

8. Career opportunities in sports

Objectives

- (1) To explain the importance of professional attitude in life
- (2) To develop professional attitude in students
- (3) To pursue professional goal recognizing inherent capacity and interest
- (4) To explore various professional opportunities generated by physical education, sports, exercise and science.
- (5) To generate awareness of marketing skills and devise marketing strategies.

Earlier sport was seen as an entertainment, but now a days this approach is changing rapidly. The range of sports field is expanding all over world and our nation is not an exception. Along with the local level in the sports field, the awareness of different sports is proving to be remarkable at taluka and district level. Not only this but we can see many things happening at the national and International level. The huge response to various sports competitions taking place in remote villages, setting up of gymnasiums and training centers for various games in villages, sports and gym facilities in five star hotels, ever increasing number of recreational clubs in metropolitan cities, large number of people walking or running morning and evening for fitness in cities and villages, all are indicators of the increasing awareness amongst population towards fitness related

activities. Fast paced urbanization and increased health awareness could be another reason. We see Sportspersons earn millions all over the world. Improved standard of living, fame, stability, satisfaction and inner peace is very evident in their lives. Today, society is tremendously passionate towards sports and sportsperson. But not all can become successful sportsperson. Even so, those passionate of sports, exercise and physical health and having an in-depth knowledge of a variety of sports can easily achieve success in this field. So Lets understand the career opportunities in the field of sports and physical education.

Player, teacher/ trainer opportunities

- (1) **Player** : state, national, and international level medalist.

Qualification : 12th pass,

Opportunity areas : Government, semi government organizations, private organizations, professional sports organization and companies, for Medal Winners in Maharashtra a 5 % quota for government jobs.

- (2) **Physical education teacher** :

Degree : B.P.E., B.P.Ed., M.P.Ed., M.Phil.

Opportunity areas : Primary, secondary, higher secondary and international schools,

- (3) **Director of physical education and sports** :

Degree : M.P.Ed., Ph.D., SET/NET

Opportunity areas : Senior college and Universities. SET/NET

(4) Trainer : for various games/asst. trainer/athletics director/ sports information director/ training and conditioning coach.

Degree : Sports Authority of India-NIS (one year) and certificate course (6 weeks) etc.

Opportunities : Central and state government sports offices, private sports organization, sports entrepreneur, military and private training camps and clubs etc.

Health and Fitness sector

Public interest towards health and physical fitness has been remarkable in the last decade. People are experiencing the benefits of regular exercise. The field of fitness generates the opportunity to earn money but more importantly own health can be maintained. Those who are in this field are always energetic, happy and enthusiastic.

(1) Fitness trainer/personal trainer/gym trainer :

Education : Diploma in fitness training, fitness trainer certificate course, personal trainer course, or B.P.Ed., M.P.Ed., NIS (fitness), etc.

Opportunity area : Various fitness centers, gymnasiums, training centers, health clubs, figure saloon, own business or personal clients.

(2) Sports massage therapist/ assistant :

Education : Diploma in integrated sports massage, certificate course in sports massage, diploma in massage, sports massage course, government recognized certificate and degree courses.

Opportunity areas : Hospitals, private clubs, sports clubs or centers, personal business, support staff for various sports, military training institutes, etc.

(3) Sports medicine specialist/ assistant/ sports medicine physician :

Education : Diploma in sport medicine.

Opportunity areas : Private hospital, own business, clubs, private sports center, member on medical squad of International and nation level players.

(4) Sports and fitness nutritionist/ Sports physician :

Education : Certificate course in sports nutrition, diploma in sports nutrition.

Opportunity areas : Consultant in private hospitals, own business, tie-up with various sports clubs, weight control spa, squad member of medical team, etc.

(5) Sports psychologist/psychotherapist :

Education : Post graduate diploma in sports psychology.

Opportunity areas : Own business, personal advisor to sportsperson, consultant with various famous team (Support staff member)

(6) Physical therapist/ Physical therapy assistant/ growth and development expert/ sports massage therapist :

Education : Degree course in Physical therapy, master's in physical therapy

Opportunity areas : Support staff at national and international level teams, private business with famous sports clubs, Military training institutes (Private consultant)

(7) Lab technician/ assistant :

Education : Sports science laboratory technician course.

