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PROFESSIONAL TRAINING OF FUTURE SPORTS MANAGERS: INTERNATIONAL EXPERIENCE

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ABSTRACT

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Abstract. This article presents the results of scientific-pedagogical research, which consisted in identifying the ways of professional training of future sports managers in different countries all over the world. With support in the pedagogic-comparative study, the author has found out that effective management in the field of physical culture and sports requires highly qualified staff. The research was performed under the critical-dialectical approach. Research methods of analysis, synthesis, comparison, and generalization were used to study the professional training of future sports managers. The educational process of training future managers in sport in higher educational establishments of such countries as The United Kingdom, Germany, and Australia was researched by the author. The study revealed the best higher educational establishments, training programs, and educational system when training future sports managers in highly developed countries. The author pointed out the main disciplines that were taught to future sports managers in different universities. The present article mentions that it is possible to qualify as a manager in sports activities in two levels of education: the first level (bachelor`s degree) and the second level (master`s degree). The author of the article substantiated the importance and the necessity of professional training of future sports managers. Thus, having the necessary professional knowledge, sports managers help athletes and sports organizations to plan, coordinate, control certain processes related to their professional activities, prepare for competitions of various levels, and achieve high sports results. It was also mentioned that during the process of professional training of sports managers, students gain important skills, tools, and techniques needed in the future in their professional activities.

KEYWORDS

sports manager, professional training, education, higher educational establishment, physical culture and sports, managerial competence.

Introduction

Nowadays the professional activities of specialists in the field of physical culture and sports are associated with the implementation of organizational and managerial functions. This indicates the need to improve the training of future managers in sports activities in the context of the formation of managerial competence. Analysis of educational practice shows that now need to improve and develop communicational, organizational, educational, and methodological resources of higher educational establishments, as well as the relevant potential of scientific and pedagogical staff to effectively form the managerial competence of future sports managers. The strategic task of higher educational institutions is to find and implement innovative approaches to their professional training for the continuous, systematic, and effective development of their vocational competence.

Therefore, the training of qualified managers and specialists in the field of physical culture and sports is relevant. Demand for this specialty indicates the desire of sports professionals to realize their administrative and entrepreneurial ambitions, create their own business in various areas of the sports industry: sports administration and management of sports facilities, sporting goods industry and sports economy, organization of sports and entertainment events and fitness management, sports tourism and club management, sports marketing and so on.

The aim of the study. This paper aims to report the results of comparative scientific-pedagogical research, which consisted in identifying the ways of professional training of future sports managers in different countries all over the world.

Theoretical framework and research methods. Effective management in the field of physical culture and sports requires highly qualified staff. Sports and health facilities need specialists with higher professional education who can competently manage under modern standards and the needs of the industry. That is why different countries around the world are developing, constantly improving, and implementing various training programs for sports managers.

According to the analysis of foreign experience in professional training of future sports managers made by M. Dutchak (2009), N. Hogan, R. Warrenfeltz (2003), W. James, J. Weese (2019), J. Kovalenko (2021), K. Ławicka, A. Sitko-Lutek (2016), G. LeCrom, B. Dwyer, G. Greenhalph, G. Goebert, J. Gellock (2019), B. Ridpath (2020), J. Winterton, R. Winterton, (2002) each athlete (or team) has a personal manager who performs certain professional functions, which allows to better realize the potential and achieve the highest results.

This work is a documentary-bibliographic study, which was performed under the critical-dialectical approach, using research methods of analysis, synthesis, comparison, and generalization that were necessary to study the ways of professional training of future sports managers in different countries all over the world.

Results. A sports manager is a specialist who plans, organizes, coordinates, and controls certain processes of sports activities (training, competition, motivation). That is, it is a manager who organizes, motivates, and encourages the athlete (or team) to participate in competitions of various levels, hard work, and systematic self-improvement to achieve the goal.

Sports managers as specialists appeared at the end of the twentieth century with the advent of mass sports and sports competitions. In the 1970s, the first personnel attempts were made to provide managers with physical culture and sports. At that time, Western European countries already had the experience of having sports managers, mostly former athletes who, after completing their professional careers, received higher education in "economics" or "organization management". This made it possible to effectively solve the problems faced by sports organizations or athletes in conditions of competition in the market and commercialization of sports in general. They had many years of sports experience and general theoretical knowledge of management, which contributed to effective professional activity. According to M. Dutchak's research, "such a practice of training managers of physical culture and sports could only partially meet market demands in the adaptation of sports organizations and institutions, as the needs of a growing number of sports organizations were met poorly and not fully" (Dutchak, 2009).

