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DISSERTATION

**RESEARCH ON PHYSICAL EDUCATION MANAGEMENT IN
CHINESE COLLEGES AND UNIVERSITIES**

Specialty 073– Management

07 – Management and administration

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ABSTRACT

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The combination of system science and physical education management in colleges and universities is not accidental, but a necessary trend of scientific development. It not only expands the application scope of system science, more importantly, it points out a feasible way for the development of sports management theory and practice in colleges and universities.

Sports administrative organizations need to break the previous rigid and rigid management mode, and "streamline administration" and "delegate power" at the same time, so that more people can participate in sports decision-making, so as to break barriers and realize democracy and rule of law.

Driven by the strategy of "Healthy China", the "sharing" of university sports venues will become a trend of social development. Colleges and universities should rationally develop and use the facilities and personnel resources of college sports venues, so as to make economic income and meet the social demand for sports venues, and promote the development of sports for all those who wish.

The management of physical education in colleges and universities should actively adapt to the trend of higher education in the world, use the methods and means of management by objectives and modern management, carry out scientific planning, control and management of physical education in colleges and universities, highlight the characteristics of physical education in colleges and universities, develop students' bodies and minds in an all-round way, and establish new modern management ideas.

The university sports management mode change, our sports administration department is facing challenges in behavior center of gravity, behavior style and behavior relationship in order to adapt to the change of objective condition from

planned economy system to market economy system.

Our country sports colleges and universities must strengthen the cultivation of students' cultural quality, a full range of the cultivation of student's comprehensive quality, create the information culture service system, to provide a wealth of information resources sharing service platform, real-time quickly provide information services for students, and expand the university sports education management workers.

China's physical education management system is in a stagnant stage of development. We must establish a capable system of sports management with Chinese characteristics as soon as possible according to the direction of China's sports reform and development. On the one hand, we should fully absorb the advantages of the current sports management mode in colleges and universities, and pay attention to continuous improvement, summary and improvement; On the other hand, we should abandon the old management mode boldly in a certain stage, draw on the advanced management experience at home and abroad, absorb its reasonable, effective and advanced measures, and build a new sports management mode system suitable for China's national conditions, so as to promote the development of China's sports cause.

The purpose and objectives of the work is to sort out the existing problems and goal gap of college physical education management in the new period, and find out the main factors that affect the theory and practice application of college physical education management. Optimize the management mode, perfect the management system, put forward scientific countermeasures and reasonable suggestions.

The implementation of the research goal led to the setting and solving of tasks: define the concept of physical education management in colleges and universities; to analyze the types and development process of physical education management system in Chinese colleges and universities; to analyze the element relations of people, money and objects in physical education management in Chinese universities, and searches for the optimal solution; find out the key evaluation indexes in China's physical education management system, and optimize the evaluation system; the

research on physical education management in Chinese universities and colleges is combined with the current global situation to provide scientific theoretical reference.

The main results is: first received: the theoretical and methodological principles of the analysis of the theory of management of physical education of the college of the new era were developed, which defines the boundaries of the research and the main points of observation; a methodology for building a system of evaluation indices for physical education management in Chinese colleges and universities was developed.

Improved: the basics of research on the organizational structure, mechanisms of the sports industry and its relationship with the management theory of physical education management in the college of the new era have been improved; proposals were developed to optimize the organizational design of physical education management in Chinese colleges and universities; the method of analysis and comparison of physical education management system models in Chinese colleges and universities has been improved;

Acquired further development: a systematic analysis of the evolution of physical education management methods and corresponding systems in Chinese colleges and universities, as well as the application of physical education management methods in practice; the strategy for identifying key problems of the physical education management system in colleges and universities has been improved and optimized; planning to optimize the development of physical education management in colleges and universities in the post-epidemic period in the context of China's global economic integration into the world society.

The conducted studies indicate that the renewal of the concept of education management is a precursor to the reform of education and training, and the scientific and advanced concept of management is an important part of this concept. Because without a scientific and advanced concept of management, the management of pedagogical activities will not be effective and it will be difficult to create a fruitful situation for reforming education and training.