Opportunity areas : Private institutes, research institutes studying physical changes in sports players.

Sports media :

- (1) **Sports journalist/ sports news reporter/ sports writer/ sports columnist/ sports editor/ sports publisher, etc.**

Education : bachelor in sports journalism / television journalism/ radio journalism

Opportunity areas : Private sports media, e.g. newspapers, periodicals, Private institutes publishing sports articles, free-lance column writer, etc.

- (2) **Sports photographer/ Sports videographer/ camera operator (Spider cam) Sports data operator/ data analyst/ internet sports producer, etc.**

Education : Certificate courses on photography, videography, data operating and data analyzing and experience certificates

Opportunity areas : Private institutes live telecasting national and international sports events , Personal business.

- (3) **Sports critic / sports talk show host / interviewer / radio sports producer etc. :**

Education : Sports broadcasting training, cinematography course, Expert of sports field and talented and experienced player of particular game.

Opportunity areas : Radio and telecasting private companies, private organizations telecasting local to international (professional) competition, own business opportunity.

Sports management area :

- (1) **Sports manager :**

Education - Certificate course in sports management, bachelor of sports management, post graduate diploma in sports management, etc.

Opportunity areas - Mega events organized by pro sports franchises.

- (2) **Recreation officer/ Sports center manager/ sports association manager/ sports development officer/ assistant supporting coach/ athletics management officer/ sports agent/ senior manager/ event or facility officer/ safety officer/ consultant/ membership director/ outdoor recreation planner/ travelling secretary/ marketing director/ executive director/ stadium manager/ sports event co-coordinator/ equipment manager/ score board operator/ food manager**

Education : B.A. in sports management, advance diploma in food management, advance diploma in cricket management and experience from private mega event managing institute.

Opportunity areas : Companies organizing mega sports event , Sports related competitions, commercial groups organizing sports events, cruise jobs, sports equipment producing companies, sports management companies, Sports marketing companies, sports advertising companies, Small and large sports organizations, recreation club, sports complex, government sports offices, BCCI, ICC, Football federation, hockey federation, YMCA, YHA, YWCA, similar government undertaking and self-financed institutes, private security organizations, etc.

Production and sale of sports equipment

- (1) **Sports equipment seller/ manager/**

Retailer of sportswear : Person with knowledge of various sports and anyone who is interested to work in this field.

Opportunity areas : Private retail sports equipment manufacturer/ seller.

(2) Sports equipment manufacturer and wholesaler/ Sportswear manufacturer and wholesaler.

Person with knowledge of various sports and anyone interested in this field and who can invest capital for business.

Opportunity areas : International companies researching changing needs and requirements of sports and sportspersons providing requirement and comfort, safety and support for high performance standard.

(3) Sports equipment production industry/ sports facility manager/ product designer in sports: In Dept, Detailed knowledge in various sports, study of required sports equipment, person aware of modern and upcoming changes in the field, diploma in sports technology.

Opportunity areas : National and international sports equipment producing industries.

(4) Sports equipment manufacturing technician/ researcher/ material engineer sports : Diploma in sports technology, advance diploma in sports engineering (foreign degree) manufacturing system engineering in sports, etc.

Opportunity areas : various industrial groups providing sports material in national and international market.

(5) Sports equipment production skilled and unskilled workers : Person trained in technical education and person who can work as unskilled worker.

Opportunity areas : Industries manufacturing units for sports equipment.

Field of Yoga

(1) Yoga trainer/ yoga teacher/ yoga therapist/ yoga instructor/ yoga aerobics instructor/ yoga research officer/ yoga and naturopathy :

Education : certificate course in yoga, teacher's training course in yoga, course in fitness-diet-yoga, B.A. in yoga, B.Sc. in yoga science and yoga therapy, diploma in yoga, M. Sc. in yoga science and yoga therapy, inner engineering, etc.

Opportunity areas : Resorts, gymnasiums, training institutes, health centres, housing society, yoga institutes, personal yoga training centre, etc.

