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Research Article

Education Management Model of College 3V3 Basketball League Based on Basketball Promotion

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Abstract

With the reform of the education system and the prosperity of college sports leagues, China has witnessed certain achievements in the advancement of sports talent training models and league activities. However, colleges and universities face several difficulties and restrictions in the training model and strategy, training management system, athlete management and the league organization for the basketball promotion. Therefore, the paper, by taking the teams with high-level basketball training in 30 colleges as the research object, analyzed and summarized the existing problems in the education management of college 3V3 league, and established an education management model integrating players, coaches, training management and logistics support. Finally, in line with the teaching and training principles of the Ministry of Education, this paper, proposed targeted countermeasures and suggests combined with the status quo of domestic basketball league education, to promote and improve the application and quality of the integrated education management model.

Keywords

Basketball • Education Management • Training Management • Integration Model

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Driven by the rapid social and economic progress, the national education system reform and college leagues are booming. Since the end of last century, China's colleges and universities have been devoted in the basketball team building and high-level talent cultivation to realize the rapid integration of the education model and sports industry. In universities and colleges, 3V3 basketball leagues can well promote basketball and guide ordinary students or skilled basketball majors to actively participate in the basketball activities and further create a fully crowded basketball court. This has highly demonstrated the important role of college 3V3 leagues in the basketball promotion. Compared with the worship of entertainers in the modern society, it is more precious to be engaged in the promotion and advancement of physical activities (Harvey, Gil-Arias, Smith & Smith, 2017).

In line with the observation on the development of college sports leagues and talent training models in the international sports powers, the gradual penetration of "competitive" sports into college sports has become a trend to cultivate "high-efficiency" competitive sports, which has achieved certain results and delivered many outstanding talents for the country. Taking the sports giant United States as an example, the talent training, development concepts and methods of competitive sports have been publicly and transparently incorporated into the sports curriculum of colleges and universities to encourage more young people to participate in sports and explore more sports talents especially in college leagues to develop a win-win model for college sports and competitive sports. The model not only expands the talent selection in the country but also actively promotes the development of sports leagues in colleges and universities (Aydn & Pultur, 2016). The American University Inter-Sports Federation has placed student sports in a very important position in the standards of enrolment, competition, cultural education, transfer, etc., and set up a special leading group to select and fund outstanding sports talents in colleges and universities. However, in the development and promotion of basketball leagues of colleges and universities in China, there are problems such as the lack of macro management of high-level sports teams, loose training management process, large differences in training conditions and the lack of high-level coaches.

Therefore, based on the status quo of the development and training management of domestic college basketball leagues, it is extremely important to establish the most extensive 3V3 league education management model in colleges and universities. This paper, with high-level basketball teams in colleges and universities as the research object, summarized the problems in the education management of 3V3 leagues in domestic universities through questionnaire analysis, and established the management model integrating players, coaches, training management and logistics support. Combined with the progress of domestic basketball league education, this paper also put forward targeted countermeasures and suggestions to promote the healthy and sustainable development of college basketball teams.

Problems in the 3V3 League Education Management in Colleges and Universities

Through the questionnaire survey on basketball promotion teachers, sports majors and other subjects in 30 colleges and universities, the paper concluded several existing problems such as lack of macro-level

management of high-level sports teams, loose training management process, differentiated training conditions, and the lack of high-level coaches in the promotion of basketball education (Treme & Burrus, 2016).

The lack of macro management of high-level sports teams

In the cultivation of sports talents in China, most follow the integrated training model of amateur sports schools, central sports schools, provincial and municipal sports schools and physical battalions under the guidance of the local sports bureaus. This training model is implemented orderly centering the planned economic system, but leads to greater differences in the number and quality of athletes due to the extremely unbalanced economic development of various provinces and cities.

With the reform and innovation of the education system model in the developing market economy, the sports training model of high-level athletes led by colleges and universities has initially taken shape. In primary schools, junior high schools, high schools and universities, there are leading departments at all levels to explore and cultivate sports talents to accomplish a sound talent gradient establishment. However, sports trainings at all stages lack the macro management of the high-level athletes throughout the whole process from the initial stage to performance. Without policy linkage management at all ages, high-level student athletes don't obtain systematic guidance in ideological education, cultural studies, and special basic training, the training for sports competitions. All levels adopt their own training concepts and methods. The fundamental reason is the lack of the establishment of the high-level sports training system and the macro management, which is also a constraint that restricts the development and promotion of the domestic college 3V3 basketball league (Fujii, Shinya, Yamashita, Kouzaki & Oda, 2014).