We came to the conclusion that we should strengthen the idea of democratic management, pay more attention to the democratization of the entire learning process of decision-making, planning, implementation, control and inspection, implement democratic decision-making, and also increase the effectiveness of scientific decision-making in management because the process of higher education management - it is a process of overall design, dissemination and implementation, unified understanding, highlighting of key points, integrated promotion and effective combination of educational research with educational practice.

We proposed the concept of management modernization, due to the fact that modern education management should have the characteristics of this time, clearly keep up with modernity, constantly introduce innovations, update means, maintain best practices. We believe that it is necessary to create a concept of sustainable management, undertake the formulation and implementation of a fair policy create a sustainable environment of fair competition, and implement a sustainable mechanism of adaptation to the conditions of modern development in order to achieve a general increase in management efficiency.

Physical education in colleges and universities is the most important platform for building the sports cultural literacy and sports ability of the whole Chinese society in the future. The influence of physical education in universities and colleges on the development of youth is enormous. If every student can develop well as a result of physical education, it will play a positive role in the development of the sport in the future.

Various problems existing in the management of physical education in colleges and universities can be solved by improving the professional quality of physical education management personnel, professional sports knowledge and skills, and increasing the financial input of educational institutions for physical education in colleges and universities.

China's colleges and universities must constantly strengthen the construction of teachers, improve the overall quality of our physical teachers, also increase the investment in physical education, strengthen the construction of sports equipment and

facilities, improve and expand the sports field. To cultivate and exercise students' consciousness of lifelong physical education, physical education must explore a more reasonable, scientific and applicable teaching mode according to its own characteristics and current situation, so as to promote the continuous improvement of the quality of physical education in colleges and universities.

Key words: management, higher education, university, college, physical culture, sustainably development, public administration, sports and health industry, financing, innovation, knowledge service, sports and health activities, national characteristics, socio-economic development.

АНОТАЦІЯ

Лі Цзунсі. Управління фізичною освітою в Китайських коледжах та університетах - Рукопис.

Дисертація на здобуття наукового ступеня доктора філософії за спеціальністю 073 - Менеджмент. – Сумський національний аграрний університет, Суми, 2023.

Поєднання системної науки та управління фізичним вихованням у коледжах та університетах є не випадковим, а необхідною тенденцією розвитку науки. Це не тільки розширює сферу застосування системної науки, але, що більш важливо, вказує реальний шлях розвитку теорії та практики спортивного менеджменту в коледжах та університетах.

Спортивним організаціям необхідно зламати колишній жорсткий режим управління, та одночасно «оптимізувати адміністрування» і «делегувати повноваження», з метою більшої участі людей які можуть брати участь у прийнятті рішень щодо спортивної індустрії, щоб подолати бар'єри та реалізувати демократію і верховенство права.

Керуючись стратегією «Здоровий Китай» спільне використання університетських спортивних об'єктів повинно стати трендом соціального розвитку. Коледжі та університети повинні раціонально розвивати та

використовувати матеріально-технічну базу та кадрові ресурси спортивних об'єктів коледжів, щоб отримувати економічний прибуток і задовольняти соціальний попит на використання спортивних об'єктів а також сприяти розвитку спорту для всіх бажаючих.

Управління фізичною освітою у коледжах та університетах має активно адаптуватися до тенденцій розвитку вищої освіти у світі, використовувати методи та засоби управління відповідно до цілей сучасного менеджменту, здійснювати наукове планування, контроль та управління фізичним вихованням у коледжах та університетах, підкреслювати особливості фізичної освіти, всебічно розвивати тіло та розум студентів за допомогою нових сучасних управлінських ідей.

У зв'язку зі зміною системи управління університетським спортом, відділи спортивного адміністрування стикаються з проблемами та викликами, пов'язаними з поведінковим центром ваги, стилем поведінки та поведінковими взаємовідносинами в процесі адаптації до зміни об'єктивних умов при переході від системи планової економіки до системи ринкової економіки.

Спортивні коледжі та університети мають посилити повний спектр розвитку всебічних якостей студентів, створити систему обслуговування інформаційної культури, надати платформу для обслуговування обміну великих масивів інформаційних ресурсів, швидко надавати в режимі реального часу інформаційні послуги для студентів, та розширити штат працівників з управління спортивною освітою університету.

