

عنوان البحث

The Importance of Sports Management and the
Kingdom's Vision 2030

أهمية الإدارة الرياضية ورؤية المملكة 2030

إعداد الطالب/ محمد بن جارالله القحطاني

MOHAMMED JARALLAH ALQAHTANI

ID: (241001461)

إشراف/

Dr. ASMA ABUANZEH

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• **Introduction :**

Since the Kingdom will host major sports events in the coming years, it is necessary to study everything that contributes to the management of those events according to an advanced scientific methodology in accordance with the Kingdom's Vision 2030.

• **The Study Problem :**

The need to have the specialisation of sports management in all clubs, federations and sports committees in Saudi Arabia and to apply successful work according to a scientific methodology that keeps pace with the development of sports in the world. The field of sports management operates under a set of guiding principles and procedures that are essential for its successful functioning. These principles of sports management provide a roadmap for success, ensuring that the field continues to thrive and evolve in a dynamic and competitive sports landscape in the following years.

- **The Importance of the Study :**

The importance of the study comes from the fact that there is an urgent necessity of sports management in the kingdom. Discover what you can expect when choosing a sports management career, including how to prepare for the job, necessary skills, job duties, and more. The reality is different from what is happening on the ground . To thrive in the highly competitive world of sports, understanding and implementing (the core principles of sports management) is essential.

• The objectives of the study:

1. To show the importance of strategic planning in term of sports management.
2. To propose a guideline to prepare human resources in the field of sports management.
3. To link sports management to the governance concepts.
4. To understand the financial benefits of marketing and sponsorship in big sports events.
5. To learn how take an advantage of using media in these events.
6. To explain how to regulate sports activities in an effective manner.
7. To determine the necessary sports laws that have to be enforced.

- **The Study Questions :**

1. Why do we need to study Sports Management?
2. Why is Sports Management important nowadays?
3. Why is Sports Management a Major Part of the Sports and Recreational Events Management ?
4. What are the challenges that sports management is facing in the kingdom currently?

- **The Study Duties :**

Addressing the Scientific and Theoretical Aspects of Sports Management .

- **The Previous Studies :**

Management of Private Sports Clubs , Human Resources Management in Olympic Sports Federations, The Economic Returns of The Football Industry, Management is transparent and its relationship to the Administrative Performance in Sports Clubs, The Role of Administrative Functions in Developing the work of Sports Organisations.

- **The Theoretical Premises of the Study :**

Writing down Conclusion, Recommendations, proposals, References, and Research Sources.

- **The Methodology and Research Methods :**

Studying and analysing the Importance of Sports Management and Using the Descriptive Approaches and Scientific Methods.

- **The Study Tools :**

1. Questionnaires.
2. Interviews.
3. observations .

- **The Study Limits :**

- Clubs.
- Federations .
- Committees .
- Associations within Saudi Arabia.

- **References :**

- Gulf University
- Esade University
- Bournemouth University
- Sorbonne University
- Assiut University
- a specialized school like IUM
- (international university of Monaco)
- University of Alabama: BS in sports management
- University of Colorado, Colorado Springs: BS in Business - sports management
- University of North Florida: BS in sports management
- University of Massachusetts, Amherst: BS in sports management, MS in sports management, MBA/MS in sports management, PhD in sports management
- Guilford College, NC: BS in sports management

INDEX:

ITEAM	PAGE
Study problem.....	9
Importance of study.....	9
Sport management.....	10
Objectives of study.....	13
Human resource.....	14
Leadership & governance.....	15
Marketing & sponsorship.....	16
Sport & media	18
Sport policy.....	19
Sports law.....	20
Althletic director.....	22
Facility manager.....	23
Event coordinator.....	23
Sport agent.....	24
Instruction.....	29
Sports management experience.....	32
Conclusion.....	33

The study problem :

The need to have the specialisation of sports management in all clubs, federations and sports committees in Saudi Arabia and to apply successful work according to a scientific methodology that keeps pace with the development of sports in the Kingdom. The field of sports management operates under a set of guiding principles and procedures that are essential for its successful functioning. These principles of sports management provide a roadmap for success, ensuring that the field continues to thrive and evolve in a dynamic and competitive sports landscape.

The importance of the study :

Discover what you can expect when choosing a sports management career, including how to prepare for the job, necessary skills, job duties, and more. The reality is different from what is happening on the ground . To thrive in the highly competitive world of sports, understanding and implementing (the core principles of sports management) is essential.

What is sports management?

