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 pay a lot 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 
itsely 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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