

# System Design Of Educational Institutions For Sport Management — Comparative Study Of Japan And Europe

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## Background, aim of the research

In Japan, the study of “Sports” has historically been categorized under the field of “Physical Education.” Takahashi (2016) writes as follows: The first meeting of the Physical Education Administration Society was held in 1953. It then became the Japanese Society of Management for Physical Education and Sport in 1984. In Japan, there has been an increasing number of universities and graduate schools in recent years that have sport management faculty. In view of the circumstances stated above, Japanese educational institutions for developing sport management personnel can be divided into the following categories: 1) educational institutions with strategic courses at the university level, 2) for-profit educational institutions established by limited companies, and 3) non-profit educational institutions affiliated with sports organizations.

In Europe, graduate schools of sport management that foster personnel for international sport organizations have been established since around the year 2000 with the support of IOC and FIFA. It is clear that the design of systems of sport management graduate schools in Europe is led by sport organizations in cooperation with universities. In addition, Harada (2013) presented a rough outline of the following three graduate schools: FIFA Master; Executive Masters in Sport Organizations Management (MEMOS) and Executive Master in European Sport Governance (MESGO). Harada then pointed out that in Europe, not only organizations and associations that control sports, but also teams and clubs, understand the importance of management.

In this study, we will assemble the current picture of the organizational structure of educational institutions for sport management in Japan and Europe. Then, we will find out the differences in the system designs among educational institutions by comparing the roles and operational methods of the organizations and the reasons why they chose particular structures.

## Methodology

Research target: Operators of educational institutions offering sport management courses

Japan:

- Educational institutions with strategic courses at the university
- For-profit educational institutions established by limited companies
- Non-profit educational institutions affiliated to sports organizations

Europe:

- AISTS
- FIFA Master
- MEMOS
- MESGO

Research methods: semi-structured interviews with operators, collecting data from the Internet, and collecting brochures

## Results and discussion

1. Comparison of the organizational structures of educational institutions for sport management: The organizational structures of educational institutions in Japan and Europe and how they chose particular structures were identified. Also, the differences between Japanese and European educational institutions for sport management was made clear by comparing their roles, operational methods, budgets, and accounting.
2. Background for the differences in system design: It was found that it is not common for Japanese educational institutions to offer internationally recognized degrees, while this is necessary in Europe. This difference occurs because it is important to have degrees to get a job in Europe, while this is not the case in Japanese society.

## Conclusion

In this study, we analyzed the organizational form of educational institutions for sport management in Europe. One of the important success factors for sport management students is their ability to build a strong network, and educational institutions such as universities can play an important role in this. In building a network, it is also important to involve relevant authorities and develop an organizational system within which the network works well. It was found that the organizational structure of European educational institutions is designed to help alumni find jobs from the viewpoint of the organizations' roles, operational methods, budgets, and accounting.

On the other hand, we found a lack of affiliation between the "expertise" of the person in charge of the educational institution for developing sport management personnel and "sports organizations" in Japan. Building a framework of cooperation between "education and practical business" is an issue, and there is a need for practical learning outside of school, such as through internships.

## References

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