Sports management is a broad career field that covers every aspect of managing sports teams, athletes, sporting events, and facilities. Sports management is an essential part of collegiate and professional sports, as teams tend to operate as businesses. A good sports management program can reach fans, boost ticket sales, support athletes, and ensure a smooth game day. Sport management can be an exciting career path for people who want to combine their passion for athletics with business know-how, and want to know what's coming in sports?

- **What does a sports manager do?**

Sports management encompasses many roles, including coaching a team; representing pro athletes as an agent; running an athletic program at a middle school, high school, recreational center, college or university; managing professional sports teams; managing a facility;

or coordinating events. Your duties will vary, depending on your role, the organization you're a part of, the level of the sport, and the geographic location. To give you an idea of what you can expect, here's a list of projects and tasks you might be responsible for:

- Leading public relations between your team, coach, other staff, and the media
- Managing accounting and finance for the team, including revenue, budgets, and debts
- Arranging travel plans for the team
- Monitoring ticket sales and coming up with ways to improve them
- Scheduling events involving the team or athletes
- Seeking out sponsors, partners, and brands that want to work with your team or athletes
- Ensuring event facilities and stadiums are operating smoothly
- Analyzing contracts and other legal documents

- Hiring and managing coaches and other personnel
- Promoting teams, athletes, events, and merchandise through digital and traditional marketing
- Ensuring teams have the right equipment and uniforms
- Enforcing rules and regulations set by the school, league, conference, or organization.

The objectives of the study:

1 - Strategic planning

Strategic planning is a crucial component of sports management, as it provides a structured approach for sports organizations to set and achieve their long-term objectives. It involves the development of a clear and comprehensive plan that outlines the organization's vision, goals, and the steps required to reach them. Strategic planning begins with clearly defined goals and objectives. In sports management, this might include winning championships, increasing fan engagement, boosting revenue, or developing young talent. Strategic planning is a fundamental aspect of sports management that provides a roadmap for success. It allows sports organizations to set clear goals, make informed decisions, adapt to changing circumstances, and build a strong foundation for long-term sustainability and achievement, which can hinder their ability to compete and thrive in the highly competitive world of sports.

2 - Human resource management

Human resource management in sports management holds a pivotal and multifaceted role within sports organizations. It is a critical function that extends its influence across various dimensions, encompassing the recruitment, development, and management of personnel. Effective human resource management is the linchpin for creating a productive and successful sports management operation. In the realm of sports, where talent, teamwork, and performance excellence are paramount, HR professionals play a central role in identifying and attracting the right individuals, from skilled athletes to seasoned coaches, and adept support staff. Beyond the recruitment phase, they are equally responsible for nurturing and honing the potential of these personnel, ensuring they are equipped to perform at the highest levels.

Human resource management in sports management is a multifaceted and dynamic role that touches upon virtually every facet of personnel management, from recruitment and development to compliance and

conflict resolution. It serves as the bedrock for building and sustaining successful sports organizations, cultivating talent, and ensuring the overall well-being of athletes and staff. The efficacy of HR management is fundamental in shaping the culture and achieving success in the intensely competitive and ever-evolving realm of sports management.

3 - Leadership and governance

Leadership and governance play a pivotal role in shaping the direction, effectiveness, and success of sports management. Effective leadership and governance structures are essential for ensuring transparency, accountability, and the achievement of the overarching goals of sports organizations. Effective leadership in sports management involves inspiring and motivating athletes, coaches, and staff to perform at their best. Leaders set the tone for the organization and create a culture of excellence and teamwork. Effective governance structures ensure that sports organizations

operate transparently and are held accountable for their actions. This includes financial transparency and compliance with regulations. Leadership and governance are intertwined in sports management, working together to create a successful and responsible sports organization. Strong leadership inspires and guides the organization, while governance structures provide the rules and oversight necessary to ensure integrity, transparency, and accountability. Together, they form the foundation for excellence and success in the competitive and dynamic world of sports management.

4 - Marketing and sponsorship

Marketing and sponsorship are integral components of sports management, playing a crucial role in promoting sports organizations, enhancing revenue streams, and delivering engaging experiences to fans and sponsors. Marketing helps sports organizations build and reinforce their brand identity. A strong brand differentiates a team, athlete, or event, making them memorable and

distinct in the minds of fans. Sports marketing includes efforts to boost ticket sales and merchandise revenue. Effective marketing campaigns can drive attendance and encourage fans to purchase team merchandise. Sponsorship provides a crucial source of revenue for sports organizations. Sponsors offer financial support in exchange for brand exposure and promotional opportunities. Marketing and sponsorship are intertwined in sports management, with marketing strategies used to engage fans and promote the sports organization, while sponsorship deals provide crucial financial support and opportunities for mutual promotion. The collaboration between sports organizations and sponsors is essential for the success and sustainability of sports management, helping to drive the industry forward and deliver thrilling experiences to fans around the world.