Система управління фізичною освітою Китаю знаходиться на стадії спаду розвитку. Країна повинна якнайшвидше створити спроможну систему управління спортом з урахуванням китайської специфіки відповідно до напрямку реформування і розвитку спорту Китаю. З одного боку, ми повинні повністю використовувати переваги нинішнього режиму управління спортом у коледжах та університетах і приділяти увагу її постійному вдосконаленню, узагальненню та покращенню. З іншого боку, на певному етапі ми повинні сміливо відмовитися від старого режиму управління, використати передовий досвід

управління як усередині країни, так і за кордоном, засвоїти його доцільні, ефективні та передові заходи та створити нову систему режиму управління фізичною освітою, яка підходить для національних умов Китаю для сприяння її розвитку.

Метою та завданнями дисертаційної роботи є з'ясування наявних проблем та цільових розбіжностей управління фізичним вихованням в коледжах та університетах в сучасних умовах, з'ясування основних чинників, що впливають на застосування теорії та практики управління фізичним вихованням в коледжах та університетах. Оптимізувати режим управління, вдосконалити систему управління, розробити та обґрунтувати наукові пропозиції щодо удосконалення управління.

Реалізація мети дослідження призвела до постановки та вирішення завдань: визначити концепцію управління фізичним вихованням у коледжах та університетах; проаналізувати види та процеси розвитку системи управління фізичним вихованням у китайських коледжах та університетах; проаналізувати елементні відносини людського капіталу, фінансів та об'єктів в менеджменті фізичного виховання в університетах Китаю та знайти їх оптимальне вирішення; виявити ключові показники оцінювання в системі управління фізичним вихованням Китаю та оптимізувати систему його оцінювання; дослідити управління фізичним вихованням у китайських університетах і коледжах в контексті поточної глобальної ситуації на основі наукового підходу.

Основні результати дослідження: вперше отримано: розроблено теоретико-методичні засади аналізу теорії управління фізичним вихованням коледжу нової ери, яка визначає межі дослідження та основні точки спостереження; розроблено методологію побудови системи індексів оцінювання управління фізичним вихованням у китайських коледжах та університетах.

Вдосконалено: вдосконалено основи досліджень організаційної структури, механізмів роботи спортивної індустрії та її взаємозв'язку із теорією управління менеджменту фізичного виховання у коледжі нової ери; розроблено пропозиції щодо оптимізації організаційного дизайну управління фізичним вихованням у

китайських коледжах та університетах; вдосконалено методику аналізу та порівняння моделей системи управління фізичним вихованням у китайських коледжах та університетах;

Дістало подальшого розвитку: систематичний аналіз еволюції методів управління фізичним вихованням і відповідних систем у китайських коледжах та університетах, а також застосування методів управління фізичним вихованням на практиці; удосконалено та оптимізовано стратегію визначення ключових проблем системи управління фізичним вихованням у коледжах і університетах; планування оптимізації розвитку управління фізичного виховання у коледжах та університетах у постепідемічний період в контексті глобальної економічної інтеграції Китаю в світове товариство.

Проведені дослідження свідчать про те що оновлення концепції управління освітою є провісником реформи освіти та навчання, а наукова та передова концепція управління є важливою частиною цієї концепції. Тому що без неї керівництво педагогічною діяльністю не буде ефективним і буде важко сформувати ефективну ситуацію з реформування освіти та навчання.

Ми дійшли висновків, що повинні зміцнювати ідею демократичного управління, приділяти більше уваги демократизації усього процесу навчання прийняттю рішень, плануванню, реалізації, контролю та інспектування, впроваджувати демократичне прийняття рішень, а також підвищувати ефективність наукового прийняття рішень в управлінні тому що процес управління вищою освітою – це процес загального проектування, розповсюдження та впровадження, єдиного розуміння, виділення ключових моментів, комплексного просування та ефективного поєднання освітніх досліджень з освітньою практикою.

Нами запропоновано концепцію модернізації управління, у зв'язку з тим, що сучасне управління освітою повинно мати сучасні характеристики, чітко йти в ногу з сучасністю, постійно впроваджувати інновації, оновлювати засоби, підтримувати передовий досвід. Ми вважаємо, що необхідно створити концепцію сталого управління, взяти на себе зобов'язання щодо формулювання

та реалізації справедливої політики, створити стале середовище чесної конкуренції та впровадити стійкий механізм адаптації до умов сучасного розвитку з метою досягти загального підвищення ефективності управління.

