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THE ROLE OF THE MANAGER IN THE SPORT ACTIVITIES

INTRODUCTION

From a semantic point of view into English language the word “manager” means director or administrator. Economical lexicology expends this term in order to this: Qualified carrier of a managing function and technical – technological processes, coordinating, organizing and leading (managing) hued companies.

Here as well as in other countries in transition word manager is from sport sphere, an interesting fact is that it is also used on official places and described as a sport term or phrase.

THE ROLE OF THE MANAGERS INTO THE SPORT

The sport managers are “skilful traders” less than strategies of development and creators of success of all sport organization or just for one match. The thought that they are only successful businessmen is wrong because to reach their goals they work on conceptual issues in sport organizations. They should have same basic, qualified-technical skills from that sport area. They have to predict, plane, organize, lead, deal with the personal and controlled primary processes into the training and competition. All their activities are oriented to number of visible and invisible human relations which are subtle and opposing at the same time. Managers effect finally should benefit for the sport development, which is priority purpose. Managers are not only the directors of sport organizations but they are also leaders of all segments in the sport activities. Those are people who lead sport people and sport activities as well as competitions. Managers are part of an employed structure in the organization which includes the role of leading. Values of modern managers aren’t determined by absolute values of present abilities, but with potential abilities to develop the organization in the future and enable the same of all inner and outer needs and changes¹.

PROFILE AND ACTIVITIES OF THE SPORT MANAGERS

Management becomes ruling philosophy of sport leading. Sport is a part of society “gradation”, mainly based on a creativity influence of its artists so the human role for sport and sport activities development is crucial. Therefore the leaders in sport or sport activities have important and responsible task. The end of the 20th century is “flooded” by the managers in all shapes, levels and importance. Those people are regarded as “money makers” and have probably the greatest and most realistic power in the organization. They are thought so but rarely anyone except the closest are introduced what they are really doing. They are here beside us but untouchable or unknown enough. Managing elite is real power today, above the society, owners of the budget but too powerful to change

1 Petrovic Mirko (1993) : Managment,function and processes,FON, Beograd, page 13

the world or our consciousness. Being a manager is a question of prestige. We measure personal status and all the other human achievements. Managing isn't a profession or job but it is a sum of modern ideology, working religion. They don't "produce only management, they possess their own lobby, own world, own structural society base and psychology. We can't define them unless we do not know their obligations, role and level of abilities and skills which they must possess. Different use of adequate abilities and knowledge related to managing level, present conditions or intensity of their role make important connection between skills and knowledge. We can place the base criteria for sport managers according to their role and level relevant for choose and values. It is quite important for countries that have survived social-communistic era or countries in transition, where manager profession is on the elementary stage. So we should answer how the manager educate, develop and choose. This means that there is no relevant or precise definition because complete answers can not be given to all current questions. Today, especially into the future sport can not be directed or placed without manager relevant processes because their role is positive outcome for any activity.

In the sport, one thing can be taken for granted, today, and mostly in future, without a manager relevant processes can not be directed and figured out because they have decisive role in the positive outcome of any kind of action.

SPORTS MANAGERS' GOALS AND TASKS IN THE SPORT ORGANIZATIONS

The manager's work can not be done by anyone, but those personnel who are capable of seeing the present and future as a whole of their organization, and at the same time manage to accomplish functioning of the integral parts and separate parts as well. Managers can carry out the work not only by their experience, but by their knowledge achieved in the educational institutions. They are, above everything, high leveled and streamered in their basic structures, but in their general profession- management, as well.

In order to achieve proper functioning of a sport organization, general knowledge of the management must be used, from the area of the organization, economy, and above everything knowledge from the area of the sport and other theories used by the sports stream and sports science. The sport theory can make the sport manager, or any other manager who works in the sport, easier to understand the interconnection of the sports axioms and rules, and easier to establish the goals of the sports organization.

Knowing the principles of the sport theory means understanding all the processes in the organization and the sport in general, and especially those which are basically about sport, and refer to trainings and competitions. However, in order to be established correctly the organizational goals and to be realized successfully, the sports managers have to know the meaning of foreseeing, planning, organization, developing the human resources, governing and control of the sport-recreational activities.

The sport management should be governed by professionals, because it is very difficult for the lawyers and economists, who have only obtained knowledge in the area of the general management, to carry out that task, without any theoretical knowledge of the sport. The most desirable option is all the processes in the sports organizations to be

governed by sports professionals with knowledge in the area of management. It is also acceptable the probability to be a professional in other jobs, but with good knowledge of the sports theoretical principles. However, all disadvantages can be covered by management teams.

Managers start the action in the direction of achieving the goals and tasks. They are missioners and strategy planners, but practical doers as well. They aren't scientists, even though they use practical achievements in their jobs, but most of everything they are people of action. The managers communicate with employees, other managers and the staff as a whole. The way of their communication can be formal and informal. In the formal communication they are protected by the authority they have in the hierarchy of the managers' teams. But the efficiency in their work can be achieved not only in formal, but informal communication as well. In sport it is very important informal way of communication.

Sport in its nature is less hierarchical but its more oriented towards establishing friendly relationships, and in that context it develops the friendships and social connections, where informal communication has very important role. The position of the manager in the society is not decisive for using formal and informal communicative methods because the sports managers are at the same time in both 'inferior' and 'superior' position, having in mind that even for the top manager has someone who has given him that job position. The top managers, at least once a year communicate with someone with higher authority than theirs – the owners, shareholders or the founders of a company in order to provide full analysis of the achieved goals. On the other hand, the work with people, which is a very important feature in sport, directs towards combining the formal and informal methods.

Managers are characterized by formal authority which comes out of their position in an organization. They hold the decision and the outcome. It is also very important the inner authority which is integrated in his personality. That kind of personality is more trustworthy and he/she is responsible for the synchronization of the processes and the function in the organization itself. The functions and the tasks of a sports manager include various ranges of activities which provide keeping the position and development of the organization.

The task of the managers is to plan, organize and realize the plans, manage the human resources and to control the realization of their goals. However, it's a fact that the manager is mainly responsible for the work done by someone else, and because of that he/she is in the position to decide but at the same time to be responsible for the others.

CONCLUSION

There are at least five concepts which determine the manager's job and at the same time separate it from the other employees:

1. The role of the managers and their tasks clearly separate them from the others.
2. The managers do their job by realizing the functions of the management: planning, organization, managing, and controlling.
3. Managers have three main roles- interpersonal, informational and managing

- (decisive), as well as three main skills: conceptual, managing and technical.
4. The efficiency of the manager can be seen by the results which the organization accomplishes, using the availability of the resources.
 5. The efficient managers can make a distinction in a certain situation and to use methods which are suitable to the dominant factors in a certain situation.

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The managers are the strength embodied in real people, which attach and provide an adequate quality to the general term - management. The managers are such part of the human resources in one organization which is included in a certain managing function. The abilities of the modern managers are not determined by the absolute aptitude of the manager's present competences, but more of the manager's potential competence to provide a future development of the organization and adjust the organization to the internal and the external demands and changes.

Key words: manger, management, organization