

Research on the Management of the Operation Mode of the Sports Clubs in Colleges and Universities

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Abstract

With the gradual implementation of the national fitness program, college sports clubs have sprung up, and we have a lot of information on the development of youth sports club. This paper uses the method of literature and investigation to find out the factors which are not conducive to the healthy development of the club.

Keywords: Ordinary Universities, Sports Clubs, Operation Mode.

1. Introduction

With the improvement of the national economy and the further deepening of the reform of physical education, mass sports also have a great development. As an important factor to affect the reform of school physical education, the university sports clubs have a variety of situations [1]. At present, there is no fixed pattern of the operation of the club. There is still a problem in practice. This paper discusses the operation mode of the sports clubs in colleges and universities, and provides the theoretical basis for the construction and development of the University.

2. Research Objects and Methods

2.1 Research object

This paper takes the ordinary college sports clubs as the research object.

2.2 Research methods

(1) Documentation

Refer to the interaction between 'sports teaching theory', 'Journal of Wuhan Institute of physical education', 'Shanghai Institute of physical education' and a large number of teachers and students and the different effects and sports related teaching methods change the situation and innovation of the article.

(2) Interview method

Visiting the experience of the old teachers we had specialized study of the operation of the University of the scholars to listen to their views and suggestions.

3. Research Results and Analysis

3.1 the development of the youth sports club in Colleges and universities in China

The development of youth sports club. In 1995 the State Sports General Administration promulgated the "implementation of the national fitness program outline", documents to people across the country for the implementation of the object, to children and adolescents as the focus, to care about the healthy growth of children and adolescents, mobilize the whole society to care about their fitness and health, to promote the development of mass sports; because it is not suitable for teenagers in extracurricular activities the problems in the healthy growth of young people is increasing, caused the attention of the Party Central Committee, the State Council in 1999, the State Sports General Administration issued the "notice on establishing the" youth sports club, and in 2000 issued a "notice" on the pilot work of youth sports club, decided to use the sports lottery public welfare fund to support founder of the youth sports club, the funds for the purchase of sports equipment, organizational skills training and membership sports exchange activities, support time for two years, mainly adopts the operation mode relying on Sports or school affiliated or operate. The State Sports General Administration of sports lottery fund every year to set up 500 or so, by 2005 has reached about 3000. University Youth Sports Club is the product of the development of youth sports clubs, University of Science and Technology of China as the first college founded youth sports club, the first time in the country set up the youth sports club precedent, take full advantage of the University's intangible assets and radiation effect, so that the establishment of youth sports club work with a new starting point, then, the State Sports General Administration in Colleges and universities in the establishment of youth sports club. With the reform and development of sports in China, the research field of sports sociology continues to expand. In the continuous efforts of middle aged sports sociology scholars, we have a comprehensive, systematic and in-depth study on the field of sports sociology.

The benefits of the youth sports club in Colleges and Universities. Youth sports club is an important content of youth sports, mainly to cultivate students' sports interest, knowledge, technology, skills, so that students develop lifelong physical exercise habits, in a few years of practice, University through the establishment of youth sports club, on the one hand, solve the stadium hall long idle without, lack of funds maintenance bad situation; on the other hand, also solve the students extracurricular physical exercise equipment and instructor problems, is conducive to the formation of students lifelong physical training, at the same time, also provides second career opportunities for teachers, increase teachers' income. The most important is that the establishment of the club has a wide range of influence, can lead to college students groups, the surrounding community and primary and secondary school, the occupation of young students outside activities, is conducive to the healthy growth of young people.

In short, the establishment of youth sports clubs in Colleges and universities for the dissemination of "lifelong physical education", "health first" concept, to promote sports consumption and sports consumption of scientific knowledge, and promote the development of mass sports have irreplaceable role. The research on sports social problems not only can be found in the present research situation, in order to carry out the research of sports sociology in the new period of our country. On the other hand, it is advantageous to bring me to the future of sports sociology research aspect, and promote the development and prosperity of sports sociology in our country [2].