Фізичне виховання в коледжах та університетах є найважливішою платформою для формування спортивної культурної грамотності та спортивних здібностей всього китайського суспільства в майбутньому. Вплив фізичного виховання в університетах та коледжах на розвиток молоді величезний. Якщо кожен здобувач зможе отримати гарний розвиток внаслідок фізичної освіти, це відіграє позитивну роль у розвитку спорту в майбутньому.

Різноманітні проблеми, що існують в управлінні фізичним вихованням у коледжах та вузах, можуть бути вирішені за рахунок підвищення професійної якості керівних кадрів управління фізичним вихованням, професійних спортивних знань та навичок, збільшення фінансових вкладень освітніх установ у фізичне виховання у коледжах та університетах.

Коледжі та університети Китаю повинні постійно підвищувати кваліфікацію вчителів, покращувати загальну якість педагогів з фізичної культури, а також збільшувати інвестиції у фізичне виховання, посилювати будівництво спортивного обладнання та об'єктів, покращувати та розширювати спортивну сферу. Для культивування та розвитку в здобувачів свідомості фізичного виховання протягом усього життя, воно має досліджувати більш доцільний, науковий та придатний спосіб навчання відповідно до його власних особливостей та поточної ситуації щоб сприяти постійному покращенню якості фізичного виховання в коледжах та університетах.

Ключові слова: менеджмент, вища освіта, університет, коледж, фізична культура, сталий розвиток, державне управління, спортивно-оздоровча індустрія, фінансування, інновації, служба знань, спортивно-оздоровча діяльність, національні особливості, соціально-економічний розвиток.

LIST OF APPLICANT'S PUBLICATIONS

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2. **Zongxi Li**, Olena Slavkova, Yong Gao (2022) Evaluation index system of practical abilities of P.E. students at Chinese universities. *Problems and Perspectives in Management*. 20(4). P. 138-152 (SCOPUS). (the author personally developed the method of evaluation index system of practical abilities of P.E. students at Chinese universities).

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promote the urban population sports countermeasures for the sustainable development of ecological environment)

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Monograph

6. **Li Zongxi** (2019). Research on the periodical development of China's sports management system .Accounting and analytical and financial and economic aspects of the activity of agricultural enterprises: [collective monograph] / General editorship of O. Slavkova - Sumy: Publishing house: PP Vinnichenko, FOP Litovchenko, 236-251 (personally researched by the author the present situation of several management modes of college sports in China and the countermeasures and suggestions are put forward for the development of the management mode of college sports in China)

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china-on-the-double-cycle-of-sports-industry/ (personally researched by the author "binary" new era of China's sports industry the present situation of the management mode, and put forward China to "inner loop" promote "binary" mode of high quality sports industry development countermeasure)

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11. Slavkova Olena, **Li Zongxi** (2021). Research on the organization mechanism of chinese university sports activities. *"Інформаційне суспільство: технологічні, економічні та технічні аспекти становлення"* URL: <https://eu-conf.com/wp-content/uploads/2021/11/IMPLEMENTATION%20OF%20MODERN%20SCIENCE%20IN%20PRACTICE.pdf#page=250> (the author personally researched macro-control of sport by sport powers and coordinated development of diversified sport activities organization mechanism)

12. Slavkova, Olena, **Zongxi Li** (2021). The inspiration of sports management system mode of sports developed countries to Chinese sports management. *The VII International Science Conference «Science, actual trends and perspectives of development»*, November 01 – 03, Budapest, Hungary, 110-113 URL:

<https://eu-conf.com/events/science-actual-trends-and-perspectives-of-development/> (personally researched by the author sports developed countries, sports management system, strategy, management system model and planning index, and according to the national conditions of sports management system and management mode of reform and development)

13. **Li Zongxi**, Olena Slavkova (2021) Research on the operation mechanism of Chinese university sports industry. *The XI International Science Conference «Implementation of modern science in practice», November 29 – December 01, San Francisco, USA, C.249-252.* URL: <https://eu-conf.com/wp-content/uploads/2021/11/IMPLEMENTATION%20OF%20MODERN%20SCIENCE%20IN%20PRACTICE.pdf#page=250> (personally researched by the author current situation of sport industry operation mechanism in Chinese universities and countermeasures to improve the operating mechanism of Chinese college sport industry)