In the late 1980s, professional training of managers of physical culture and sports began regularly in international higher educational institutions. It should be noted that at that time there were two main approaches for building a professional education system (Kovalenko, 2021). In the United States and Canada, higher education institutions focused on training highly specialized managers who were able to work in sports such as boxing, baseball, and golf, which were very popular with athletes and spectators at the time. That is, higher education institutions in Western Europe have introduced educational practices based on the principles of universal training of sports managers. Higher education institutions have begun to appear, training future sports managers according to MBA programs or national educational standards.

MBA (Master of Business Administration - Master of Business Administration) - a qualification degree in management. The program first appeared in 1902. There are several forms and types of MBA programs: day, distance, evening, combined, etc. This program first appeared in the United States and has long been considered purely American, and it was only later that this standard began to be used in European higher education institutions.

According to the analysis of works by (James & Weese, 2019), (LeCrom, Dwyer, Greenhalph, Goebert, & Gellock, 2019), (Ridpath, 2020) in European educational institutions, future specialists gain extensive knowledge in the management of physical education and sports and have the opportunity to work not only in professional sports institutions but also in other sports and health facilities. Their difference from similar higher education institutions in the United States and Canada is that it trains sports managers, not coaches, nutritionists, or specialized managers.

The study found that sports managers within their activities address various issues related to the organization, planning, coordination of certain processes of the athlete or team. It is established that bureaucratic, psychological, organizational problems can affect the emotional state of the athlete, hinder and distract from training or preparation for world-class competitions. Thus, managers of sports activities take on the functions of a leader, manager, coordinator, which enables the athlete or team to achieve high results and goals (Fedorov, 2008).

According to research, all European countries have courses, programs, training standards for future managers of physical culture and sports. In our opinion, the leaders in this field are Australia, Great Britain, France, Germany, Switzerland, Italy.

An analysis of the works of (Hogan & Warrenfeltz, 2003) (Winterton & Winterton, 2002) concludes that the UK is considered a leader among European countries in training as specialists in physical culture and sports, as well as managers of the sports industry.

Universities in the United Kingdom have many educational programs related to sports. There are more than 500 disciplines in UK universities and colleges that teach Physical Education and Sport, which is a testament to the viability and demand for this specialty.

According to the official website of the Department for Education, there are a total of 172 higher education institutions in the UK that can officially award degrees, 44 of which offer training for future sports managers (Department for Education). Traditionally, educational institutions in this country train future specialists in physical culture and sports management at two educational levels: bachelor (Sports Business

Management) and master (Master of Business Administration in Sport Management). Higher education institutions in the United Kingdom are currently offering future bachelor's degrees in sports management at the University of the UK, 186 in England, 25 in Scotland, 15 in Wales, and 5 in Northern Ireland.

UK higher education institutions are known for their world-class educational capabilities and infrastructure, making them popular with students around the world interested in studying sports management programs.

The term of study for a bachelor's degree is 3 years, but there are institutions of higher education that train future managers of the sports industry for 2-4 years.

In the universities of the United Kingdom in the specialty "Sports Management and Administration of the Sports Industry" the period of study for a master's degree is 1 year.

It should also be noted that at the first (bachelor's) educational level, future sports managers study the following professional disciplines: "Sports Marketing", "Sports Psychology", "Sports Business", "International Sports Management" and more. Master's students study such general disciplines as: "Fundamentals of Marketing", "Personnel Management", "Financial Management" and specialized - "Sports Economics", "Sports Building Management", "Working with Sponsors", "Sports Journalism" and "Sports casting".

In the UK, future sports managers can carry out research projects in cooperation with sports organizations, internships and future employment in leading sports institutions, cooperation with international recruitment companies and employers. The most popular professions in this field are as follows: a sports facility manager, athlete manager, sports event manager, sports marketing manager, sports administrator, etc.

In the educational practice of Germany, one of the important places is occupied by the field of physical culture and sports. According to the official German education website Die Bundesregierung, Bildung, there are 426 higher education institutions in the country, 26 of which train future sports managers (18 - a bachelor's degree and 8 - a master's degree)(Bildung). Graduates of these institutions are leaders of organizations that perform the functions of sports management in a broad sense.

Sports managers in Germany hold relevant positions in commercial sports facilities, sporting goods industries, marketing agencies and media companies, sports clubs, associations, federal/state authorities, or sports tourism.

For example, the Deutsche Sporthochschule Köln, founded in 1947, has many years of experience in training future professionals in physical culture and sports. The world's largest and most famous Institute of Sports Economics and Management (Institut für Sportökonomie und Sports management) trains future sports managers in two departments: Department of Sports Management and the Department of Sports Economics. Students study the following disciplines: "Aspects of Sports Management", "Sports Economics", "Fundamentals of Economic Theories and Methods of International Level". Much attention is paid to the study of the sports market, organizational economics (especially non-profit organizations in sports), sports financing, and more.