Private business in Sports field

(1) Self-owned private sports organizations : Clubs providing latest training in various national and international sports, fitness centres, aerobic dance clubs, health club, dance studio, swimming training school, waters ports centres, adventure sports centre, (water base, air base, land base) various sports academy, sports school (Government krida-parabodhini), laughter club, organizing sports expose, sports NGO, sports tourism, etc.

(2) Game officials (Referees and judges):

Education : Passing technical official or referee exams of games at the state, national and international level.

Opportunity areas : Government, semi government, private, sports association organized competitions, game official in state, national and international competitions organized by major private companies and organizations.

Career in sports, fitness, and physical education is in vogue today. The immense opportunities in the field of sports is attracting students studying in

all streams. There is also a demand worldwide, for traditional sports unique to our country, facilitated through some formal and informal courses.

Exercise

Q.1 Answer following questions in your own words.

- (1) Which career option would you select from given sports opportunities?
- (2) What opportunities in sports field are available for student of the science stream?
- (3) Which field do you like from this lesson and why?

Q.2 Match the following.

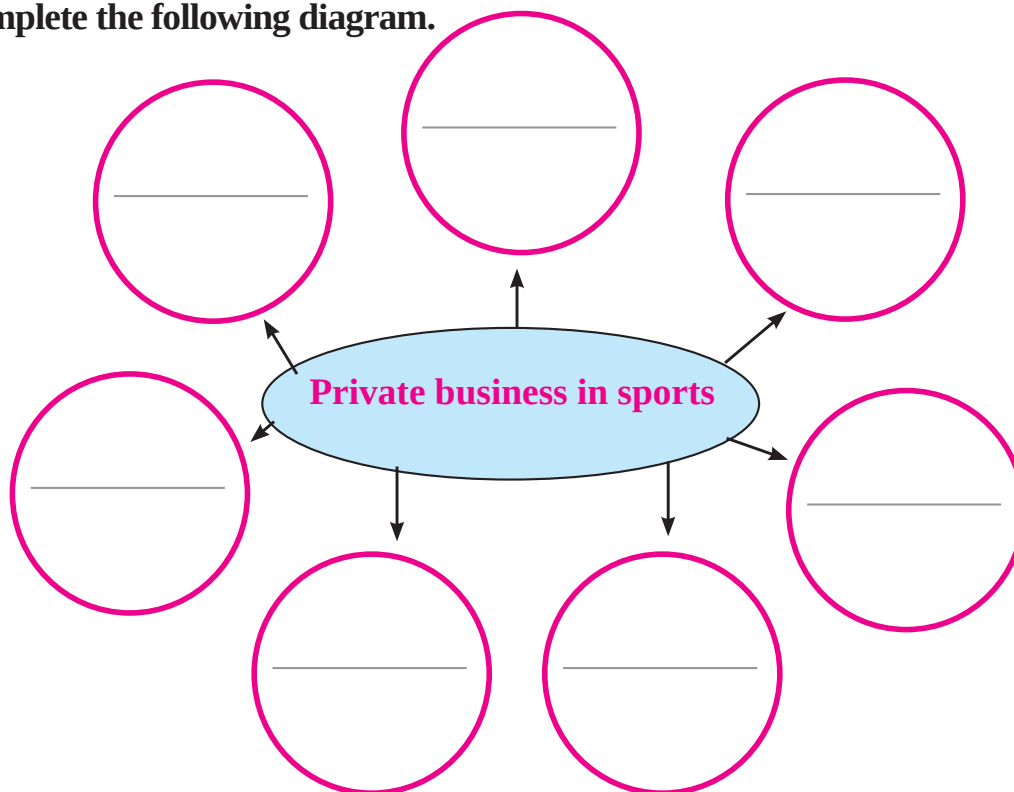
Group 'A'

- (1) Sports management field
- (2) Sports equipment manufacturing
- (3) Health and Fitness
- (4) Private business

Group 'B'

- (I) Material engineering sports
- (II) sports massage therapist
- (III) Swimming training school
- (IV) Travelling secretary

Q.3 Complete the following diagram.



Supplementary Studies :

- (1) Take an interview of sports person working in government services as staff /officer and prepare notes.
- (2) Record an interview of sports equipment retailer and keep in your collection.