14. **Li Zongxi** (2021). Research on sports management system in foreign countries. *Збірник наукових статей молодих учених, аспірантів та студентів Сумського національного аграрного університету. Суми, 2021. 45-47* URL: https://science.snau.edu.ua/wp-content/uploads/2021/05/2021_%D0%97%D0%91%D0%86%D0%A0%D0%9A%D0%90_%D0%BA%D0%B2%D1%96%D1%82%D0%B5%D0%BD%D1%8C.pdf#page=45, (personally researched by the author the current situation of sports management and sports management policy abroad and puts forward to change the current situation of sports management implementation of improvement measures)

15. **Zongxi Li** (2021). Research on the development trend and innovation strategy of sports management in China. *Сучасний менеджмент: тенденції, проблеми та перспективи розвитку. Тези доповідей VII Міжнародної науково-практичної конференції молодих вчених і студентів, 14 квітня 2021 року Дніпро. 299-300.* (personally researched by the author after the outbreak time China's sports management trend and China's sports management innovation strategy is put forward)

16. **Zongxi Li**, Olena Slavkova (2021) Research on the current situation and optimization of sports management in chinese universities under the situation of epidemic normalization. *Шістдесяті економіко-правові дискусії: матеріали міжнародної науковопрактичної інтернет-конференції (м. Львів 27 жовтня 2021 р.)*. Львів, 34-38
<http://elartu.tntu.edu.ua/bitstream/lib/36845/1/%D0%97%D0%B1%D1%96%D1%80%D0%BD%D0%B8%D0%BA%202021.pdf#page=34> (personally researched by the author under the epidemic normalized the status quo of college sports management pattern in China, and for China after the outbreak of colleges and universities sports education management innovation countermeasures are put forward)
17. Slavkova Olena, **Zongxi Li** (2021). Research on the organization mechanism of chinese university sports activities. *"Інформаційне суспільство: технологічні, економічні та технічні аспекти становлення"* (випуск 63), 77-80. URL: <http://www.konferenciaonline.org.ua/ua/article/id-339/>(personally researched by the author in China the status quo of college sports management operation mechanism and put forward the college sports management organization innovation mechanism of Chinese college sports management countermeasures)
18. Olena Slavkova, **Zongxi Li** (2021) Research on the management system of foreign school physical education. *XVIII International Scientific and Practical Conference of Young Scientists "Economic and Social Development of Ukraine in the XXI Century: National Vision and Challenges of Globalization"*, 70-72. (personally researched by the author in colleges and universities sports education abroad and based on the status of the management system of China's national conditions is put forward to promote all-round development of college PE management system in China).

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THE LIST OF SYMBOLS

ASEAN - Association of Southeast Asian Nations

COVID-19 - Coronavirus disease

GDP- gross domestic product

IOC - International Olympic Committee

MOE - Ministry of Education

NASPE - National Association for Sport and Sport

NASSM - North American Society for Sport Management

NCAA - National Collegiate Athletic Association

RCEP - Regional Comprehensive Economic Partnership

STA - According to the Saaty

UK - United Kingdom

INTRODUCTION

Relevance of the topic. Physical education in Chinese colleges and universities is an important link in the cause of education as well as an important method and means for the growth and training of national talents. Physical education management in colleges and universities plays an important role in improving the comprehensive physical quality of college students and realizing their overall physical and mental development. At present, the management theory of physical education in colleges and universities is old-fashioned, the management responsibility is not clear enough, the management content is not clear enough, the management method is slightly outdated, and the management strategy is not intelligent enough (He, 2021). The management concept of physical education in colleges and universities needs to be changed, the management of physical education lacks long-term planning, and the management objectives of physical education are unclear (Sang, 2020). The management goal of physical education in colleges and universities is not clear; The management method of physical education is simple; The evaluation of physical education management is unreasonable. From the perspective of the modernization of college physical education management in China, the traditional college physical education management mode has been difficult to adapt to the current college physical education management objectives and students' comprehensive development and training needs, it is urgent to seek changes and grasp the core of college physical education management.

