

IMPROVING THE TRAINING OF MANAGERS IN THE SPHERE OF PHYSICAL CULTURE AND SPORTS IN UKRAINE

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Annotation. Analyzed contemporary research on the training of managers in the sphere of physical culture and sports in Ukraine and abroad. Analyzed 50 references, which dealt with various aspects of the preparation of sports managers. It was found that in higher education of Great Britain, Germany, France, Switzerland, Russia is working to prepare managers for the sphere of physical culture and sports. It was found that training of managers in Ukraine is carried out only on the basis of two universities. Found that the content of the training of sports managers in our country needs to be improved, taking into account international experience and current market conditions of the functioning of sports organizations. Identified the main ways of improving the training of managers in the sphere of physical culture and sports in Ukraine.

Keywords: system, preparation, perfection, manager, director.

Introduction

Modern conditions of physical culture-sports organizations' functioning are characterized by complexity and dynamics. In order to survive and develop in existing conditions management of these organizations shall seek new approaches to effective managing of their activity [16,18].

It conditions demand of physical culture-sports organizations in specialists, who could effectively realize management functions in compliance with market demands. The task of higher educational establishments is to train future physical culture-sports organization's manager to adapt to constantly changing conditions, to creatively think, to permanently renew his professional knowledge, to learn all that is new [12].

In connection with the above said the problem of improvement of managers' training in sphere of physical culture and sports becomes especially important. In scientific-pedagogical literature [4,5,13,14,19,20] sport managers' training in HEEs of Great Britain, France, Switzerland, Germany, Russia is regarded in the most complete way. Authors [1,6,15,17] concentrate special attention at description of HEEs' curriculums, analysis of disciplines' content and study of professional, personality qualities, skills and knowledge, which are required for future manager.

Analysis of researches and publications, devoted to our topic, showed that up to present scientists have not been paying proper attention to problems of managers training's improvement in sphere of physical culture and sports in Ukraine, with exclusion of several works by M.V. Dutchak [2,3,4].

At the same time studying of system of sport managers' training in our country requires application of complex approach and searching of practical, realistic ways of improvement. This determined necessity of the present scientific research.

The work has been fulfilled in the frames of combined plan of scientific & research works in the sphere of physical culture and sports for 2011-2015 by subject 1.7 "Theoretical-methodological and applied aspects of innovative technologies' application in sports management".

Purpose, tasks of the work, material and methods

The purpose of the work: determination of ways of manager training's improvement in sphere of physical culture and sports in Ukraine.

The tasks of the work:

1. Analyze the data of modern scientific literature, which deals with managers' training in sphere of physical culture and sports.

Material and methods: analysis and generalization of 50 literature sources of domestic and foreign authors.

Results of the research

Origination of sport management, as profession, is connected with appearance of positions managers of physical culture-sports organizations. Main posts, which at present sport managers take, are the following: head, deputy head, heads of structural departments, administration boards on problems of physical culture and sports; headmaster and deputies headmaster of ChJSS (children-junior sport school), ChJSGD (children-junior school of general development), SHS (sport school of higher sportsmanship), specialized, educational establishments of sport profile; chairman (president) and deputies chairman of sport club; directors (heads) of sport facilities; president, vice-president of sport federation; chairman, deputies chairman of FSO; team manager on game kinds of sports; personal manager of sportsman-professional (in tennis, football, hockey, boxing); director of fitness center, of health related physical culture center, of sport-entertaining club [9].

In different countries of the world, system of sport managers' training at higher educational establishments began to form since the second half of 80-es in 20th century. Researcher M.V. Dutchak [4] notes that at that period managers' training included two main branches. In USA and Canada higher educational establishments oriented on highly specialized managers, who could work mainly in baseball, boxing and golf. Educational practice of managers' training and educational establishments of Western Europe was based on universal principles.

In Great Britain, France, Switzerland, Germany there exists multi-level system of education, academic disciplines and special courses on general theory and applied aspects of management are clearly determined, and they consider specificity of physical culture-sports organizations and periodically are revised in order to improve the content of training [4].

Great Britain is considered a European leader in training of managers for physical culture and sports. It should be noted that in higher educational establishments of Great Britain and Germany training of sport managers is carried out by two educational levels: bachelor and magister. Higher educational establishments of France and Switzerland train managers only on educational-qualification level of magister [13].

It is necessary also to pay attention to experience of managers' training in Russian Federation. In advanced higher educational establishments of physical culture-sports profile managers' training began in 90-es of 20th century. In 1993 Moscow state academy of physical culture opened specialization of sport managers' training, in 1995 – Russian state university of physical culture, sports and tourism [9]. To day these educational establishments prepare specialists-managers, who can take different administrating positions that is ensured by discipline "Management of organizations" (in addition to previously existed specialization "Sport management").

The created in Russia Directory of sport remote education is of special interest. This nonprofit organization was created for preparation of qualified specialists for governmental organs of municipal administrations and business. Education is carried out on the base of 15 advanced HEEs with the help of remote educational technologies and electronic programs on different important directions of physical culture and sport management and administration [4].

In Ukraine training of managers for physical culture and sport sphere began from 2001, when, on base of Kharkov state institute of physical culture, department of physical culture was created, which started to train specialists in "Physical education" with specialization "manager of physical culture, instructor of physical education".

In 2007, on base of National university of physical education and sport of Ukraine, department of management and economics was created, which started to train specialists in branch "Sports" with specialization "manager (administrator) in sphere of physical culture-sport activity, instructor of physical education".

