

A Comparative Study on the Competitive Management Mechanism of Chinese and American College Basketball Leagues

Yuxuan Zhang

School of Kinesiology and Health, Capital University of Physical Education and Sports, Beijing
100191, China

1260127787@qq.com

Abstract. After the reform and opening up policy, China's market economy keeps its continuous development. And in recent years, China's sports industry has achieved a rapid development and plays an increasingly important role in promoting China's economic development. While there's still a big gap in sports development when comparing with some developed countries in Europe and America. This article analyzes the present problems of campus basketball leagues in China and puts forward related suggestions based on the differences between the management systems of college basketball leagues in China and the United States by comparative study.

Keywords: CUBA and NCAA; management mechanism; optimizing strategy; comparative study.

1. Introduction

The basketball originated on campus and developed on campus. Since the new century, college basketball players have gradually become the main force of basketball players from all over the world. As people knows, most of the NBA players stood out from college basketball players. College basketball league not only broadens the player selection and transports more basketball talented for professional leagues, but also enables the mutual development of campus basketball and professional basketball as well as their interactive study in professional tactics [1].

2. The Overview on the Competitive Management Mechanism of CUBA and NCAA

In 1939, NCAA (National Collegiate Athletic Association), an association consisted of hundreds of colleges and universities in the United States for holding up annual sports leagues, started to hold activities. The NCAA was considered as one of the most important amateur tournaments for college students in the United States. Since the NCAA was the one to make general plans and regulations for the American college basketball league, as a result, it was used as the abbreviation of the national college basketball league, which is the first-level American college basketball league [2]. In December 1905, Henry Mccracken, the president of the New York University, preliminarily founded the Intercollegiate Athletic Association of the United States (IAAUS) by bringing together most universities. On March 31, 1906, the United States Inter-Collegiate Athletic Sports Association was formally established. Then it was renamed as the National Collegiate Athletic Association (NCAA) in 1910 and has been in use to now. [3]

CUBA (Chinese University Basketball Association), the shortened form of China University Basketball league, was organized by China University Sports Association and held among universities. The purpose of CUBA is to "promote college basketball and cultivate basketball talents" in accordance with the pattern of NCAA in America. It started to prepare for the regulations' setting up and finished its establishment in the following year. In 1998, the rules were carried out formally with men and women competitive groups. Presently, CUBA has become one of the two major Chinese basketball competitions and it attracted more than 1,200 teams to compete in preliminary matches, whose influence only ranked next to Chinese Basketball Association (CBA).

2.1 The Analysis of the CUBA Competitive Management Mechanism

CUBA is approved by China University Student Sports Association and organized by China University Basketball Association. CUBA committee carries out the plans designated by China University Sports Association, and under the guidance, it formulates the general policy, plans and competition schedules for the league. Meanwhile, it takes responsibility for the organization, Instruction, coordination and the supervision of the department. Besides, it takes charge of the bid process of district leagues.

The competitive structure of CUBA can be divided into the following parts: preliminaries, divisional series (northeast, southeast, northwest and southwest) (see table 1), the national-top 32, the elite 8 and the peak 4 (the 21st CUBA league). The preliminaries select the groups (men's teams and women's teams) taking the school as a unit in each provinces, municipalities, autonomous regions and special administrative regions. Divisional series are divided into four areas. All teams are selected by grouped round-robin and cross-eliminating matches which the top 6 teams in each district would be promoted for the national competition directly and the ranked 7th to 10th teams in each district would compete for the remaining 8 places of the national competition.

Table 1. Divisional series of CUBA

Division	Provinces, municipalities, autonomous regions and special administrative regions						
Northeast	Beijing	Tianjin	Hebei	Heilongjiang Hong Kong	Jilin	Liaoning	Shandong
Southeast	Shanghai	Jiangsu	Zhejiang	Anhui Hainan	Jiangxi	Fujian	Guangdong
Northwest	Shanxi	Shaanxi	Gansu	Xinjiang Mongolia	Qinghai	Ningxia	Inner
Southwest	Hubei	Hunan	Guangxi	Guizhou Chongqing	Yunnan	Tibet	Sichuan
				Macau			

When the team enters the national top 32, the competition chooses the double elimination tournament ensuring each team finishing two matches then to select the top 8 teams as the elite top 8. The elite 8 matches adopt the host-guest tournament system and single-elimination tournament as the same with the top 4 competition which increases the uncertainty of the match and accelerates the unexpected winners' bobbing up (see figure 1).

