

The Strategies Research on the Operation of Sports Team in General University

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Abstract—The research mainly focuses on insufficient outlay, non-system sports team training, unprecise training purpose, weak competitive consciousness arising in sports teams in general university. To enhance further operation and improvement concerned with sports teams in general university, it is advised to reform the operation system, rationally arrange for the development layout in sports events, actively widen the enrollment of sports students, shorten the race period, effectively improve the standard of race participation and strengthen the coach introduction and training.

Keywords—general university, sports team, operation, strategies

I. THE PRESENT SITUATION ON SPORTS TEAMS IN GENERAL UNIVERSITY.

The higher school sports race in China has experienced the periods where it began from the start, from singleness to complexity in the form, from popularity to improvement since the People's Republic of China was founded. The higher school sport was not influenced seriously in the Culture Revolution where higher education was destroyed severely. As the development of Reform and Open up, the higher school sports developed gradually, but a lot of problems appear at the same time such as insufficient outlay, rational arrange for sports events, management system, the coach level and the balance between academic learning and sports training to the athletes. How to improve the operation system is analyzed as the following.

A. The Source of Outlay for the Higher School Sports Teams under the Market Economy.

The relevant industries with regard to sports, which lead to the increase of national economy, have become the 22nd pillar industries to national economy in developed countries. The sports industry in America has reached \$63.1 billion which is more than that in petrochemical industry and automobile industry. In recent years, the development in social economy brings about the rapid development in sports industry as our economy, GDP (the Gross National Product) and average per capita income increase quickly. The source of outlay for the training in general university sports teams mainly depends on three accesses available by the cooperation with industries and Sports Bureau, higher school administrative appropriations and self-financing. Higher school sports are known as welfare and non-profit career, which misleads the operators to focusing on the social effect instead of going after the economic benefit. So it enables the

work of exploration in higher school sports to fail in keeping a regular development.

B. The Coach Education Background and Qualification

The coaches for the high-level sports team in sports academy are superior to those in general university from the aspects such as age structure, sports technique degree, education background and title level. The coach structure in sports academy is more rational than that in general university. So general university coaches, whose ability and level for the research are to be improved, participate in the research averagely rather than outstandingly. The ability of the coaches for the high-level sports team in general university to take part in the job of competitive sports in China should be strengthened.

C. Sports and Academic Achievement Development of Athletes

The enrollment source for general university sports teams usually comes from recommended sports students or correspondent students all over the country, most of who major in sports training. They often get better score in sports because they spend more time taking part in the training. However, their academic achievement is relatively worse than that in sports. With regard to recommended sports students, all generally universities have carried out student status management regulation where annual academic achievement has to be associated with relevant sports achievement for athletes in this year. Whether the athletes' academic achievements fail or not depends on the sports achievement. Those universities performing the credit system award the athletes who commit some contribution to the higher school some credits in some degree while other universities performing period model system permit the athletes who commit some contribution to the higher school to be excused from some courses, lower minimum passing score, increase the chance of make-up examination and award scores of some courses. The excellent athletes who are characterized as high culture knowledge level, high sports techniques ability and high quality of ethical standards are recommended for enrollment postgraduates, which both maintains excellent sports talents for universities and extends the lifetime of being athletes. At the same time, it can stimulate athletes to devote more to the sports training and can be currently regarded as the important measure to create a good circumstance for sustainable development to athletes. All the universities which are qualified for recommendation for enrollment postgraduates carry out the

policy.

II. THE PRESENT PROBLEMS IN THE OPERATION OF SPORTS TEAMS IN GENERAL UNIVERSITIES.

A. *Outlay Problem*

It is based on field facility and outlay to develop high-level sports teams in general university. The present outlay of high-level sports teams mainly come from appropriation in higher school. Most of universities always appropriate the insufficient outlay of training and race for the high-level sports teams. The shortage of outlay which can't afford what the training and race demand at all is a serious trouble the high-level sports teams in higher school have to face. The other difficulty is that the high-level sports teams in some universities have trouble in dealing with the aging of stadium, incomplete equipment, the lacking of modern training equipment.

B. *The Coach Problem*

The coach team is indispensable for the sustainable development of the high-level sports teams. At present, the coaches for the high-level sports team mainly come from the gym teachers in higher school. The minority of universities set up the post for full-time coaches. The coaches' energy devoted to the training is directly affected by the heavy workload of teaching and research. Another issue in the high-level sports teams in higher school is that the coaches lack the experience of sport specific training and practice. There is no definite division of labor between the gym teachers and coaches in most of universities. The assess, evaluation and promotion to the coaches lacking the corresponding management system, title and evaluation criterion is still based on the teaching and research, which is not beneficial to stimulating the initiatives and enthusiasm of coaches for the high-level sports teams training.