Loose Training Management Process

In the high-level basketball training teams of colleges and universities, there are 10 colleges and universities with perfect training outline and implementation in the survey on syllabus and system training management, including 3 colleges with self-defined syllabus and 7 participating in the syllabus edition. However, there are 20 colleges and universities that do not have a clear training outline. They randomly formulate the learning plan based on the teachers' experience and theory study. The statistics on the training outline are shown in Figure 1.

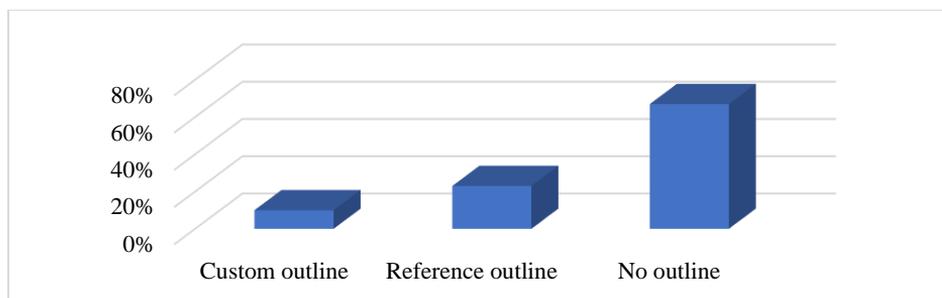


Figure 1. Statistics on the Setting of Training Outline for College Basketball Teams.

From the statistical analysis of results, in the outline management of basketball sports courses in colleges and universities, most colleges do not set up a syllabus according to the actual situation of their own sports teams. This may be the result of human resources, material equipment and other factors. It can be seen that the high-level basketball team in colleges and universities does not pay enough attention to the scientific teaching without normative and scientific guidance, which leads to the disordered state in the training process (Scanlan, Wen, Tucker, Borges & Dalbo, 2014).

Great differences in training conditions

The differences in training conditions can be speculated from the specific subsidy criteria for high-level basketball players from colleges and universities. There are 6 colleges and universities with a subsidy of 10-20 RMB per day, 19 colleges and universities with 20-30 RMB, and only 5 colleges with more than 30 RMB. The subsidy from colleges and universities can also reflect the importance attached and the financial support to the basketball team, as well as the level of logistics support for colleges and universities indirectly. Figure 2. is the statistical results of colleges and universities' subsidy on high-level athletes.

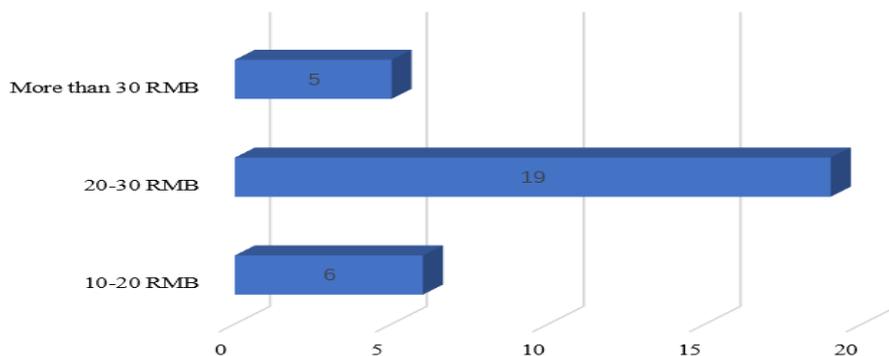


Figure 2. Statistical Result of Subsidies for High-level Athletes in Colleges and Universities.

It can be seen from the statistical results that colleges and universities that can grant subsidies in accordance with high standards in time generally have strong comprehensive strength and can provide good services from both financial support and logistics support, reflecting the high importance attached to the establishment of basketball teams. In turn, the teams will achieve better results in college leagues. However, many colleges and universities still have a shortage of funds. There are no extra funds for colleges and universities to provide special sports subsidies or good environment and policy for college teams (Gustavo *et al.*, 2014).

Lack of high-level coaches

From the quality of the coaches, the paper surveyed 62 coaches and assistant coaches from all basketball teams in 30 universities across the country. According to the survey data, there are only 16 full-time coaches

out of 62, accounting for 27.6% of all respondents, including 8 assistant coaches and 8 coaches; 36 of the 62 coaching teams are part-time coaches, accounting for 60.1% of all respondents, including 18 assistant coaches and 18 coaches; 10 of 62 are external coaches, accounting for 17.3% of all respondents, including 2 assistant coaches and 8 coaches.

The coaches play an important role in the establishment of college basketball teams, which requires a lot of efforts and energy. The full-time specialized coaches can better fulfill their own work and improve the quality of daily training and league matches as much as possible. Figure 3. shows that only a small proportion of high-level basketball team coaches of the 30 colleges and universities surveyed were specialized full-time practitioners, indicating serious hidden dangers (Chan, Ha, Fong & Chan, 2014).