At present, there are some problems in the management of physical education in colleges and universities in China, such as too inflexible management work and defects in the formulation of management goals. The causes of these problems include the lack of professional quality of physical education administrators and insufficient funds for physical education management (Huang & Meng, 2018). There are still some problems in the management of physical education in colleges and universities in China, such as insufficient implementation of physical education, heavy teaching tasks for teachers, declining quality of students and not timely

teaching evaluation (Chen, 2013). The traditional management mode of physical education is no longer suitable for the current management mode of physical education, and the conflict between them is becoming increasingly significant (Liu & Xu, 2013). Based on the theories of pedagogy, management, economics and human resource management, it is urgent to study and improve the management concept, mode and system by analyzing the current situation of physical education activity management in the new era as the logical starting point.

In the process of China's transformation from planned economy to market economy, the tendency of "managerialism" displayed in the traditional sports system needs to gradually develop to "sports governance" (James et al., 2016). It can be said that improving the management quality of physical education in colleges and universities is an important part of realizing sustainable development goals. Therefore, it is of great significance to carry out the research on the theories and methods of physical education management in colleges and universities to improve the quality of physical education in Chinese colleges and universities and achieve the goal of sustainable development.

The management of physical education in colleges and universities is directly related to the quality and specifications of personnel training in colleges and universities, as well as the survival and development of colleges and universities. Management is the most direct method and means to improve efficiency (Liu et al., 2021). It is necessary to reform and innovate physical education management, which should be optimized from the aspects of system, team, funds and teaching focus (Zheng, 2021). As a strategic resource as important as human and material resources, big data is an important driving force for the upgrading of existing industries and the innovation of new industries. The use of physical education management in schools will minimize the use of human and material resources (Hou, 2020). Research on the management model of physical education in colleges and universities is not only in line with the new educational model advocated by the education department in our country, but also can help students to gain benefits through participating in sports

(Zhong, 2019). Therefore, it is representative and practical to study the theories and methods of physical education management in Chinese colleges and universities.

Since 2019, the COVID-19 pandemic has brought a serious crisis to the survival and development of physical education institutions in Chinese universities (OECD, 2021). The epidemic has severely hindered economic globalization and affected the process of social reform in countries around the world, the most prominent of which is the reform of physical education. Only by giving full play to the management function of physical education in colleges and universities correctly, fully and effectively, and allocating the world sports resources scientifically, can the use efficiency of sports resources be improved better. At present, Chinese colleges and universities physical education management is facing great challenges. Therefore, the university physical education management research in China's educational cause is more urgent and representative.

In order to solve the college P.E. education and its concrete operation process problems, combined with the theory and practice of research university sports education administrative department and management activities of sports education system, explore the reason behind the sports education management, ideas such as how to affect the physical education activities management and sports education management of the management system of the subject, object of cognition and formulation, It is of theoretical significance to enrich the management methods of physical education activities in colleges and universities in the new era, and of practical significance to improve the effect and efficiency of the overall development of physical education management in colleges and universities. Therefore, the conclusions reached determine the choice of research topic.

Connection of work with scientific programs, plans, and topics. Scientific research was carried out within the framework of the thematic plan of research works according to topic 0121U108135 "Formation of a management mechanism for innovative development of a higher education institution" within which the author investigated the system of assessment of physical culture and sports management in colleges and universities and within the framework of the topic "Development of

management in the conditions of international integration processes" 2019-2023 (state registration number 0119U001336), in within the framework of which the author investigated the main trends and evaluated the foreign experience of managing physical culture and sports in colleges and universities.

The purpose and objectives of the work. To sort out the existing problems and goal gap of college physical education management in the new period, and find out the main factors that affect the theory and practice application of college physical education management. Optimize the management mode, perfect the management system, put forward scientific countermeasures and reasonable suggestions.

The implementation of the research goal led to the setting and solving of **tasks**:

- define the concept of physical education management in colleges and universities;
- to analyze the types and development process of physical education management system in Chinese colleges and universities.
- to analyze the element relations of people, money and objects in physical education management in Chinese universities, and searches for the optimal solution.
- find out the key evaluation indexes in China's physical education management system, and optimize the evaluation system.
- the research on physical education management in Chinese universities and colleges is combined with the current global situation to provide scientific theoretical reference.

The object of the research is management process of people, money and materials in physical education activities in colleges and universities in China.