B. *The Enrollment Problem*

The enrollment of the sports team is the indispensable premise to develop high-level sports teams in general university. Although all universities highlight the enrollment to the high-level athletes, it becomes more and more competitive due to the rules formulated by the Ministry of Education of China and Province Education Bureau, the insufficient source of excellent enrollment targets. In recent years, a lot of universities affected by the thought of achieving quick success and instant benefits attempt to change the present situation by greatly enhancing the sports achievements for the honor of university. The phenomena arise such as "focusing on enrollment, neglecting the training" and "excellent enrollment is better than hard training", which gradually leads to a mess for enrollment. Even more, some higher schools come up with the idea called "subordination" or "joint" that they associate professional athletes in active service with higher school. The professional athletes who are not involved in daily

learning and training in higher school have to participate in the race as the higher school athletes when it is necessary. Therefore, it is natural that the professional coach commands the professional athlete in the higher school sports race. As to the intervention by the local educational administrative department, "local protectionism" prevails greatly, which results in the supply of athlete source without smoothness. All this circumstances severely hinder the development of the high-level sports teams in general university in China.

III. THE STRATEGIES RESEARCH ON THE ECONOMIC PROBLEMS IN SPORTS TEAM IN GENERAL UNIVERSITY.

As the development of market economy, higher school sports show some advantages. The sports market in China is composed of three factors. First, sports product refers to sports facility, equipment etc. Second, sports service is defined as sports coaching, training, amusement, body-building, performance, medical rehabilitation, technique counseling etc. Third, sports talent consists of coaches, sports reserve talents. During the process of marketization, the exploration of sports service and sports talent are built on strong foundation and strength while sports products exploration has to be improved for some time. Generally speaking, university sports present some advantages to marketization as the following:

A. *The Operation of Sports Facility*

Considerable stadiums and equipment in higher schools can not only meet teaching, group activities, training but also open for the classes of society to the demand of stadiums and equipment in the process of carrying out national fitness plan.

B. *Paid Sports Service*

Higher school gym teachers having both abundant practical sports experience and higher theory level can provide the sports market with excellent service in training, technique coaching, rehabilitation counseling.

C. *The Function of Sports Talents*

The minority of higher schools sports athletes with higher sports technique level constitute the important part of sports reserve talents while the important part of coach talent in race market is comprised of the minority of higher school coaches with higher instruction level. It is possible for both excellent athletes and coaches to become those with paid service in the flourishing sports talent market.

D. *The Transform of Sports Research*

Higher school with dense academic atmosphere, advanced training equipment and scientific research level plays an important role in race research in China. The scientific sports research payoff in higher schools not only serves the scientific process of sports training and instructing sports training but also directly influences sports technical

information and books and media markets. According to the demand from multilevel and diverse aspects in society and higher school, the sports economy in higher school develop to manage sports, expand the source of funds, strengthen the ability of self-offset and self-development, which is the sensible choice for higher school sports marching into the market.

E. THE COMBINATION BETWEEN HIGHER SCHOOL AND ENTERPRISE

Higher school should aim at combing the construction of high-level sports teams with the sports economy development. Catering for the psychology of commodity brands which attempt to make use of high-level sports teams as information carrier and media, higher school should actively guide the sports teams to the market. It is feasible that a sports team in higher school is named after a brand or a sports race is called a brand cup. For example, a sports team in university is named after "China Unicom" in Chinese University Basketball Association. Another case is that many sports race are named after some colleges or units in our university such as "Electro- Optics Basketball Cup", "Gear Volleyball Cup", "Environmental Chemical Engineering Football Cup" and "Logistics Teaching and Administrative Staff Volleyball Cup". The commodity brand sponsors a sports team which advertises it in sports race.

IV. STRATEGIC RESEARCH ON ENROLLMENT OF HIGH-LEVEL SPORTS TEAMS AND COORDINATION OF LEARNING AND TRAINING OF ATHLETES

A.Reform on Ways to Enroll

One of the ways to reform is to increase the total enrollment, give more power to the office in charge of enrollment. The selection and recruitment run by school itself may lead to numbers of training students of universities on the rise, which develops the market of athletics. In order to let more qualified sports talents serve for the country and society, local protectionism should be broken, policies on enrollment of higher school should be unified and competitive systems should be introduced. Every higher school should build training base for reserve talents as soon as possible, implement a complete continuous practice scheme and establish systematic training systems with traditional schools featured with P.E. on how to select, cultivate and qualify candidates.

B. Learning, Training and Races

Most higher schools have ignored the comprehensive education of athletes. They incline to occupy their class-learning time for more training, which enables them fail to receive normal culture education. According to a survey, 45 percent of schools can not promise a long-term training, the competence of 45 percent of students remains as before and the competence of 10 percent of them declines. To keep up with their peers, they have to attend the class or

learn by themselves as long as they are not occupied by necessary sleep and training. What's more, most higher schools increase the time of learning and training by intensive training in vacation. Talent education includes the competitive proficiency of the athletes and their knowledge acquisition as well. They are encouraged to take part in the matches of national level under the premise of balanced relationship between learning and race. Both laws of cultural education and P.E. should be followed. Teaching and administration should ensure the cultivation of athletes to reach the previous goal set by the school. For the students of high competence with heavy training tasks and difficulties in learning, accumulation score system can take a try. P.E.training can add up to scores of selective courses or cut down some minor curriculums or extend their learning period. Class can be temporarily formed to conduct centralized training and teaching or decentralized learning only.

V.CONCLUSION AND SUGGESTION

The present training situation of sports teams make us better realize development of the P.E. course in general university. Target research on the arising problems may be beneficial to improving the competitiveness of the sports teams in higher schools, and better enhance the benign development of them as well.

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