At present, training of sport managers in Kharkov state academy of physical culture and in National university of physical education and sports of Ukraine is carried out by two educational-qualification levels: bachelor and magister. In our opinion, to day demand of physical culture-sports organization in managers can not be satisfied only by graduates of these two departments, however insufficient finance and personnel provision, "narrow" places of our educational system are the main obstacles for optimization (expanding) managers' training on the base of higher educational establishments of physical culture-sport profile.

We divide opinion of O.N. Elbreht [5], that in modern situation change of management education's model must influenced in advanced way on stereotype of manager thinking, manager's professional culture, national culture in general. Transition to multi-level system of education in Ukraine has not determined clearly so far qualitative distinctions in qualifications "manager-bachelor", "certified specialist" and "magister" and, therefore, do not ensure to full extent adaptation of Ukrainian educational system to new requirements of market economics and mobility of labor resources. The author stresses that managers' training has still been being under influence of academic conception, which continues to dominate in higher educational system in general, without consideration specificity of managers' professional activity as oriented on practice as well as without consideration of certain demands of consumers of this education's kind – enterprises and individuals.

We also think that for improvement of sport managers' training in our country it would be purposeful to consider and use foreign experience, in particular experience of our Russian colleagues. For example, T.E. Kruglova and V.B. Viakonkov note in their work that one of main problems of formation and realization of educational managers' training programs in sphere of physical culture and sports is underestimation of future specialist personality's spiritual development, its ideals, world-vision, values, which he will realize in professional activity. The authors developed generalized model of students' management-training at physical culture higher educational establishments. It should be noted that this model is regarded from the point of view of systemic approach, however, sufficient attention to content of such management-training in the frames of this model is not paid to in this work.

In the opinion of one of advanced scientists in the field of sport management I.I. Pereverzin [9], Main ways of improvement of sport managers' training are the following: mastering of management computer technologies and informational provision of this branch; profound learning of foreign language; expansion of list of studied management applied disciplines. The author offers to include in curriculums of sport managers' training disciplines on managing of physical culture-sport organization's office work, on audit and accounting in physical culture and sport organization, on culture of speaking.

Qualified manager shall combine in his personality organizer, instructor, friend, expert, leader and ability to listen to other people [17]. In our opinion it is ensured not only by content of training process, but by manager's personality himself, his individual qualities and abilities.

As authors [1,6], affirm, the following abilities are the most important for management activity: domination, self assertion, emotional balance, communicability, stress-resistance, creativity, striver for achievement of targets, spirit of enterprise, responsibility, reliability in fulfillment of tasks, independence.

It should be also remembered that in modern conditions the higher and higher importance for sport managers is acquired by skill and ability to communicate in foreign language. We agree with opinion of S.F. Panov [8], that it is

necessary not only assign proper place in sport manager's training program to learning foreign language, but to regard it rather as a mean of professional information's exchange than an academic subject.

As M.V. Dutchak thinks [3] that differentiation of managers' training corresponding to specificity of their future profession: managers of advanced sports and managers of mass sports is a perspective direction of managers' professional level's improvement. However, we think that in this direction there will be required certain scientific-methodic, personnel and financial resources.

In our opinion the most important problem of managers' training in sphere of physical culture and sports is absence of profession "manager" in National register of Ukraine "Register of professions ДК 003:2010". It should be noted that in scientific-methodic literature this problem was discussed in work by M.V. Dutchak [2], but up to present time it has been remaining unsolved and requires attention of governmental administration boards.

We think that for rising of quality of managers' professional training in Ukraine, it is necessary to pay special attention to formation of students' management abilities in educational process, to actively use innovative forms and methods of teaching, to constantly renew curriculums in compliance with demands of practice,. All these will facilitate compatibility of such specialists in modern market conditions.

Considering the above said, professors-teachers staff of physical culture department of Kharkov state academy of physical culture developed a number of manuals on credit-module system "Organization and management of physical culture for students of specialization "Management in sphere of physical culture and sports". In manual for 1st year students [10] role of state in development of physical culture and sports' sphere, legislation and theoretical principles of management in this sphere are elucidated. In manual for 2nd year students [11] regularities of development and management, principles, functions and methods of physical culture and sports, typologies of physical culture and sport organizations, their organizational structures are described, as well as aims and tasks of their functioning. In manual for 3rd year students [12] financial-economical activity of physical culture-sports organizations in modern market conditions, psychological aspects of management activity are regarded, recommendations concerning fulfillment of scientific researches are supplied.

Thus, in manuals, for the first time, basing on systemic approach activity of sport manager in modern market conditions, which includes all main functions of management: planning, organization, motivation, taking management decision, control, are elucidated.

Conclusions:

1. To day need in managers' training, confidently acting in market conditions of physical culture and sport organizations' functioning, is out of the question. Great Britain, France, Switzerland, Germany, Russia made and continue to make an efforts for formation of national systems of sport managers' professional training. It is purposeful to use foreign experience of training of management personnel for improvement of managers' training in sphere of physical culture and sports in Ukraine.

2. It is purposeful to regard as main ways of manager training's improvement in Ukraine the following: optimization of manager's training system itself on the base of higher educational establishments of physical culture and sports profile; raising of level of scientific-methodic provision of academic process and of scientific –pedagogic personnel's qualification; upgrading of academic process's content, in particular, mastering of management computer technologies and informational provision of the branch, profound learning of foreign language, expansion of list of studied disciplines, including of business, situational and design games

The prospects of further researches in this direction concern studying of sports managers labor market demands in Ukraine.

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