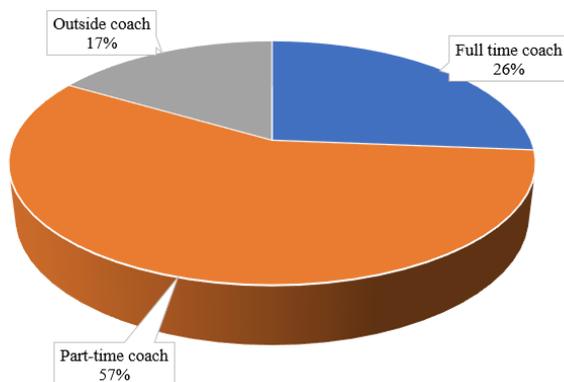


Figure 3. Statistics of Coaches of High Level Basketball Teams in Colleges and Universities.

Basketball is a sport activity requiring fights in a team. The coach as the soul of the team plays an important role in team formation, personnel selection, tactics development and training management. The coach's professional level also directly affects the team's overall competitiveness and player growth. The role of coaches and assistant coaches is to guide the team to achieve the ultimate goal, help the players in the daily training, and mobilize players during games. However, the coaches of domestic colleges and universities are mostly part-time with low specialized rate, which in turn seriously affects the team stability and further leads to unsatisfactory results in the league.

Establish an Integrated Education Management Model

The unique basketball culture and advanced training management concepts of the United States are fully reflected in the college students' league. They have the best coaches in the world and college students with excellent physical and psychological qualities. In addition, American colleges and universities are also scientific and rigorous in the construction of the basketball system and the training of college athletes. Therefore, it is imperative to establish a model integrating player management, coach management, training management and logistics support management based on the management experience of high-level basketball teams in the United States (Busari, 2010).

Player management

There are objective contradictions in the study, training and competition of college students in colleges and universities. The way to solve the contradictions is the core issue of player management. The paper, by drawing on the management of college students in American universities, proposed to stipulate that the athletes participating in the competition must be students of colleges and universities with no less than 2.0 GPA in accordance with the standards of the credit scores of the Ministry of Education. Otherwise, they will lose the qualification for participation. The regulation has greatly promoted the study of and attention to academic knowledge of college students.

Considering that players spend a lot of time in daily training and college-sponsored leagues, universities and colleges can develop a more flexible course election system for athletes, reduce the number of compulsory courses, and increase the number of elective courses as a compensation. This can not only satisfy the player's course learning, but also give them more free space to arrange the time for learning and training, which reduces the contradiction between learning and training for the players (Osmanoglu & Üzümlü, 2018).

In order to improve the performance of the basketball team and the skills of college athletes, it should be stipulated that the weekly training lasts about 20 hours with 25 weeks of training annually, and the sports-related courses with at least 10 credits are selected for each semester, so as to enhance both theoretical study and basketball skills.

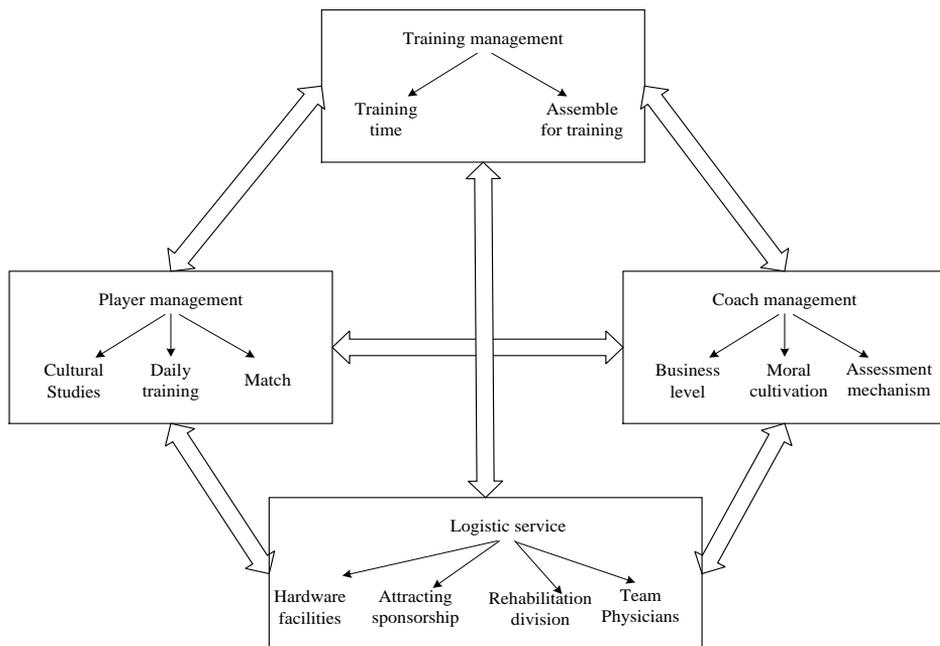


Figure 4. Integrated Education Management Model of Basketball League Matches in Colleges and Universities.

