

On the Problems and Countermeasures of Sports Management Major in Colleges and Universities

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Abstract—P. E. teaching management has always been an important work to strengthen the physical fitness and sports ability of college students in China as well as one of the fundamental development strategies to promote the sound development of college students in China. However, at the present stage, there are many problems existing in P. E. teaching management in colleges and universities in our country and these problems mainly result. Which causes many schools being perfunctory while carrying out the work of P. E. teaching management and there is no practical measure to improve the sports management. The paper starts with the discussion on the importance of P. E. teaching management and further explores the problems of P. E. teaching management aiming at the practical situation at the current stage. The relevant solutions are put forward in accordance with the problems to provide the theoretical experience for reference which can fundamentally benefit the development of P. E. teaching management in our country.

Keywords—P. E. Teaching Management in Colleges and Universities; Sports Development; Problem Analysis; Countermeasure Discussion

I. INTRODUCTION

P. E. teaching management plays a vital role in physical education in colleges and universities in China and one of the fundamental means to train high quality and comprehensive talents at the present stage. Only by successfully completing the work of P. E. teaching management can we establish a crystal-clear concept of P. E. teaching management and actually improve the quality of physical education and every procedure in the teaching process.

This paper discusses how to improve the quality of P. E. teaching management in colleges and universities at the present stage from multiple aspects. First of all, starting with the concept of sports management, a preliminary introduction to P. E. teaching management is carried out. And then the importance of P. E. teaching management in colleges and universities is briefly analyzed from four aspects of living habit, course content, teaching instruction and classroom effect. Afterwards, the current problems of P. E. teaching management in various colleges and universities are worked out through the field research and investigation of colleges and universities at present. The existing problems in the work are discussed from six respects: working relationship, professional quality, management system, management philosophy, capital

investment, development means and teaching facilities and resources. Finally, five specific solutions in line with the seven questions mentioned above are put forward to further promote the development of P. E. teaching management in China.

II. THE SKETCH OF THE CONCEPT OF SPORTS MANAGEMENT

The concept of sports management refers to the management of physical education in colleges and universities and the main purpose of the work is to carry out effective and systematic management of the course teaching of physical education in colleges and universities so as to provide an excellent P.E. teaching environment for college students in our country, help college students form the good living habits and the life attitude, cultivate the comprehensive quality of college students from all aspects and lay the foundation for further training all-round talents in our country. With the continuous development of our country's social economy and science & technology, the demand for the talents with high professional quality is adequate enough and more comprehensive talents with strong comprehensive quality are needed. It is just this kind of talent demand direction and talent training plan making our country's P.E. teaching management work more important and necessary. However, under the very environment of this type of talent training, there are still many problems and deficiencies in P.E. teaching management in China, especially in the degree of school's recognition. Every college is making fashion, which does not only deviate from the objective of P.E. teaching management, but also does not conform to the needs of talent training in China severely. As a consequence, in the process of carrying out P.E. teaching management in our country, the content and means of sports management should be further optimized, the significance and vitality of P.E. teaching management should be further clarified and the monetary and policy support for P.E. teaching management should be strengthened so as to better adapt to the training plan for talent in our country and lay a more solid foundation for talents training [1].

III. THE ANALYSIS ON IMPORTANCE OF P.E. TEACHING MANAGEMENT IN COLLEGES AND UNIVERSITIES

To explore the problems and countermeasures in P.E. teaching management in colleges and universities, the importance of carrying out P.E. teaching management in colleges and universities should be clarified in the first place. The main purpose of P.E. teaching management is to provide a guiding support for the teaching of physical education in China and better help the college students in our country set up a basic concept of physical education and healthy living habits. A majority of colleges and universities do not pinpoint the importance of for P.E. teaching management, it is partially due to P.E. teaching management not being long-line and profitable without abundant immediate interests. Therefore, the paper firstly starts the discussion from the four aspects of college students' living habits, comprehensive quality talent training plan, course teaching instruction and the effect of P.E. class.

