

Cultivation Methods of Sports Service and Management in Shanghai Polytechnic University

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ABSTRACT

With the rapid development in sports industry in China, the talent demand for designing and carrying out sports activities is always increasing across the China, especially in the developed region. In this thesis, we offer you the opportunity to undertake a research project in building sports service and management course and ability.¹

INTRODUCTION

The direction of sports service and management aims to cultivate excellent management personnel who have comprehensive skills on the organization and planning of sports events, sports leisure and physical fitness. They are familiar with relevant policies and regulations, have theoretical knowledge and practical abilities of sports marketing, have the ability to organize and plan sports events or sports leisure activities, and have the ability of fitness instruction and consultation.

CULTIVATION REQUIREMENTS

Ability Requirement of Vocational Posts

Have the ability of sports management and organization in enterprises, public institutions and social organizations; have the ability to operate and manage the sports industry and have the ability of innovation; have the organization and

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management ability of team, individual, water and unconventional space sports; have the ability of fitness instruction, consultation, operation and management in sports clubs.

Knowledge Requirement of Vocational Posts

Learn and master basic theories and methods of sports and management; be familiar with basic theories and methods of sports event management; know the development rules of sports and the operational mechanism of market economy; be familiar with domestic and foreign guidelines and policies related to the sports industry, as well as international conventions and rules regarding the operation of the sports industry.

CORE SPECIALIZED COURSES

Introduction to Sociology

Introduction to Sociology is a comprehensive discipline which studies the structures, functions and evolution rules of the society from the overall and by social relations and behaviors [1]. This course focuses on basic concepts and systems of sociology as well as basic theories and knowledge of social structures, culture, socialization, social groups and organizations, social control, social stratification, social institutions and social changes. By learning this course, students can use theories and knowledge related to sociology to understand, observe and analyze different social phenomena and problems, and enhance their abilities to understand and adapt to the society and to analyze and solve social problems [2].

Sport Management

This course helps students to systematically master basic principles, theories and research methods of sport management, especially the current systems of sport management in China. It will enable students to deeply understand the true connotations of management from different perspectives such as the school sport management, sport training management, sport competition management, mass sport management, sport industry management and sport information management, and to apply the knowledge properly in practical case analysis and operation.

Team Sports Basis

This course designs the organizational structure of team sports (football, basket and volleyball) and analyzes the tactics and technical elements of team sports. Based on personal characteristics, environment and principles of cooperative training, it designs courses related to team dynamics. The behavior and attitude of students in

teaching activities and practice courses should comply with relevant training rules and they should know the competition rules, exercise physiology and sport psychology.

Water Sports Basis

This course is designed for the development of water sports and sports events (like dragon boat and swimming). It mainly enables students to master basic knowledge of water sports, plans, arranges, applies, monitors and assesses teaching processes in different stages. The behavior and attitude of students in teaching activities and practice courses should comply with relevant training rules and they should know relevant concepts of water sports in management application.

Traditional Ethnic Sports

This course is set for developing traditional ethnic sports (like Chinese shadow boxing, shuttlecock and rope skipping). It aims to make students master the training methods of traditional ethnic sports, master basic theories and methods of planning and organizing traditional ethnic sports activities or events [3], and have the innovative spirit, practical ability, self-learning ability and social adaptability.

Sport Training

Sport Training is a comprehensive and applied course which explains basic theories of sport training and general rules of the sport training process. This course is a required course of the physical education program in institutions of higher learning in China. By learning sport training, students will understand the rules of sport training, master the principles and methods of sport training and the implementation of athletics ability training, and enhance the ability to integrate sport training theories with practices. It strengthens the ideological education of the physical education program and lays a foundation for cultivating specialized talents engaged in sport training.

MAIN PRACTICAL SESSION

Community Visit (Community Sports Clubs), Social Investigation (Social Sports Instructors), Project Design and Implementation (Leisure Sports or Events), Sports Marketing and Planning Practice, Sports Market Investigation, Specialized Examination Practice of Sports (Qualification Certificate), and Graduation Practice.

TABLE I. PROFESSIONAL SKILL PRACTICE.

| Course Property | Course Name | Total Credits | Total Hours |
|-----------------|--|---------------|-------------|
| Compulsory | Community Visit (Community Sports Clubs) | 2 | 48 |
| Compulsory | Social Investigation (Social Sports Instructors) | 2 | 48 |
| Compulsory | Sports Market Investigation | 1 | 24 |
| Compulsory | Project Design and Implementation (Leisure Sports or Events) | 2 | 48 |
| Compulsory | Sports Marketing and Planning Practice | 3 | 72 |
| Compulsory | Specialized Examination Practice of Sports | 3 | 72 |
| Compulsory | Graduation Practice and Production of Community Management and Service (Sports Service and | 12 | 288 |
| | Total (Professional Skill Practice) | 25 | 600 |

TABLE II. PERCENTAGE BETWEEN THEORETICAL AND PRACTICAL COURSE.

| Course Category | Total Credits | % | Total Course Hours | Theoretical Course Hour | Practical Course Hour |
|---|---------------|-----|--------------------|-------------------------|-----------------------|
| General education course | 27 | 26 | 544 | 332 | 212 |
| Basic professional course | 21 | 20 | 336 | 276 | 60 |
| Professional skill course | 30 | 29 | 480 | 108 | 372 |
| Professional skill practice | 26 | 25 | 600 | 0 | 600 |
| In Total | 104 | 100 | 1960 | 716 | 1244 |
| Theoretical course hour: practical course hour (%) | | | 37: 63 | | |

CONCLUSIONS

In summary, the program of sports service and management pays much more attention to the following aspects: show the characteristics of vocational education and be based on the professionalization of education; adjust the number of compulsory and selective courses and meet the demand of cultivating talents; emphasize the significance of vocational skills in the course of setting up the

program; strengthen the applicability and the practicality and improve students' comprehensive abilities.

REFERENCES

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3. Minhui Qian. 2010. Introduction to Sociology of Education, Peking University Press, pp. 56-72.