers have many roles in an organization. Of these, experts identify three main functions.

1. The decision-making function consists in determining the direction of the company's work, resolving the issues of resource allocation. Only a manager can make managerial decisions, he is also responsible for the consequences of decisions made.

2. The information function consists in the fact that the manager collects information about the organization in which he works, distributes this information in the form of normative attitudes and explains the goals of the organization to employees.

3. The manager appears as the head of a physical culture and sports organization, forming a policy in the organization, working with members of a physical culture and sports organization to achieve goals, uniting their efforts and representing in interaction with other organizations.

The generalization of experience shows that there are real reserves for improving the quality training of young sports managers. These are: mastering management computer technologies and information support in the industry, in-depth study of a foreign language, expanding the list of studied applied management disciplines, such as: organizing the office of an organization; audit and accounting in sports organizations with the issuance of a corresponding certificate; culture of speech, etc.

The general goal of sports management is to ensure the effective operation of sports organizations in the modern market conditions of Kazakhstan.

The most important task of management is the organization of sports clubs and gyms taking into account consumers on the basis of the available material and human resources and ensuring the profitability of the enterprise and its stable position in the market.

Management functions (planning, organization, motivation, control) have their own specifics for sports organizations. The development strategy of a sports organization is formed taking into account the following types of sports organizations:

1. Sports federations - in this case, a strategy for the development of a sport for the long term is formed.

2. Professional sports leagues - develop a development strategy taking into account the main product - sports and entertainment events (championships, tournaments, cups).

3. Sports clubs - the development strategy of sports clubs is most consistent with the general approaches of strategic management.

4. Children's and youth sports schools - the development of children's sports takes into account the involvement of municipal and regional executive authorities in children's sports.

The Sports Federation is a public organization, which was created on the basis of membership and whose goals are the development of one or several sports, their promotion, organization, as well as the training of athletes - members of sports teams. The following levels of sports federations are distinguished according to the scale of their activity: 1. Local sports federations operating within the region, municipality. 2. Regional sports federations developing the sport on the territory of the subject. 3. Kazakhstani sports federations responsible for the development of the sport throughout Kazakhstan.

Professional sports leagues unite professional (non-amateur) sports clubs and (or) sports teams, on behalf of and in agreement with the Kazakhstan Sports Federation. The League organizes and conducts club competitions, coordinates the sports and organizational and managerial activities of non-amateur football clubs and other relations between them, as well as carries out other activities in accordance with the current legislation, the statutes of the international sports federation and other regulatory documents of physical culture and sports organizations.

Sports clubs are legal entities that carry out all sports activities. Can be founded by any person.

The Children's and Youth Sports School (CYSS) is a state physical culture and sports organization that carries out mass sports, physical culture, health and educational work with children in the framework of sports and health, the initial training stage and the training stage.

Professional sport in the West with its clubs, leagues, federations and championships has long dictated the rules of the game to the whole world. This is not only records and medals, but first of all a spectacle that attracts the attention of millions of viewers.

In the West, the sphere of sports tourism is well developed, where there is also a place for a manager to turn around. This industry is just emerging in Kazakhstan. It remains to be hoped that Kazakhstani sports will soon reach the proper level, and by that time we will have our own high-class sports functionaries. If this happens, the domestic sport will have a bright future, because excellent athletes in Kazakhstan have always been, are and will be.

### **Conclusion**

Currently, management problems in physical culture and sports organizations are relevant, which indicates an increased interest in this in Kazakhstan, especially in professional and mass sports. The state and various commercial structures are investing great efforts in the development of the sports industry.

It is important to note that modern sport cannot be imagined as isolated, isolated and functioning outside of economic relations. In real conditions, sport is based on cooperation that

connects it and the spheres of activity associated with it. On the basis of such interaction of various industries and spheres of activity, a special subsystem of the national economy arises, which can be conventionally called the "sports industry".

The state needs to create an effective management model in sports organizations, in which the powers and competences, all the functionalities of the activities of all subjects of sports organizations will be clearly highlighted and distributed.

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## **СПОРТТЫ БАСҚАРУ**

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**Аңдатпа.** Бұл мақалада спорт менеджментінің анықтамасы берілген және оның қазіргі халықаралық спорттағы рөлі сипатталған. Егжей-тегжейлі талдау негізінде менеджерлердің негізгі функциялары, олардың маңызы және біздің елде спортты одан әрі дамыту үшін маңызы ашылады. Спорттық менеджменттің зерттеу проблемалары мен бағыттары ғылыми әдістерге өте назар аударылып талқыланды. Мұқият бағдарлы зерттеулер Қазақстанда спорт менеджментіне деген қызығушылықтың экспоненциалды өсуін көрсетті. Сипатталған өсім жанама түрде қала деңгейінде, аймақ деңгейінде және ел деңгейінде сияқты көптеген жергілікті деңгейлерде спорттағы кадрлық ресурстарға қойылатын нормативтік талаптарды дамытудың көптеген мүмкіндіктерінің бар екендігіне жарық түсіреді. Осылайша, осы жұмыста спорт индустриясында менеджменттің жетілдірілуінің маңыздылығы, қорытындыға қолдау көрсету үшін кейіннен синтезделген қолда бар ашық бастапқы деректерді мұқият тексеру арқылы түсіндірілді. Жалпы, осы зерттеудің қорытынды талқылауы академиялық қоғамдастыққа спортты басқарудың қалыптасып келе жатқан саласына қосымша қызығушылық ретінде қызмет етуі мүмкін болашақ талқылау мен кейінгі талқылауға арналған бірнеше маңызды мәселелерді бөліп көрсетті. Мақалада спорт менеджментінің алғышарттары мен бастаулары қарастырылады, спорт менеджментінің қазіргі жағдайы мен келешегіне арналған. Спорттық менеджмент саласындағы әлеуетті қызметкерлерде болуы мүмкін білім беру саласына және мансаптық мүмкіндіктерге ерекше назар аударылады.

**Түйін сөздер:** Менеджмент, спорт, экономика, спортты басқару, кадрлар, спортты ұйымдастыру.

## **СПОРТИВНЫЙ МЕНЕДЖМЕНТ**

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**Аннотация.** В данной статье дается определение спортивного менеджмента и описывается его роль в современном международном спорте. На основе подробного проделанного анализа раскрываются основные функции менеджеров, их значение и важность для дальнейшего развития спорта в нашей стране. Под пристальным вниманием к научным методам были обсуждены проблемы и направления исследований спортивного менеджмента. Тщательное направленное исследование продемонстрировало экспоненциальный рост интереса к спортивному менеджменту в Казахстане. Описанный рост косвенно проливает свет на существование множества возможностей для разработки нормативных требований в отношении человеческих ресурсов в спорте на множестве локальных уровней, таких как уровень города, уровень региона и уровень страны. Таким образом, в данной статье важность развитого менеджмента в спортивной индустрии была проиллюстрирована тщательным исследованием доступных данных из открытых источников, которые позже

были синтезированы для подтверждения вывода. В целом, итоговое обсуждение этого исследования выявило несколько важных вопросов для будущего обсуждения и последующих дискуссий, которые могут послужить академическому сообществу в качестве дополнительного интереса в развивающейся сфере спортивного менеджмента.

**Ключевые слова:** Менеджмент, спорт, экономика, спортивный менеджмент, человеческие ресурсы, спортивная организация.