

Research on Innovative Strategies of University Physical Education Management

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ABSTRACT

University physical education management plays an important role in improving the teaching quality of physical education and the learning effect of students' physical education. However, the lack of emphasis on physical education in colleges and universities, the need to improve the professional quality of the staff of physical education management and the relatively lagging concept of physical education management in colleges and universities restrict the advantages of physical education management in colleges and universities. According to the consideration of the factors restricting the development of physical education management in colleges and universities, this paper proposes innovative solutions to improve the physical education management in colleges and universities and help to play its role.

KEYWORDS

university physical education management; management method; educational archives management; management staff professionalism; educational fund management

Through the in-depth analysis of the current situation of physical education management in colleges and universities, it is found that the management methods of physical education in colleges and universities are too rigid and lack flexibility. The management of educational archives is relatively backward and there is a lack of objective evaluation mechanism for the educational management. In this context, the state has put forward strict requirements on the standardization, innovation and scientific nature of the reform of physical education in colleges and universities. In order to respond to the call and promote the efficient and accurate service of physical education management for students, colleges and universities need to reform and innovate the physical education management, which is imperative.

1 The Deficiencies in University Physical Education Management

1.1 Rigid and Inflexible Management Method

At present, the methods of university physical education management are too rigid and lacks flexibility, which restricts students' enthusiasm in physical education and teachers' teaching innovation. For example, the elective system of physical education is rigid. In other words, the education department stipulates that when the number of students enrolled in physical education courses is lower than the specified number, this type of physical education course cannot be offered, which restricts the free choice of students and even leads to students' resistance to physical education. In addition, the education department rules that once students choose a certain physical education course, they cannot change courses in the middle of the semester, which further aggravates the rigidity of the elective system^[1].

1.2 Relatively Lagging Archives Management of University Physical Education

Teaching archives reflect the whole picture of physical education teaching work, and is an important basis for improving the physical education and promoting the teaching quality of physical education. Therefore, its management quality directly affects the management level of physical education teaching. However, at present, some colleges and universities have shortcomings in the management of physical education archives, especially in the lack of audio and video materials, failure to adopt modern management methods and the imperfect archives management system^[2], which hinder the improvement of physical education quality.

1.3 Lack of Objective Evaluation Mechanism for Physical Education Management

In many colleges and universities, there is a lack of objective and effective evaluation mechanism in physical education management, which affects the effect of physical education. In the past, the class hour of physical education was limited, and teachers needed to achieve the teaching goals within a limited time. Based on this, physical education teachers had to reduce or ignore part of the teaching goals, so that teachers were unable to conduct a comprehensive and effective investigation of students' learning effects in physical education courses. Therefore, the physical education teachers'

evaluation of students' physical education learning results and overall development was limited to the surface. Secondly, the university physical education management lacks a scientific and objective evaluation mechanism of teaching achievements. In other words, the evaluation of physical education completely relies on the subjective judgment of physical education teachers, and the accuracy and scientific nature of it cannot be ensured. All of the above arguments lead to the emphasis of physical education management on the evaluation of learning processes rather than the evaluation of learning outcomes.

2 Restrictive Factors of the Development of University Physical Education Management

2.1 Less Attention of Colleges and Universities to Physical Education

Some relevant departments in colleges and universities do not pay enough attention to physical education and ignore the physical education management, so that the physical education in the overall development plan of colleges and universities is constantly marginalized and faces many problems, and the purpose of improving the quality of physical education cannot be achieved. First of all, university physical education management lacks a systematic system, so the colleges and universities can not effectively monitor the specific situation of physical education management, resulting in the lag and casualness in the allocation and distribution of teaching funds, assessment and feedback of teaching results among university physical education management staff, so it is difficult to provide stable support for physical education. In terms of personnel allocation, although colleges and universities arrange special staff to deal with sports affairs, the operation is often not timely and sufficient in terms of fund utilization, equipment purchase and plan formulation, which cannot meet the basic needs of teachers to carry out sports activities, and limits the improvement of physical education quality. University physical education management has heavy tasks and scattered functions, which intensifies the confusion of physical education management. Specifically, sports departments in colleges and universities not only need to undertake routine teaching management work, but also need to be responsible for organizing the training and participation of university sports teams, planning mass sports activities of the whole university, and even should deal with non-core affairs such as the payment of salaries of some faculty and staff. The sports departments have overlapping functions and excessive workload, which is not conducive to improving their management efficiency. In terms of capital investment, the lack of funds for physical education in colleges and universities restricts the development of physical education management. Specifically, sports facilities in colleges and universities can not meet the needs of teachers to carry out teaching activities. The number of sports venues is limited, the area is insufficient, some sports equipment is old or lack of maintenance, and even there are security risks, which cannot be improved due to the lack of funds. Moreover, the management allocation and use efficiency of physical education funds is not effective, and the use priority of physical education funds cannot be reasonably planned, resulting in uneven fund flow, which hinders the high-quality development of university physical education management.

2.2 Need to Improve the Professional Quality of Management Staff

The high-quality development of university physical education management depends on the professional quality of management staff to a certain extent. However, at present, the professional quality of university physical education management staff needs to be improved, which restricts the development of university physical education management. First, the physical education management staff has insufficient understanding of physical education, thinks that physical education is only an auxiliary course, and ignores the positive effect of physical education on students' physical quality and mental health. Under the influence of cognitive bias, the investment in physical education resources is reduced, such as reducing teaching hours, which seriously weakens the teaching effect of physical education^[3]. Second, business capabilities need to be improved. Quite a number of physical education management staff have little understanding of the overall situation of physical education in colleges and universities and are not familiar with the existing physical education management system in colleges and universities. They also lack scientific research and analysis of their own work, and only passively and mechanically complete daily tasks, so the management level is low.

