

Education and Competences of Sport Managers in Poland

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Keywords: sport management, sport manager, curriculum development

Abstract

Introduction/Aim of Study

During the last 19 years Poland has experienced intensive economic transformations. At the same time, parallel changes have taken place in the sport sector. Nevertheless, there are still very strong traditions of centralized public system in sport management, as well as non-governmental units controlled by the state. However, changes can be seen in the recent years. The number of private sector entities has been increasing constantly throughout the last decade and every year has been gaining a greater impact on the economy (Zysko, 2003) (Jaczynowski & Zysko, 1997). These observations suggest that there is a need for building and developing university curriculums for future potential employees in the sport area, which will be corresponding to Polish and European labor market requirements. Further efficient functioning of the sport sector is inherently dependent on the development and preparation of the cadre for management in this field (Doktor, 2005) (Zysko & Smolen, 2004) (Klisinski, 2000).

In relation to the concepts, which are shaping nowadays approach to the curriculum development, all university programs ought to be created upon the basis of TUNING project methodology derived from the Bologna Process resolutions. It means that process of curriculum development should take into account, inter alia, clear description of the job position profile as a result of previously, precisely defined job competences (Petry, Froberg & Madella, 2006)(Gonzalez & Wagenaar, 2005).

Methodology

The primary objective of the study was an investigation of sport managers' competences currently employed in the three sectors (private, public and third/non-governmental) operating in sport, as well as gathering data about sport manager's competences represented in opinions of decision makers and academic staff committed to conducting and elaborating sport management programs in Poland. Another aim of this research was an analysis of quantitative data, which refers to quantity of graduates from each sport management course undertaken in the last few years in the country. The main method used in the research was a semi-structured interview conducted among sport managers and headmasters of various institutions, which carry out sport management programs. Furthermore, the critical realist approach has been adopted for this study.

Results/Discussion

The gathered quantitative data clearly indicates that there is an increasing interest among the student about sport management studies. The main providers of sport management curriculums, on the academic level, are universities of physical education, although, the development of new sport management curriculums on economic universities can be observed. An analysis of the content of curriculums, which are being undertaken on both types of institutions reveal existing differences. The universities of physical education put more emphasis, in educational process, on subjects related to sport's phenomenon and aspects of theory of sport, rather than other universities, where curriculums are more focused on marketing and economic issues. The analysis of qualitative data obtained from the interviews with the managers employed in three sport sectors shows differences in assessment of job competences and work activities. However, in spite of that, the occurrence of sectoral isomorphism can be observed, which gives a strong evidence of making third (voluntary) and public sport sectors similar to private (DiMaggio & Powell, 1983). This phenomenon is described in the literature as 'new managerialism' or 'new public management' in regard to public sector (Mazur, 2006) (Farnham & Horton, 1996)

The obtained data indicates that for further sport management curriculum development there is a need for using the Delphi method among sport managers employed in three sport sectors, and academic staff committed to elaborating and conducting sport management university programs. The chosen method will help in achieving the consent about contemporary sport manager profile expressed by means of job competences.

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