A. *Helping college students develop good learning and living habits*

First of all, the most prominent importance of P.E. teaching management in colleges and universities lies in its objective and the main purpose of P.E. teaching management in most colleges is to provide a sound sports environment for the college students and effective help the students' living habits, physical fitness and physical condition in the form of P.E. teaching management. The rational and scientific P.E. teaching management can further improve the physical quality of the college students in our country and help them set up a sound living habit. With the development of science and technology in China, the electronic appliances such as computers, mobile phones, etc. are becoming increasingly convenient and the college students have more free time to spare. Thus, the phenomenon of "indoorsman" occurs, which has seriously affected the healthy and living conditions of Chinese college students. To solve this kind of problem, the correct training and instruction of the students' living habits are needed and P.E. teaching management is exactly the objective of the work, which in the mean time can also improve the "subhealth" in our country to a certain extent [2].

B. *Sports management in colleges and universities as an important part of the training plan for comprehensive quality talents in colleges and universities.*

As a consequence of the development of globalization and the continuous improvement of social economy, the demand for talents in our country also shifts from the professional talents in the previous time to the talents with strong comprehensive quality nowadays. Therefore, during the decades after the reform and opening up, our country's talent training program has always kept in the direction of training talents with comprehensive quality and the colleges and universities also actively respond to the work. P.E. teaching management is one of the important content that conforms to our country's demand for talents and talent training plan. An excellent talent does not only need a strong professional knowledge, but also a sound physical fitness and a healthy living habit. In the university, the students are not only trained with the individual's professional quality and ability, but also

where can provide a good opportunity and environment for the cultivation of the student's comprehensive quality. Consequently, the better development of P.E. teaching management in colleges and universities is one of the important content for the better training of talents with comprehensive quality [3].

C. *Ability to provide the correct guidance for sports course teaching*

In addition, as the main content of P.E. teaching management is more complex and most of the managerial staffs in P.E. teaching management need to better manage all the stuff related to sports in the school, the implementation of P.E. teaching management is a correct guidance to the course of physical education. A majority of colleges do not have a clear understanding of the importance of P.E. teaching management to the school. In fact, the course content and teaching direction of P.E. teaching in colleges and universities cannot be separated from sports management and the administrative department should also designate and guide the teaching content and direction, which is one of the important content of the sports management as well.

D. *Ability to effectively strengthen the classroom effect of P.E. in colleges and universities*

Finally, the sports management in colleges and universities can also enhance the classroom effect of P.E. and one of the important content in P.E. teaching management is the design of the teaching content and the assignment of teaching task of physical education. The rational and effective implementation of sports management can improve the classroom effect of P.E. in the college. Therefore, P.E. teaching management is one of the important approaches to optimizing the quality of classroom teaching in colleges and universities as well [4].

IV. THE EXPLORATION OF THE CURRENT SITUATION AND PROBLEMS OF SPORTS MANAGEMENT IN COLLEGES AND UNIVERSITIES IN OUR COUNTRY

In order to study and investigate the existing problems in P.E. teaching management in colleges and universities in China at present, the study carries out the field visit and actual investigation of various colleges and universities and comes up with seven specific problems. Most of these seven problems derive from the managing tasks and administrative department of the school. The paper analyzes and discusses the existing problems in P.E. teaching management from six respects.

A. *Undefined relationship between the administrative department and teaching department*

The main content of the teaching management is to support the arrangement and assignment of teaching tasks of various disciplines and majors and P.E. teaching management is to provide the arrangement of the teaching content and the assignment of teaching task of physical education in the colleges and universities. Therefore, there ought to be a relationship of management and organization between the management department of and the teaching department of physical education and all professional teachers in physical

education and P.E. teaching and research department should respond positively and obey the teaching tasks assigned by the administrative department. However, at this stage, there is a certain contradiction between the teaching department and the sports administrative department and the relationship between them is not clear. The emergence of this situation is mainly due to the particularity of physical education [5]. Physical education is a kind of quality discipline. In the course of evaluation of physical education, there is no clear method to measure and the students' sports performance is also directly determined by the teaching department. As a consequence, the students' performance of physical education can not represent the overall teaching level of physical education in the school, which leads to the difficulty when the administrative department assigns the tasks and manages the teaching quality.