The deficiencies of the development of the youth sports clubs. Since the establishment of youth sports clubs in Colleges and universities is a new thing, there is no fixed pattern to follow, there are many factors affecting the healthy development of the club in the development. The organization is not reasonable; the lack of personnel selection, training, assessment, incentive mechanism; administrative personnel responsible for part-time affairs too much in the club, club management, too little investment; most of the management staff is the industry background of the administrative personnel, lack of management, knowledge management, marketing concept is weak, unable to scientific management, scientific decision-making, scientific management; tubes do not divide, responsibilities are not clear; not for market analysis, market awareness; the project is unreasonable, a single form of activity; the publicity is not in place, the efforts of small, old method; the use of funds is not reasonable, appear misuse, misappropriation phenomenon, financial management confusion; club service quality is not high many factors; venues, equipment, and other leading club instructors lack, influence is small, impaired, lost hematopoietic function, relying on support funds to maintain, a consumer, eventually leading to the healthy operation of the club[3].

3.2 A probe into the operation mode of the youth sports clubs in Colleges and Universities

3.2.1 Establish and improve the organization and management of the organization and the rules and regulations

To set up the scientific management of sports organizations, rational division of administrative agencies and departments to establish and improve the organization and work of the relevant rules and regulations, standardize all kinds of management relations, for the club to work in order to have a step, to provide a reliable guarantee for the healthy operation of youth sports clubs.

First of all, we must establish a sound and reasonable management organization, the organization set up to "target, task" as the center, take the human as the center, not artificially set positions, positions, the right and the responsibility of equivalence, do tube do separation, clear responsibilities, adhere to the competent and efficient. Club manager is responsible for the system, the use of straight line organization, under the office, responsible for external contact, coordination, promotion department, responsible for all publicity work; marketing department, responsible for planning work, the club for the operation of the market, responsible for all financial work, the venue, the venue, equipment management; individual association club, organized activities.

Secondly, establish and improve the basic functions of the various departments of the club, all kinds of job standards and procedures. Actively take measures to make the human, material and financial resources to ensure that the full coordination of the enthusiasm of all aspects, and strive to achieve the idea in place, work in place, so that the work carried out.

3.2.2 Strengthen the training of management personnel and instructors, and the construction of facilities and equipment

First, to strengthen the management of personnel training. At present, most of the club's main responsibility is the industry background, lack of knowledge, management and other aspects of experience management, so that the club management, management level is low[4], should continue to strengthen economic, management knowledge learning, use of training courses, go out to visit, participate in exchange activities and other forms, improve the overall quality of management personnel to improve the club's management level.

Secondly, the instructor training, to establish a high-quality, high level of instructor team, focus on their quality improvement, such as: through the form of training courses at all levels to improve their thinking style and business skills. Increase the investment in the field and equipment, to enlarge the function of the club, and to

coordinate the contradiction between the club and the university sports teaching.

3.2.3 Set up the market idea, carry on the market operation

The mechanism of the open and transparent, fair and impartial. The club by the competent department is responsible to the public hiring managers and instructors, competition. Management personnel selection of sports, understanding of the economy, understand the management, understand the law of the comprehensive talent, other staff also require a higher professional level, good communication skills, coordination skills and strong sense of responsibility. Establish a standardized evaluation system, and to regularly evaluate managers, instructors, and establish corresponding incentive mechanism, so clear responsibilities, give full scope to the talents, so that all staff to participate in club management, improve the overall quality of service of the club, to expand the club.

Take the market as the guidance, do a good job market survey analysis, formulate the market development plan. Market research can help managers to analyze the market, understand the service object, as the basis for the development of market development plan[5]. Survey content (item setting, activity content, charge standard, activity form, activity time, service requirement, sports consumption, sports population, sports items, etc.), in the form of questionnaire and interview, make a market survey report.

Strengthen publicity, expand the influence, so that the club's hearts. Any thing can be accepted by people, all need to have a process, youth sports club is also the same, therefore, to strengthen the propaganda of the club. First, the formulation of annual publicity work plan, highlighting the focus, comprehensive consideration. The first step: the establishment of the club website, the production of web pages, timely publication of the club information. The second step: actively contact television, radio, newspapers and other news media, through the creation of a column, tracking reports, interviews and other organizations, and vigorously promote the youth sports club of the public interest, the importance of the new era of youth health. The third step: knowledge to organize health and scientific exercise sports knowledge lectures and publicity poster, posters, consult a health care, physical examination, exhibition, held ceremony etc. various forms of promotional activities, free distribution of health, fitness manuals, books, leaflets and other to adolescent psychological health and fitness knowledge of science. At the same time, but also to promote the club charter, the form of activities, training methods, fees, preferential policies and other content, to attract more young people to join the club. The fourth step: the depth of the surrounding community and enterprises and institutions, the public interest, the importance of the club, to get more units and

personal support, sponsorship, expand funding sources, expanding social impact. The fifth step: in Colleges and universities to carry out publicity, organization performance, combined with health counseling, physical examination and other services, to promote "health first", "lifelong exercise" and other scientific ideas, and guide students to carry out reasonable sports consumption, to attract more students to join the club. Clubs can be organized by the "sports day", "Sports Festival", a good member, to the community to support the club's enlightened people "honorary members" or "social welfare activities" and other activities to promote the club, expanding the social impact of the club.