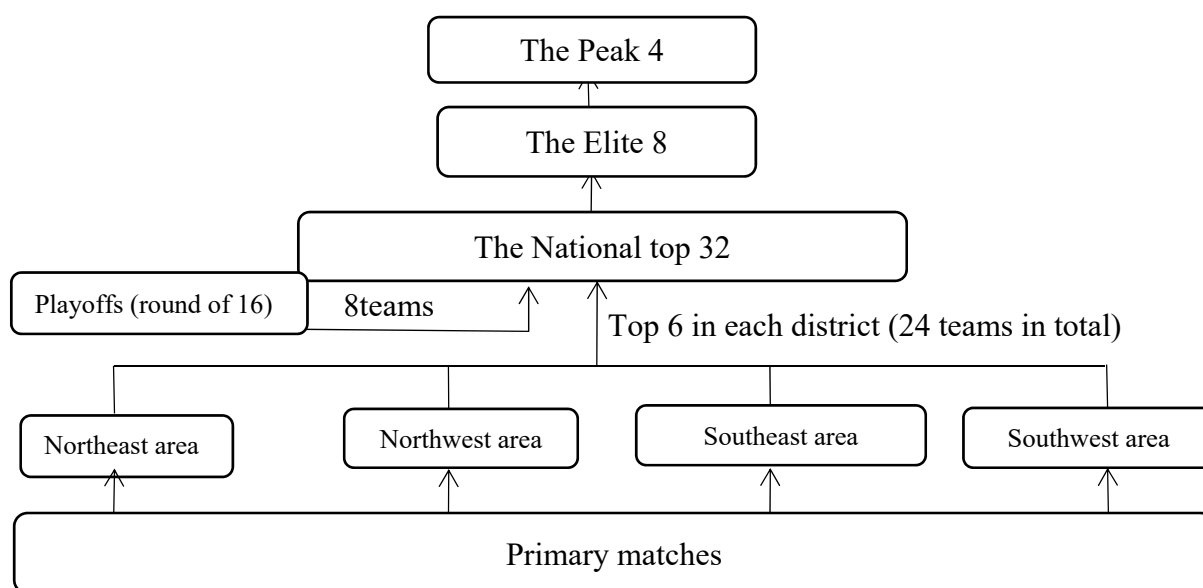


Figure 1. The competitive structure of CUBA Division 1 League

2.2 Analysis of NCAA (National Collegiate Athletic Association) Competition Management Mechanism

NCAA's plans and guidelines are carried out by the executive committee which contains leadership committee, administration committee, and cabinet committee. The NCAA organization committee is comprised of the first-level leadership committee of NCAA and the NCAA division 1 of men's basketball committee. The responsibility of the former is to formulate the principles, plans, regulations and rules for management and work, empower the administration committee as well as supervise, approve, correct and abolish the actions of the management committee, besides, approve annual budget, financial rules and the competition regulations. The latter takes charge of the matters as follow: arrange the competition schedule, ensure the tournament proceeding on the rails, and take responsibility of activities relevant to competition including media affairs, commercial activity and the management.

The structure of the NCAA tournament is categorized into the following four levels: the regional preliminaries, the national top 64, Sweet 16 and Final 4. The preliminaries is the competition of 32 leagues (with 10 teams of each) within the league. The 10 teams of each league would compete for one-host and one-guest tournament. And the champion team of each league would enter the national top 64 directly. The remaining 32 places are selected by the organizing committee and the experts according to their objective evaluation. The national top 64 tournament is divided the teams into four districts (East, West, Midwest, and South) and each of the district has 16 teams. Then the competition is arranged at the neutralized city and is implemented the single-elimination system. When the 4 rounds' single-elimination tournaments of the 64 teams finished, each district would produce one champion team who would reach the Final 4.