B. Low professional quality of the administrative staffs

The school does not attach importance to P.E. teaching management, which leads to the poor quality of the managerial staffs in a majority of colleges and universities. The appointment of the administrative staffs and their professional quality directly affect the level of sports management of the school. Therefore, many colleges and universities do not have specific management strategies and attach sufficient importance to P.E. teaching management, which has affected the effectiveness of the whole teaching management as well.

C. Unsound sports management system

Besides, through on-the-spot investigation and interviews with students and schools, it can be figured out that most of the departments respond that the school has not set up a complete and rigorous management system on sports management, which causes the failure of the correct management link of sports management to run completely [6].

D. The backward concept of sports management

The views and values of the management of P.E. teaching management directly determine the content and direction of the physical education in colleges and universities and the preferable management thoughts have not been formed in the work of P.E. teaching management. The concept of P.E. teaching management in most colleges and universities lag behind, which do not set the specialized sports administrative department, but hands over the sports management to the teaching management department for the whole school, leading to the failure of sports management for better development.

E. Low investment and degree of recognition of sports management in colleges and universities

P.E. teaching management in colleges and universities has not been attached great importance. Most colleges and universities invest fewer funds in the work of P.E. teaching management, which also affects the good development of P.E. teaching management in China. Due to the low degree of recognition, both the administrative staffs and department make fashion in the work affecting the progress and development of the work.

F. The single approach of sports cultural development

In addition, the means and methods of sports teaching management are relatively simple in most of the colleges and universities. The single management means and mode lead to less sports cultural construction in our country, which has affected the development of physical education in China, and forms the infinite loop between the difficulty of P.E. teaching management and P.E. teaching management, which has also affected the development of P.E. teaching management in China [7].

V. THE RELATIVE COUNTERMEASURES TO EFFECTIVELY IMPROVE THE SPORTS MANAGEMENT IN COLLEGES AND UNIVERSITIES OF OUR COUNTRY

In view of the problems existing in the six stages of physical education management in colleges and universities of China mentioned above, the paper offers five specific solutions and briefly discusses the methods and countermeasures to improve the management quality from five aspects for the relevant department to use as reference.

A. Defining the management objective and improve the classroom teaching quality

Different from other courses, P.E. curriculum belongs to the comprehensive quality teaching. In the course of teaching, the administrative department should first comprehend the fundamental way of the management objective and quality improvement. Only by defining the objective and content of management, can P.E. teaching management be better carried out and the task of the teaching content be assigned so as to effectively improve the quality of the classroom teaching. Additionally, defining the management objective can arouse the attention from the teaching department and then improve the teaching enthusiasm and degree of recognition from the teaching department.

B. Improving the professional quality of administrative staffs and ensuring P.E. classroom teaching effect

In order to improve the professional quality of the related staffs, the school should examine their sports and management quality when selecting or recruiting the managerial staffs of physical education. Furthermore, they should be managed effectively from the professional perspective so as to resolve the poor quality of the managerial staffs at the present stage. The more reasonable teaching methods can be sought, the sound teaching plan can be formulated and the teaching efficiency can be improved.

C. Improving P.E. management system

In order to perfect and improve P.E. management system, the school should strictly abide by the sports regulations promulgated by the State, such as Sports Law, National Physical Training Standard, National Fitness Program, etc., which are extracted and perfected to further build the P.E. management system in colleges and universities [8].

D. Transforming and updating P.E management concept

The school leadership should first solve the backwardness of the concept and most colleges and universities do not set up a specialized sports administrative department. At the present stage, colleges and universities should establish a specialized sports administrative department so as to better control and command the sports management. Only by updating the concept of sports management, can the needs of the cultivation of comprehensive talents of the school and country be met

E. Focusing on the assessment of P.E. teaching

Besides, colleges and universities must pay attention to the evaluation of physical education teaching. The evaluation of physical education includes the following aspects: (1) teachers' evaluation of students (2) the mutual evaluation among students; (3) students' self evaluation; (4) students' evaluation of the teachers.

VI. SUMMARY

In summary, physical education curriculum is not only a learning course to develop students' comprehensive quality, but also a physical body-building activity that students need to insist on in their daily life. Therefore, colleges and universities should focus on the management in the course of physical education so as to guide students to better learn sports skills and lay a good foundation for future physical exercise.

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