



ISSN: 2456-0057
IJPNPE 2019; 4(1): 2549-2550
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www.journalofsports.com
Received: 20-11-2018
Accepted: 29-12-2018

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A study of sports academy as an administrator

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Abstract

The purpose of the study was to find out the nature of the sports academy. For that Self made questionnaire was made and the data was collected through survey. Data from administrators of different academies was taken and it shows that there were fifty percent of the academies getting aid from government.

Keywords: Sports academy, sports management programs, Data from administrators

Introduction

Sports entrepreneurship courses are part of sports management programs because some students hope to own their own sports-oriented business, and major sports conglomerates look to hire employees with entrepreneurial skills. Sports management instructors prepare students for these challenges. However, not all sports entrepreneurship instructors have owned their own businesses not worked for large sports corporations. Sport management programs continue to grow in number. Since the first sport management program was developed at Ohio University in 1966, programs continue to spread across the United States and the world. According to the North American Society for Sport Management, there are more than 200 sport management programs in the United States alone. This growth has prompted a need for innovation within sport management curricula and the development of courses that are high quality, content-rich, and flexible.

The sports industry is the third largest industry in the United States, accounting for more than \$213 billion dollars a year in revenues. Kurtzman outlined the importance of sports tourism as the impetus for the pursuit of business entrepreneurship, economic impact, and profitability. He categorized sports tourism jobs into categories of events, resorts, cruises, tours and attractions – along with listed subgroups in those categories. These subgroups, such as sports events planning and sports tour operators, are areas that are ripe for entrepreneurial endeavors. An industry as large as the sports industry requires educated people to run a variety of sports related businesses. However, it should not be assumed that sports entrepreneurs are only owners of professional sports franchises. The sports industry entails a variety of sub-businesses, both large and small. For example, there are owners of health club facilities, sports arena and facility operators, league owner/operators, sporting goods store owners, sports ticket agencies, and sport physical therapists - just to name a few. Sport management students take sport entrepreneurship courses in order to learn the skills that are necessary to operate these types of sport-related businesses.

Administrator- An individual who, rather than working as an employee, runs a small business and assumes all the risk and reward of a given business venture, idea, or good or service offered for sale. The entrepreneur is commonly seen as a business leader and innovator of new ideas and business processes.

Significance of the study

1. It will also help in reflecting the reasons of profit and loss occurrences in the sports academies.
2. The study would give a broader spectrum of many confronting issues and deliberations needed as per the change of time.

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Objectives

1. To study the types of sports academies.
2. To assess the aid of sports academies.
3. To find out the nature of different sports academy.

Methodology

Study was purely based on survey method. Investigators would survey different sports academies of Jalandhar region for the collection of data. Four academies of Jalandhar region were selected as sample with purposive sampling technique. Survey was conducted in each academy by interviewing authority concerned or owner and observations were made about the various requirement and achievements of the academies.

Statistical Technique

Descriptive statistics with percentage was used, while pie diagram was used for pictorial presentation of status.

Procedure

The investigators consulted the administration/ authority/ owner/of various sports academies in Jalandhar region. Relevant information collected and verified by the survey from the different sources of the study. Interview and observation used for the purpose of the collection of data.

Tools

Self-made questionnaire was used as a tool to collect information required for the study.

Conclusion

After collecting the relevant data, it is concluded that the ratio of sports academies are same, It means that there are fifty percent of the sports academies that are government aided.

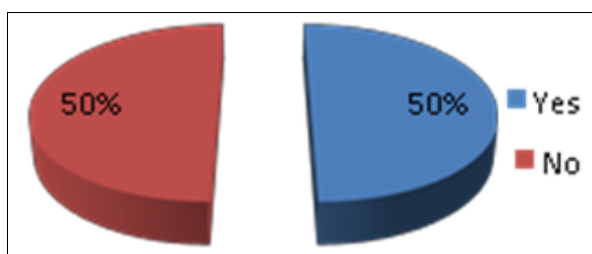


Fig 1: Government aided academies.

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