3. The Comparative Analysis on the Competitive Management Mechanism of CUBA and NCAA

3.1 CUBA is not Compact Enough Compared with NCAA - from the Angel of Tournament System

CUBA begins in October of the previous year and officially finishes in June of the next year lasting for about nine months which goes through a long and loose competition process. While the NCAA starts in November of the previous year and ends in March of the following year with a tight schedule and concentrated competition. When the NCAA ends in March, the player could continue their training in the team and participates in the July's NBA draft in a fresh state after the NBA playoffs finishing in June. However, the CBA draft also starts in July and August of each year. It means the CUBA players must try out for draft just after the tournament which suppress the players.

3.2 Compared with NCAA, CUBA is Single in Terms of Management System of the Competition Organizing Committee

The organizing committee of CUBA takes charge of planning, organizing and controlling the operation of policies and plans except for formulating them which definitely leads to the unclear separation of authority and responsibility as well as the lack of mutual supervision. While the NCAA separates the leading, planning, organizing and controlling functions from each other; and they are managed by different committees. Different committee endows different authorities and responsibilities who could supervise each other when organizing the tournament together.

3.3 CUBA has Less Teams and Competitions than NCAA

In terms of tournament system, NCAA ensures every team attending at least 60 team play during the tournament which enables the players more training opportunity. However, CUBA participates in the competition only for 4-7 times in fact from the group stage to the champion during the district series. The team ranked last of the district competition almost finished the play after 3-4 round of that season. And the champions of CUBA attend no more 30 matches in total in the whole season from

district series to the national finals [4]. Compared with NCAA's intensive tournament, CUBA teams play much fewer games.

3.4 From the Aspect of Competition Distribution-CUBA Allots the Team According to Different Regions, While NCAA Allocates the Team in Accordance with the Team's Quality.

Economy differs owing to geographical position. The economically developed areas own more schools and more teams with competitiveness. On the contrary, the less developed areas have less schools and less competitive teams. Each district distributes the teams with the same quota would make the strong team unable to contend in the national tournament or even the divisional series. While the NCAA avoids teams with a wide disparity in strength competing with each other according to the economics and the schools' sport strength. [5] After the 21th CUBA's improving its competitive system, the 7th to 10th teams have the access to fight for the last eight chances to the national competition which promote the equality of the competition to some extent.

3.5 CUBA Adopts the Same Host-guest Tournament System as NCAA in the Preliminaries.

In the 21th CUBA preliminary, 14 provinces choose the host-guest tournament system which rationalizes the match frequency and improves the school belongingness as well as the influence of CUBA. The updating of the tournament system not only accelerates the participation to the preliminaries but also integrates the basketball culture into the campus culture as well as impels the CUBA's future development.

4. Optimizing Strategy for the CUBA's Competitive Tournament Management Mechanism

4.1 Compress the Schedule of CUBA

CUBA has a long competition schedule with nine months which means the tournament taking up a scattered competition process leading to a wide interval between the competition and the training. CUBA could implement the host-guest tournament system in the divisional series, plan the intensity and density of the competition reasonably and compact the tournament schedule, in which way, it would benefit both the competition itself, the teams and the condition of the players' life, study, training and competition.

4.2 Redistributes the Teams of CUBA

The schools' sports development differs due to the imbalance development of economy and culture in deferent regions. Redistributing the teams according to subjective and objective conditions such as the schools' sports strength and the local economy and culture development could promote the competition appreciation and mutual exchange of the college teams.

4.3 Integrates CUBA with CBA

Compared with most NBA players' coming from NCAA, only one third of CBA players stemming from CUBA for the reason that the relation between CUBA and CBA is not close. According to the current situation, CUBA players who are not outstanding enough to entering the CBA directly could be integrated with the second or third stringers of the club, or inversely, the club second stringers could be placed in the college, in which way, to promote the interaction between CUBA and CBA. [6] This measure increases the tactical study between CUBA and CBA as well as improves competitiveness and reduce the clubs' pressures to focus on the first-team players.

4.4 Transfers the Power of Organizing Committee

The CUBA committee should decentralize its power instead of centralizing the planning, organizing and controlling. It could follow the system of NCAA to set up different departments for different responsibilities which could enhance the efficiency and form its own management system.

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