5 - Sport and the Media

The relationship between sports and the media is deeply intertwined and has evolved significantly over the years. The media plays a crucial role in shaping the way sports are perceived, consumed, and experienced. Television, radio, and digital platforms are primary means through which sports are delivered to fans. Major sporting events, leagues, and tournaments receive extensive coverage, bringing the action to a global audience. The relationship between sports and the media is a dynamic and influential one. The media amplifies the reach of sports, engages fans, generates revenue, and contributes to the storytelling and culture of sports. It is an essential partner in the sports industry, continually evolving to meet the changing preferences and behaviors of sports enthusiasts. The media consists of fan engagement, revenue generation, Journalism and Analysis, Live Streaming and Digital Platforms, Global Reach, Storytelling and Narratives, Athlete Branding and many more aspects.

6 - Sport Policy

Sports policy, also known as sports governance or sports management policy, refers to a set of rules, regulations, and guidelines established by government bodies, sports organizations, or governing bodies to manage and regulate various aspects of sports. These policies serve to promote and support sports at different levels, from grassroots and community sports to elite and professional competitions. Sports policies often prioritize the development of sports at the grassroots level, emphasizing access to sports opportunities for young people. These policies can involve funding for youth programs, school sports, and community sports organizations. Sports organizations often establish governance and regulation policies to maintain transparency, ethics, and accountability within the sports industry. These policies are designed to prevent corruption and maintain the integrity of the sport. Sports policy serves as a framework for governments and sports organizations to manage and regulate sports activities, promote development, and ensure the fair

and ethical conduct of sports at all levels. It is a dynamic field that evolves in response to changing societal and sporting needs, as well as advancements in technology, sports science, and governance practices.

7 - Sports Law

Sport law, also known as sports law, is a specialized area of legal practice that deals with legal issues and regulations related to sports. It encompasses a wide range of legal topics that impact athletes, sports organizations, governing bodies, and various stakeholders involved in the sports industry. Sports law often involves the negotiation, drafting, and enforcement of contracts. This can include athlete contracts, coaching contracts, endorsement agreements, and venue contracts. As sports often cross borders, international sports law deals with issues of jurisdiction, conflicts, and international regulations governing events, athletes, and organizations. Legal issues associated with sponsorships, marketing, and endorsement agreements

in sports are part of sports law, including the negotiation and enforcement of these contracts. Sports law is a dynamic and evolving field, influenced by changes in the sports industry, legal precedents, and shifts in societal norms. Sports lawyers and legal professionals in this field work to provide legal guidance, protect the rights of athletes and sports organizations, and navigate the complex web of regulations that govern the world of sports.

- Sports management jobs include Working in sports management encompasses multiple career options, with each one requiring unique degrees, experience, and skills. Let's explore a few roles:

Athletic director

Athletic directors typically work at the collegiate level, though some may work for high schools with extensive sports programs. A bachelor's degree is generally required; for some larger programs, you may need a master's degree. As an athletic director, you might hire coaches, set budgets, coordinate with the school's academic departments, raise team funds, and ensure a team has everything it needs, including equipment, uniforms, and transportation to away games.

You'll also ensure that your school follows all rules and ethics set by the conference in which your teams play. You'll also ensure facilities and venues are in top shape for games and practices. People who work as athletic directors must have a mind for numbers, be organized, and be able to communicate with coaches and other staff.

Facility manager

Rather than manage a team or organization, facility managers are in charge of the actual venues where teams play and practice. That means keeping up with day-to-day activities at that location and ensuring everything is ready for game time. You'll likely manage facility staff, make decisions about new designs, maintain facility upkeep, ensure the facility stays clean, and possibly even handle ticket sales. Facility management requires you to be a strong leader with excellent decision-making and strategic skills.

Event coordinator

While facility managers take care of the actual physical facility, an event coordinator arranges the events that will take place there. Some of these job duties may overlap, depending on where you work. Responsibilities might include marketing, ticket sales, scheduling, contacting the media, and coordinating with the facility manager to ensure everything is ready for events. Depending on where you work, you may also be responsible for some non-sporting

events. Event coordinators must be great problem solvers and multitaskers. People skills are also a must.

Sports agent

Sports agents represent individual athletes as they navigate their careers. They might help them get drafted, help them negotiate contracts, handle sponsorships, and handle their public relations. Essentially, you are your athletes' guide through their careers. Your ultimate goal is to help them achieve as much success as possible. Sports agents must be team players who want to win. They must be great negotiators and excellent communicators. Many have advanced degrees, or even law degrees, and may be required to become licensed to work in various sports and leagues.

