



ADMINISTRATION AND MANAGEMENT

INTRODUCTION

In the social Sciences there has been a serious gap, except where administration is involved, between the theories and the man who must act. As a result our social science theory continues to be detached from reality. There is a great need for a new social science, namely, the Science of Administration, where social theory and action must meet. Professor Wallace B. Donham, Dean of the Graduate School of Business at Harvard University, repeated that “if our civilization breaks down, it will be mainly a breakdown of administration, both private and Public. The term administration is synonymous with the word management. Administration is concerned with guiding and managing human behaviour; it is a process of getting people to work together. Man, motive and material are inter-linked. One is meaningless without the others. Administration is commonly divided into two types, Public and Private Administration. As an aspect of government activity it has existed since the emergence of political system(s). While public administration relates to the activities carried out by government, private administration refers to the management of private business enterprises.

MEANING OF ADMINISTRATION: - The word ‘administer’ is derived from the Latin word *administered*, which means to care for or to look after people, to manage affairs. Administration may possess scientific qualities, but does it have a sufficiently coherent body of knowledge to justify recognition as an independent discipline which may stand side by side with the major sciences? This issue constitutes in itself a technical problem in epistemology. However, the student of administration who wishes to establish his field of study as a scientific discipline or as a recognized profession will soon wish to inquire into this question. The broad answer seems to be that few epistemologists or philosophers consider administration as worthy of recognition as a separate science. Professor Glenn Negley of Duke University is an exception. Regarding all the sciences as not airtight compartments subject-matter categories but rather as methods and techniques to help integrate their knowledge and experience of the world around us, Professor Negley considers administration a legitimate science of ranking importance in the total organization of knowledge.

All administrators should have a philosophy of life as a basis for making decisions, and all decisions should be geared to that philosophy. In administration, there are two kinds of power, formal and informal. Formal power is vested in the office; informal is achieved by the personality and character of the administrator and how he or she relates to those in the organization. The best administration is achieved by supplementing formal power with informal power earned by personal leadership, respect and cooperation.

The major objective of administration is to “administer or rule”, the underlying motive of management is to seek and strive for resources-both material and human-and effectively utilize them so that the predetermined objectives of an organization, institution or enterprises are realized.

One of the most widely quoted definition was by Dr. Jesse F. Williams, Dr. Clifford L. Brownell, and Elmon Vernies; “Administration means providing the constructive leadership that plans and maintains the programme, and that enables the programme to function effectively in accomplishing the established and worthwhile goals.”

All organizations, including sports organizations, must have some type of machinery to help them run smoothly and effectively, and to organize and execute their affairs, so that the goals for which they have been created will be achieved. This machinery is administration; it is the framework of the organization.

Although there have been sports administrators for many years, formal education in sports administration is a relatively new concept. Who administers the programme of physical education? If there is only one physical education teacher in an elementary or secondary school or in a college, one assumes a dual role- teacher and administrator. If you are a member of the staff in a large department, you will find yourself assigned certain administrative duties. If you have engaged in the necessary preparation, planned your teaching experience on a broad base, and finally, conditioned your thinking to the administrative function, you may find yourself in the role of the top administrator.

DEFINITION OF THE TERMS :- Administration, like other fields of knowledge; may be defined in various ways, but there is wide agreement on the following aspects of the subject; 1). Certain established practices and techniques in society are recognized as constituting the field of administration or management 2). These administrative practices and managerial techniques enable the various organizations of a society-its governments and business enterprises, its social clubs and labour unions-to fulfil their responsibilities and to execute their programme, 3) These administrative techniques are as significant a part of the end result as the actual programmes to be carried out.

Administration is the capacity of coordinating many, and often conflicting, social energies in a single organism, so adroitly that they shall operate as unity.

According to Oliver Sheldon, Administration is the function in industry concerned in the determination of the corporate policy, the co-ordination of finance, production and distribution, the statement of the compass of the organization and the ultimate control of the executive.

J. William Schulze states that Administration is the force which lays down the object for which an organization and its management are to strive and the broad policies under which they are to operate.

Another significant definition was advanced by Dr John D. Millet, former Chancellor of the Ohio Board of Regents. In a 1965 address to the National Conference of Professors of Educational Administration, his definition was: "Administration is a system of people working together, it is a pattern of cooperative activity in which the specialized talents of various individuals are brought together to achieve a common purpose. By definition, it is disposed to say that administration is a team operation.