Youth sports clubs should give full play to the role of individual associations. The activities which are organized in accordance with the characteristics of the youth, and have the local characteristics, and to combine the club, the equipment and the club's teachers, such as basketball, football, table tennis, martial arts, aerobics, etc.. Can also set up according to the local situation to swimming, hiking, badminton, Taijiquan, roller skating or skateboarding, dance, conditional area also can open tennis, bike etc. project activities to attract more people to join the club to participate in physical exercise. Characteristics of activities not only to meet the young people, at the same time to innovate, pay more attention to entertainment, leisure, with flexible forms of organization, scientific fitness content, new sports body-building project, through various channels, multi-level to carry out sports activities. Active innovation, broaden the active form. Club to a positive innovation, take the form of a rich and colorful activities, to make the club more vigorous, attract more people to participate in, in addition to arrange for members of the club of the normal training, first, can use various holidays, weekends to carry out a variety of short-term training, such as basketball, football, table tennis, Tai Chi, sports dance, and so on; the second, for the whole society to organize a summer camp, field survival training activities; third, clubs can quarterly or in different phases of the members of the club competition, enhance exchanges, enhance the level, can also be found in the social organization of the project Invitational, round robin, friendlies. Such as "three man basketball match," Futsal football and some of the title race, is the club's activities in the form of, and can increase the income of the club, but also can enlarge the influence; fourth, the club can establish the amateur sports teams, training organization, to participate in the competition, transports the talented person. Through sports ecological behavior, physical and mental health, to promote the healthy, to achieve the sustainable development of sports, culture, ecological system [6].

Flexible and open absorption member. Absorbing members should be based on the University, attracting a large number of college students to join the club, but also for the

surrounding primary and middle school, community, especially the lack of sports venues, equipment, instructors of the units, schools absorb individual members, different objects, different projects, different time using different charging standards and preferential policies, the use of paid and free services to attract young people to join the club.

Broaden sources of funding, strengthen financial management. The club must adhere to the market operation, from pure consumption to business, for the club to attract more funds to ensure the club's long-term, healthy development, received good economic and social benefits [7]. The club can choose the source of funds: National Sports Lottery Fund; business, personal sponsorship; club members pay membership dues; rental venue, equipment revenue; short-term training courses organized by the organization and the organization of the event of short-term outdoor activities; organization of large event income. Other services can be set around the club to set up a number of service operations to obtain revenue. At the same time, strengthen financial management, and make the club's expenditure budget management work, provide economic security for the club's development, so that the club can get more social benefits, meet the growing demand for young people.

4. Conclusion and Suggestion

The establishment of youth clubs in Colleges and universities has great advantages, it can promote the development of sports industry in Colleges and universities, the formation of college students sports consumption concept and the popularization of the idea of "health first". The youth sports club organization and leadership and the administrative leadership mutual penetration, influence the development of the club. Club organization is not reasonable, the concept of management staff is backward, lack of experience, lack of understanding of sports, understand management, understand the economy of comprehensive talent. Club funding sources are narrow, there is no business means, mainly rely on the support of the country to maintain the funds to maintain their own hematopoietic function, so that the club function.

Countries should be extended to the club's support time, increase capital investment, should do a live, not only the pursuit of quantity regardless of quality. Rationalize the relationship between the club and local sports, education administrative departments, so that the separation of management. To understand the culture, sports club selection, understand management, to understand the operation of the personnel, carried out the operation of the market for the club. The State Sports General Administration should strengthen the guidance and

management of the club, the club also should actively learn from the advanced experience of the club, to strengthen the international exchange and integration, the establishment of the characteristics of youth sports club. At the same time, it should also improve their sports consciousness, actively participate in the construction of the campus sports culture, so that the health, the campus sports culture to infiltrate every corner of the campus.

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