Take a peek at how to recruit clients as a sports agent in this video from Case Western Reserve University course on Becoming a Sports Agent.

- **Let's explore some of the qualifications:**

Bachelor's degree in sports management

This degree can make you more competitive in sports management, even if an employer you want to work for doesn't require it. Some programs even offer concentrations within that major, such as athlete development, sports law, organizational management, sports project management, sports media, sports marketing, intercollegiate athletics, or high-performance coaching. Some concentrations are sport-specific, such as racquet sports.

As a sports management major, you'll likely study a variety of topics that can help your career, including:

- Accounting
- Ethics
- Psychology
- Business
- Marketing
- Sports Analytics
- Sports Tourism

Another thing to consider is whether you want to earn a Bachelor of Science (BS) or Bachelor of Arts (BA) degree. Some schools offer their sports management programs through one or both. The main differences would be that a BA would offer more in the way of theory and multifaceted approaches to the top, while a BS may offer a more practical approach.

Read more: [What Is the Difference Between a BA and a BS Degree?](#)

Advanced degrees in sports management

Depending on your goals, you may go on to earn an advanced degree in sport management. Doing so can enhance your resume, make you a more attractive candidate, and offer more career options in a particular niche. Here are some examples:

- If you're interested in the accounting side of sports management, you might look for a Master of Business Administration (MBA) program with a concentration in sports management.
- If you're interested in working at the college level, you might find a master's degree with a concentration in intercollegiate athletic administration.
- If you're interested in becoming an agent, sports attorney, or high-level executive in professional sports, you might earn a law degree with a

concentration in sports management or another sports-related topic.

- Getting a doctorate in sports management or a related concentration may help you find employment as a postsecondary educator, researcher in this field, or high-level manager within an organization.

- Sports management skills

As with qualifications, the specific skills you'll need depend on your job title and employer. Here are some examples of technical skills required to work as an athletic director or head coach, as reported on ZipRecruiter's Career Keyword Mapper, compiled from real job descriptions and resumes [6, 7]:

Instruction

For coaches, this skill involves guiding athletes to improve their performance and achieve their goals, by explaining techniques, tactics, and strategies specific to a sport. Athletic directors provide instruction and coordinate coaching staff and help them develop their careers.

Athletics and games

Both athletic directors and coaches must understand the field of sports at large, from how games are played to how members of a team can play together most effectively.

CPR and first aid

Knowing CPR and first aid techniques is crucial for anyone working with athletes. In the event of an injury or emergency involving an athlete, a coach or athletic director can provide immediate care and seek the appropriate medical assistance.

Scheduling

This is a vital skill for coaches and athletic directors, enabling them to coordinate trainings, practices, and games, so that a team operates efficiently.

Behavior analysis

This skill involves analyzing and modifying athletes' behavior, through positive reinforcement, feedback, and goal setting, for the purpose of enhance athletes' performance.

Human resources experience

With experience in HR, athletic directors can better manage members of an athletic department, foster a positive work environment, and make powerful hiring decisions.

Some workplace skills are universal across all sports management careers, including a competitive spirit, passion for sports, and organizational skills. Let's explore a few more:

Ethics

As a sports manager, you'll need a strong sense of ethics to help keep a team or athlete's reputation positive in the eyes of fans and to set the tone for team conduct.

Read more: [What Is Brand Equity? \(+ How to Build It\)](#)

Decision-making

As a sports manager, you'll need to be a good decision maker. Some situations will require quick, confident decisions, while others will require you to analyze data and develop the best possible solution.

Communication

Almost every sports management career will require you to have excellent written and oral communication skills. Through the course of a day, you might interact with athletes, coaches, stadium staff, organization personnel, media outlets, lawyers, agents, other sports managers, and vendors.

Teamwork

You may not be an actual athlete or player, but you're still an important part of the team. It takes everyone to make game day a success, especially at the college and professional levels, so you must be able to collaborate effectively.

Sports management experience

While degrees can be valuable assets in this field, it's also important to gain relevant experience. Consider internships, volunteer opportunities, and entry-level jobs in sports management to give you a solid foundation to build upon. Some examples include fundraising for a local sports team, coaching a recreational league team, or assisting team coaches.

Licensing and certification

- In most cases, you don't need any type of licensing or certifications to become a sports management professional, but there are some exceptions. Certain leagues and geographic locations may require you to become licensed to be a sports

agent. Athletic trainers at most levels may also be required to be licensed by their state.

- **Conclusion :**

The field of sports management operates under a set of guiding principles and procedures that are essential for its successful functioning. These principles of sports management provide a roadmap for success, ensuring that the field continues to thrive and evolve in a dynamic and competitive sports landscape.