The first university-sponsored programme began in 1966; prior to that "sports administration" was a little-used term. True, many persons administered sports, but they learned the intricacies of managing sports enterprises primarily by apprenticeship. It took the creative mind of the late Walter O'Malley, owner of the Los Angeles Dodgers, to realize, as early as the 1950s, that sports organizations and related recreational functions need professionally prepared individuals to administer their affairs. O'Malley knew that organized sports at the professional, intercollegiate and interscholastic levels was big business, and was bound to be bigger business in the years ahead. But sports-administration education did not occur overnight. It took from 1957, when O'Malley first made his thoughts about sports administration known, until 1966, when the first sports administration programme was inaugurated at Ohio University.

MEANING OF MANAGEMENT:- As J .E. Coil has point out, we find in modern management “no all-wise, inner voice which tells each individual what he should do and when. Rather the interrelationship between specialized activities must be established by designing arrangements, preparing schedules, issuing instructions, interpreting duties, and checking performance.” Dreary thought these details may be, they constitute one of the most essential techniques of management.

The main concept of sports management is that it is the way of arranging and organising men, materials and conditions in sporting milieu so that the goals and purposes of an institution is achieved. Sports management is both an are as well as a social science. Clear understanding of these two basic aspects will lead to develop the concept of the term sports management. It constitutes of leading and working with planning for and providing resources, and then organising and controlling those resources toward desired outcomes. Sports management is an art because managers/administrators are requiring the exercise of intuitive faculties which cannot be learned by studying only. The managers/administrators get perfection in the arts of managing through continuous practice. In the other hand it is a social science because as a social science it has got systematic body of knowledge which contains the universal truth

This concept is clearly explained in the example cited here. For instance, coaches acquire the knowledge in biomechanics, anatomy, physiology, psychology, etc. But the knowledge does not make him a good coach. A coach has to apply his knowledge intelligently. His skill in perceiving how and when to use his knowledge is very important to make him a good coach. Similarly, as a sports manager/health manager to be successful must acquire the knowledge of science of management and also learn to apply this knowledge. A sports manager/health and fitness manager should possess not only specialized knowledge of management, but also the skill to put his knowledge in practice i.e., to solve the problems in managing men, materials, facilities, methods and money.

From the above discussion, we can say the sports management is both an art and social science. It is considered an art because managing of personnel, programme and facilities requires certain skills which are the personal possession of the sports manager/fitness manager/physical education teachers. It is considered a science because it has an organised body of knowledge that includes identifying, understanding and solving problems in the light of rapidly changing environment of the sports organisations.

DEFINITION OF MANAGEMENT: - The universal application of management has been generally accepted in nearly all definitions. Yet there are varied concepts and angles through which management has been defined. However, the analysis of various definitions show that in essence they are the same, the variation and divergence is in form and perspective. They arise mainly due the following reasons:

- a) the angle of looking at management
- b) the area of emphasis and
- c) the difference of environmental factors.

One of the commonly quoted definitions of management is “the art of getting things done through others.” Management reflects a wide spectrum of contiguous responsibilities such as planning, organizing, staffing, directing, controlling, coordinating, supervising etc. and not simply teaching.

Management has also been defined as “a mechanism by which a defined human group pursues a determined set of objectives through systematic group efforts for their implementation most effectively and economically.”

Henri Fayol has defined management as “conduct of affairs of a business, moving towards its objective through a continuous process of improvement and optimization of resources via the essential management functions.” This definition is broad based and closer to reality.

The analysis of the definition clearly reveals that managing a sports organisation implies implementation of four types of decisions and action. Firstly, the identification of objectives to be achieved in light to the changes in the organisation’s environment, new technologies those are coming to force, new needs among the customers of sports products and services, new techniques, media pressure, sponsor’s etc. Secondly, distinguishing all possible objectives, those which must be achieved as a priority or necessity. Thirdly, once the priority objectives have been determined, it is necessary to equip oneself with the means of achieving them. There are categories of resources which are to be mobilised-human, financial, material and facilities. Fourthly, monitoring the results obtained in terms of quantitative and qualitative basis and within the periods allowed.

De Sensl et.al.(1990) have suggested that sports management includes “any combination of skill related to planning, organising, directing, controlling, budgeting, leading and evaluating within the context of an organisation or department whose primary product or service is related to sports and, or physical activity”

According to Chelladurai (1994), sport management can be defined as “the coordination of resources, technologies, processes, personnel’s, and situational contingencies for the efficient production and exchange of sport service.”

To further conclude, the management of sports organisation comprises efficiently organising the human, financial, material and facility resources latent in the sports environment to convert them into practical actions beneficial to the development of sports practice.

CONCLUSION

Man, motive and material are fundamental to physical Education and sports whose objective may be impossible to achieve unless the forms are kept in a right perspective and manage through an integral approach. One is meaningless without the other(s). In other words that physical educators should instruct coach well and athletes perform well, these three major groups of physical education have to be managed intelligently and manipulated effectively. The principles and procedures that deal with coordinative aspect of physical education are enunciated in a subject until recently known as organisation and administration.