Coach management

Coaches play a very important role in modern competitive sports, mainly in two aspects. Firstly, as the organizer and implementer of daily basketball training, the coach's professional level and management ability are essential to produce high-level college athletes. The second is the influence of the example and the model. The coach's moral cultivation and professional accomplishment play a subtle role in the players' inner growth in daily life. Therefore, the education department should strictly control the appointment and scientific management of college coaches (Robertson, 2016).

In combination with the environment of basketball teams in domestic universities, the coaches can be contracted, and scientific assessments can be made according to the coaches' management level, training quality, team performance and social recognition, etc. Spiritual and material rewards can be issued to outstanding coaches. This management mode can not only stimulate the coaches' subjective initiative, but also impose a sense of urgency on coaches to play a greater role in the construction of the basketball team.

Training management

The daily training management should focus on the training time. During the non-competition period, the training is controlled to about 4 hours daily and 20 hours weekly. During the tight schedule, in addition to the competition period, the training should be lengthened to 40 hours per week (Perlman, 2012).

If necessary, concentrated time for special training and competition should be arranged. Usually, the systematic training is organized once a year, focusing on intensive training on a certain skill. After the training, the internal confrontation of the team can be organized for players to find the shortcomings of their own skills and tactics in time and improve in the next training or competition.

Logistics support

In addition to daily management, basketball activities must have a solid logistic support and a strong economic foundation. It is necessary to equip a good indoor basketball court and strength training room for the college basketball team. Financially strong colleges and universities can build a luxurious basketball hall and hold high-quality basketball games regularly, which can improve the level of the school basketball team and promote the commercialization of colleges and universities to attract more large enterprises for investment and sponsorship and provide an economic basis for the team's sound operation (Warburton & Spray, 2009).

For the competent team, full-time team doctors and rehabilitation teachers can be provided to college athletes for effective treatment and disease prevention, so that the team members can maintain a good physical condition to meet the training tasks arranged by the coaches and achieve good results in the college leagues.

Suggestions on Strengthening the Management of College League Education

The first is to build and improve the competition system. It is an arduous task to construct and improve the 3V3 league system in domestic universities, as well as the key research of the physical education departments in colleges and universities. The national education authorities should aim at cultivating basketball talents and promoting the healthy and effective development of college basketball, draw on the development and management system of American college leagues to grade the leagues according to the level of the team, unify the standards and systems in the competition, and solicit opinions from the grassroots colleges and universities to timely improve the management system of college basketball leagues.

The second is to actively explore the selection and management methods of high-level coaches. Domestic universities should have a clear system to train and use their own high-level coaches, and actively explore the selection and recruitment methods of high-level coaches. According to the development trend of basketball, the domestic universities and colleges should, with reference to the method of selecting high-level coaches in the United States, adopt the competitive recruitment and social recruitment, clarify the responsibilities and division of work of head coaches and assistant coaches, strengthen rewards and punishments, irregularly train young coaches, and outsource high-level coaches to give lectures on field experience, so as to finally develop a method of selecting and hiring high-level coaches that match their own characteristics.

The third is to increase the investment and management of special funds. The special funds are an important guarantee for the basketball training team. At present, there are not many special funds for the basketball team in colleges and universities, which has been a long-term difficult-to-solve problem for domestic universities. Therefore, it is necessary to broaden the channels and ideas for team funding by learning from the funding sources and guarantees of American colleges and universities, innovate the concept of team building, and realize new education management modes such as entrusted mode of enterprises and institutions and the cooperation model of clubs and colleges and universities to obtain enough funds and improve the training level and league performance.

Conclusion

The 3V3 league education management model based on college basketball promotion has been further innovated under the in-depth reform of China's education system. The paper conducted a statistical analysis of 30 high-level basketball teams in China through questionnaires, concluding several problems such as lack of macro management of high-level sports teams, loose training process, differentiated training conditions, and the lack of high-level coaches. Therefore, an educational management model that integrates player management, athlete management, training management and logistics support has been proposed, together with some suggestions on strengthening the management of college league education based on the education management methods of American college leagues and the actual situation of domestic colleges and universities, in the hope of providing effective inspiration for the college basketball promotion and the 3V3 league education management model.

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