Other higher education institutions that train sports managers are also popular among German entrants: Europa Campus, Accadis Hochschule Bad Homburg, Saxon Vocational Academy – State Educational Academy of Ries (Berufsakademie Sachsen – Staatliche Studiena), Ostfalia Hochschule für Angewandte Wissenschaften and many others.

Sport is a significant and popular part of Australian life. The official website of the Australian government (Universities and Higher Education, n.d.) states that there are 43 Universities and Higher Educational Institutions in the country that teach sports and sports-related courses, as well as 40 sports management courses for the level of “bachelor” and 31 for the level of “master”.

Australian higher education institutions offer professional training in sports management at many universities in the country, the best of which, according to research, are University of Canberra, University of Technology Sydney, Australian University of Cultural Development (CQ University, Australia), the Australian Catholic University and many others. After training, future sports managers can work in regional and state sports organizations, government agencies related to physical culture and sports, professional sports teams, the media, or private business (Universities and Higher Education, n.d.).

Many higher education institutions in Australia can improve their education to a master’s degree in sports management. For example, the following universities offer training in sports management: Bond University, The University of Western Australia, Victoria University, Torrens University Australia, etc. Australian higher education institutions have partnerships with many world-famous sports organizations, sports clubs, and more. It is known that students of the MBA program at the University of Torren in Australia not only gain theoretical knowledge in their specialty but also can put it into practice at the world-famous football club “Real Madrid” in Spain (Universities and Higher Education, n.d.).

Conclusions. Thus, having the necessary professional knowledge, sports managers help athletes and sports organizations to plan, coordinate, control certain processes related to their professional activities, prepare for competitions of various levels, and achieve high sports results. During the professional training of sports managers, students gain important skills, tools, and techniques needed in the future in their professional activities.

Studying the state of scientific development of the problem of professional training of future managers of sports activities in international pedagogical theory and practice allows us to conclude that there is some experience in the study. At the same time, the results of this study give grounds to assert the lack of a comprehensive, holistic, and systematic study of the problem.

Thus, this indicates that there is a need for further studies of both international and domestic experience of vocational training of future managers in sports.

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PROFESJONALNE SZKOLENIE PRZYSZLYCH MENEDŻERÓW SPORTOWYCH: MIĘDZYNARODOWE DOŚWIADCZENIE

STRESZCZENIE

W artykule przedstawiono wyniki badań naukowo-pedagogicznych, które polegały na identyfikacji sposobów doskonalenia zawodowego przyszłych menedżerów sportowych w różnych krajach świata. Przy wsparciu w badaniu pedagogiczno-porównawczym autorka stwierdziła, że efektywne zarządzanie w zakresie kultury fizycznej i sportu wymaga wysoko wykwalifikowanej kadry. Badania przeprowadzono w podejściu krytyczno-dialektycznym. Metody badawcze analizy, syntezy, porównania i uogólnienia zostały wykorzystane do zbadania przygotowania zawodowego przyszłych menedżerów sportowych. Autorka badała proces edukacyjny kształcenia przyszłych menedżerów sportowych w szkołach wyższych takich krajów jak Wielka Brytania, Niemcy i Australia. Badanie ujawniło najlepsze uczelnie wyższe, programy szkoleniowe i system edukacyjny do szkolenia przyszłych menedżerów sportowych w krajach wysoko rozwiniętych. Autorka wskazała na główne dyscypliny, których uczono przyszłych menedżerów sportowych na różnych uczelniach. W artykule wspomniano, że istnieje możliwość uzyskania kwalifikacji kierownika zajęć sportowych na dwóch poziomach kształcenia: I (licencjat) i II (magister). Autorka artykułu zmateriałizowała wagę i konieczność profesjonalnego przygotowania przyszłych menedżerów sportowych. Dzięki temu, mając niezbędną wiedzę zawodową, menedżerowie sportowi pomagają sportowcom i organizacjom sportowym planować, koordynować, kontrolować niektóre procesy związane z ich działalnością zawodową, przygotowują się do zawodów na różnych poziomach i osiągać wysokie wyniki sportowe. Wspomniano również, że w procesie doskonalenia zawodowego menedżerów sportowych studenci zdobywają ważne umiejętności, narzędzia i techniki potrzebne w przyszłości w ich aktywności zawodowej.

SŁOWA KLUCZOWE

menedżer sportowy, przygotowanie zawodowe, edukacja, szkolnictwo wyższe, kultura fizyczna i sport, kompetencje kierownicze.



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