

# BOOK REVIEW-SPORTS MANAGEMENT IN SCHOOLS AND COLLEGES

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*Sports Management in Schools and Colleges.* By Harold J. VanderZwaag, University of Massachusetts. Published by Macmillan Publishing Company, 866 Third Avenue, New York 100022, Collier Macmillan Canada, Inc. ISBN: 0-02-422500-2, (265 pages, index)

## ABSTRACT

Harold J. VanderZwaag was born on June 26th, 1929 in Spring Lake Michigan and passed away on July 10th, 2011 in Amherst MA at the age of 82. He was Professor Emeritus of Sports Management at the University of Massachusetts Amherst. He was a prolific author, wrote six books, including this book. This book is on the future prospects and possibilities on what could be rather than what is as present. The Book makes us aware about what can be done and what should be done beyond this how this has to be done. He has covered almost all the necessary for the management of sports in schools and colleges. The main thrust of the writer is on how the things should be managed (done).

The language used by the writer in the whole book is simple and difficult words hardly used the book a readable one. Things are logically arranged and logic used in explaining things. The concepts and problems mentioned before every chapter makes the reader attentive to what is coming next helping the cause. Works of great people are quoted with reference appropriately to explain his point of view. He sticks to the Mackenzie's functions of management and elaborates them with references and justifications with great ease; charts use helps the cause of the writer. Summary of the concepts after every chapter in nutshell is intelligently done. The only drawback is for the Indian reader is that structures and organisational charts and their matter discussed are in reference to the US. But never the less the concepts and ideas are so genuine and universal you won't mind. The book makes you aware about what can be done and what should be done and beyond this how it has to be done. I feel that every sports teacher, coordinator, school and college heads and policy makers should have a copy of this book. It will help them understand themselves and make a better sports program for the individuals and the institutions. The book can be used as reference book by the students. Though it's an excellent book but you can't read it in a go and be done with it. It makes you think that's the best and worst part of the book. The hard cover of the book is as solid as the matter inside it that adds to the value of the book. Overall the book is a treasure.

**Key Words:** Sports Management, staffing, directing and controlling, coordinating, managing differences

The book Sports Management in Schools and Colleges is written by Harold J. VanderZwaag. He was born on June 26th, 1929 in Spring Lake Michigan and passed away on July 10th, 2011 in Amherst MA at the age of 82. He was Professor Emeritus of Sports Management at the University of Massachusetts Amherst. He was a prolific author, wrote six books, including this book. This book is on the future prospects and possibilities on what could be rather than what is as present. The book makes us aware about what can be done and what should be done beyond this how this has to be done. He has covered almost all the necessary for the management of sports in schools and colleges. The main thrust of the writer is on how the things should be managed (done).

The writer has divided the book in eight chapters. He starts the book and with explaining the concepts of sports and nature of management and are used for the purpose of understanding and explaining. The references and work of Paul Weiss, Novak and Edwin Cady are used and concludes that sports program should be for the elite as well as the casual sports person and further it should include the spectators as well the casual sports person and further it should include the spectators as well in it but the emphasis should be on the individual who participates. Then he moves on to explain the nature of management and citing references decides on the Mackenzie's model of five functions of management. In the next five chapters these functions are elaborated, one chapter devoted to each function. He begins the second chapter with the suggestion that "every planning begins with some form of forecasting" then moves on explaining the objectives for the program. Identifying the individual and institutional objectives the writer attempts to analyse the entire planning function as it relates to the management of the school and college sports program. The setting of the objective is considered as the heart of the process. The programs scope and priorities, scheduling Budget and policy development has been considered as a major component. He starts with explaining the nature of policy from a general prospective and uses Grumm's analysis and Brink's ideas for the purpose. Then moves on relating to the sports program and does it beautifully to explain the policy domain in schools and colleges.

In the next chapter related to organizing a school program puts up the six steps list of Brinkley and Coughlin. The various variables in organising school and college program are discussed in depth with genuine sincerity. Structures and organisational charts of various schools and colleges are given in tables and real dissection is done. Functions, responsibility, relationship and accountability are specified for every post, position and individual. The writer believes that "the organising is a situational based and is a facilitating function" and rightfully concludes that if things work in terms of staffing, directing and controlling there is good reason to believe that the spade work in planning and organising has been done well.

Writing about the staffing the writer felt that staffing is integral to the entire managerial process and selection of candidates is only the beginning in the process. Post selection elements are given importance. The

selection process is made easy to understand and conduct orientation containing and development emphasized. Directing a school programme the leader is considered as the key to effective directing and further the Maslow's need hierarchy for work is interpreted beautifully delegating motivating, coordinating, managing differences are considered important part directing but managing the change is considered to stand out of all. The writer believes that controlling function offers the means for assessing how well the job has been done. In controlling, the developing performance standards, establishing a reporting system and evaluation are thrown light upon. Elaborating evaluation why, who and how should it be done is explained. The rewards system is also discussed and role of coach in respect to controlling function is discussed.

After these there are two more chapters in the book which are devoted to the sports management in retrospect and Academic progress in sports management. In the first the distinction between athletes and other students is sought and game management and spectators' importance are discussed. In the later the door for the academic program in sports management for students. As the book was written way long back the courses has increased and the reader can look for new awareness in this respect.

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