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## TYPOLOGICAL ANALYSIS OF SPORTS MANAGEMENT

### *Summary*

At the end of the 20th and beginning of the 21st centuries, the sports industry became one of the leading sectors of the economy of many countries around the world, attracting significant material, financial, and human resources and performing not only economic, but also social and political functions. A developed sports industry has become one of the key criteria for a high level of quality of life in these countries, which is ensured not only by the talent and skill of athletes and their coaches, but also by the professionalism and high competence of the management staff of sports organizations - sports management specialists.

The purpose of the study is to substantiate the necessity of developing scientifically grounded recommendations for the formation of managerial competencies, self-management, and organizational management in the field of sports, as well as to improve the content of training for management personnel in higher education institutions of Ukraine based on a typological analysis of sports management. The tasks set out in the article were addressed using general scientific research methods, namely: analysis, systematization, and generalization. The methodological basis of the study includes logical-dialectical methods of scientific inquiry, methods of systems analysis, the expert evaluation method, and graphical techniques, in particular tabular methods; information and analytical tools were also utilized.

The article considers current issues of modernization of professional training for managerial personnel for the Physical Culture and sports sector of Ukraine based on a typological analysis of sports management, which allows improving the structure and

content of training and advanced training of sports managers. The essence and tasks of typological analysis of management were revealed and several approaches to conducting typological analysis of sports management were proposed.

Application of the proposed scientifically based approaches to the systematization and typological analysis of sports management in practice will allow modernizing the system of professional training of managerial personnel for the sports sector, improving the structure and content of sports management, to increase the efficiency of management in the field of sports. In future studies, it is advisable to consider the features of developing an interdisciplinary approach in the formation of educational programs in sports management, methodological approaches to implementing advanced management methods and technologies into practical activity.

**Keywords:** sports management, typology of management, typological analysis of management, types of management, enterprises in the field of sports.

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