2.3 Relatively Lagging Management Ideas of University Physical Education

Advanced management ideas are the first element to achieve high-quality university physical education management. However, there are still obvious administrative characteristics in physical education management in many colleges and universities at present, which makes it difficult to promote the high efficiency of physical education management and improve the overall level of university physical education management. The management of physical education in colleges and universities is fine and strict, and sports activities are unified and patterned, which can not fully mobilize the enthusiasm of physical education management staff, and easily lead to the laziness of physical education management

staff. And work of them is lazy and inefficient under the understanding of “doing more is the same with the doing less”.

3 Innovative strategies of University Physical Education Management

3.1 Pay more Attention to Physical Education, and Improve the Physical Education Management

Physical education in colleges and universities can improve students' physical quality and enhance their comprehensive quality. In order to really play the role of physical education, the management of physical education in colleges and universities is the key premise. So the importance of physical education management is becoming increasingly prominent. However, many colleges and universities still pay insufficient attention to the physical education management in practice. In order to improve the quality of physical education management, colleges and universities should change their ideas and improve the importance of physical education management, which indicates that it is urgent to improve the physical education management. First, it is necessary to improve the physical education management, and improve the support system. Colleges and universities should formulate a systematic physical education management system, and integrate physical education management into the overall development plan of colleges and universities. And they should establish a physical education management workflow specification, and set clear standards for the allocation, use and supervision of physical education teaching funds, to ensure the transparency and efficiency of management. Second, according to the actual needs of physical education management, professional physical education management teams and teaching support personnel should be equipped in accordance with relevant regulations to ensure the orderly progress of related work and avoid confusion caused by unclear responsibilities. The routine work of physical education teachers also needs to be reduced, so that the teachers can focus on teaching and training activities^[4]. Finally, the physical education fund management system should be improved. The high-quality development of university physical education cannot be separated from stable and sufficient financial support. Therefore, in order to achieve high-quality development of physical education management, colleges and universities need to increase capital investment in physical education and pay attention to optimizing the management system of education funds, which is an important measure to improve the quality of physical education management. Colleges and universities can strengthen cooperation with enterprises, and introduce advertising and brand promotion in campus sports facilities or competitions to obtain financial support. And they can open campus sports facilities and obtain funds through venue leasing. The physical education management departments of colleges and universities should strengthen the cooperation with other colleges and universities to integrate resources, reduce idle resources and repetitive construction waste, and rationally plan the use of funds through co-construction and sharing. In addition, improving the management system of educational funds and ensuring the transparency and efficiency of the use of funds can also be a good way to ensure the quality of physical education management. Colleges and universities can establish a strict fund monitoring mechanism to track the flow of funds throughout the whole process to avoid waste or misappropriation of sports funds, and scientifically plan the priority of the use of sports funds, such as giving priority to the construction of venues, equipment updates to improve the overall quality of physical education services. The above analysis shows that strengthening the importance of physical education in colleges and universities, improving the physical education management, increasing the number of personnel in physical education management, and improving the fund management system can ensure the development of physical education management towards higher quality.

3.2 Improve the Professional Quality of Physical Education Management Personnel, and Build a High-quality Physical Education Management Teacher Team

The professional quality of university physical education management personnel plays a key role in improving the quality of physical education management. Therefore, improving the management ability of physical education management personnel and building a high-quality physical education management teacher team can realize the purpose of improving the quality of physical education management in colleges and universities. First, colleges and universities can organize lectures and symposiums to guide physical education management personnel to realize the importance of high-quality physical education management for the cultivation of students' comprehensive quality, correct their professional attitude from the ideological perspective, and enhance their responsibility and initiative in management work. Second, colleges and universities should establish an evaluation system and incentive system for physical education management personnel, so that the physical education management personnel can accurately understand the overall situation of physical education and the existing physical education management system in colleges and universities, and clarify their specific responsibilities in management work. At the same time, colleges and universities can select excellent teachers, set performance bonuses, give priority to professional titles and conduct other ways to strengthen the internal motivation of physical education management personnel to improve the quality of

physical education management. Finally, colleges and universities can invite information technology experts to conduct modern office skills training for physical education management personnel, so that they can be familiar with the operation process of paperless and information office, and the efficiency of physical education management can be improved.

3.3 Change the Management Idea, and Conduct the Physical Education Management According to the Teaching Law and Educational Principles

The primary task of improving the management efficiency of physical education in colleges and universities is to change the management idea and carry out the management work according to the teaching law and educational principles. The university physical education management should get rid of the bondage of excessive administration and the tendency of administration in traditional management, and put the focus of management on following the law of education and paying attention to teaching effect. And it should ensure that the arrangement of physical education courses and the selection of teaching contents and teaching methods are in line with the students' age, gender, physical quality, physical education basic knowledge and skills and other actual conditions, adhere to the people-oriented core notion, and improve the management efficiency.

4 Conclusion

Nowadays, there are some shortcomings in the university physical education management, including too rigid and inflexible management methods, relatively lagging management of physical education archives and the lack of objective evaluation mechanism of physical education management. In order to give full play to the advantages of physical education management, colleges and universities should take active measures to strengthen the degree of emphasis on physical education and improve the physical education management, improve the professional quality of physical education management personnel and build a high-quality physical education management teacher team, and change the management idea and carry out the physical education management according to the teaching law and educational principles.

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