The subject of the research is the theory, method, scientific and applied aspects of the management of physical education organization and system mode in Chinese colleges and universities in the new era.

Applicant's personal contribution. The dissertation is an independently performed scientific work. All the results of the study, presented in the paper and presented for defense, are received by the author personally.

Research methods. The theoretical and methodological basis of the thesis work has become the scientific works of scientists at home and abroad on the management of physical education in colleges and universities, and has become the basis of the research on the management of physical education in colleges and universities.

In order to achieve the set goals and solve problems, a lot of methodological techniques are used in the work. such as: literature data method - collect the information base of paper research, review and summarize the relevant literature; systematic analysis - interview and consultation with college physical education experts, identify and systematize the general problems of college physical education management; Delphi method - analyze the evaluation index of college physical education management system, define the influence of the development and management of college physical education system in the process of research; case analysis - combined with the site management in college physical education and the management system of college physical education in developed countries; analogical method - on the basis of analyzing each factor of physical education management in colleges and universities, it analyzes each factor by association and induction; graph theory - abstract and simplify the organization design, system operation and system relations in the management of physical education in colleges and universities, and describe the characteristics and internal relations with graphs.

The information base of the study was legal acts from official open sources of China (The information mainly comes from Google Academic, Baidu Academic, China National Knowledge Infrastructure, university library, academic paper resource database, relevant legal documents, international official documents and scientific papers. Data information from the National Bureau of Statistics, the National Sports Administration, Statistical yearbook, etc.), own field research, theoretical-methodical and scientific works from the Internet.

The scientific novelty of the obtained results. The scientific novelty of the obtained results lies in Further improve and perfect college physical education management mode, management system, so that its management methods and means

have been improved. Scientific results are authentic, and by their scientific essence can be presented as follows:

First received:

- the theoretical and methodological principles of the analysis of the theory of management of physical education of the college of the new era were developed, which defines the boundaries of the research and the main points of observation;

- a methodology for building a system of evaluation indices for physical education management in Chinese colleges and universities was developed.

Improved:

- the basics of research on the organizational structure, mechanisms of the sports industry and its relationship with the management theory of physical education management in the college of the new era have been improved;

- proposals were developed to optimize the organizational design of physical education management in Chinese colleges and universities;

- the method of analysis and comparison of physical education management system models in Chinese colleges and universities has been improved;

Acquired further development:

- a systematic analysis of the evolution of physical education management methods and corresponding systems in Chinese colleges and universities, as well as the application of physical education management methods in practice.

- the strategy for identifying key problems of the physical education management system in colleges and universities has been improved and optimized;

- planning to optimize the development of physical education management in colleges and universities in the post-epidemic period in the context of China's global economic integration into the world society.

The practical significance of the obtained results. The scientific and practical significance of the dissertation is:

- Put forward a set of scientific and reasonable systems and conclusions, and improved and promoted the theoretical basis and existing management mode of physical education management in Chinese colleges and universities;

- Find out the key problems from the elements of the system to avoid detours in the management of physical education in Chinese colleges and universities in the future;

- A clear development path has been found out from the development of the globalized college sports industry, and the college industry can better develop its own characteristics;

This paper uses management theory to solve the problems of the development and improvement of the physical education management system in Chinese colleges and universities, and puts forward scientific theoretical reference and theoretical research framework.

Personal contribution of the applicant. Dissertation research is an independent scientific work of the author. Scientific results, conclusions and proposals submitted for defense were received by the author personally.

Approbation of the results of the dissertation. The main provisions and results of the dissertation research were made public by the author at conferences, seminars, meetings, among which the most important were «The International Conference Proceedings Collection in memory of Professor M.G. Mykhailov» (22th November 2018. Sumy), «Економічний і соціальний розвиток України в XXI столітті: Національна візія та виклики глобалізації» (April 9-10, 2019, Тернопіль), «Шістдесяті економіко-правові дискусії: матеріали міжнародної науковопрактичної інтернет-конференції» (October 27, 2021 Львів), The VII International Science Conference «Science, actual trends and perspectives of development» (November 1–3, 2021 Budapest, Hungary), The XI International Science Conference «Implementation of modern science in practice» (November 29 – December 01, 2021 San Francisco, USA), VII International Scientific-Practical Conference «Modern Management: Trends, Problems And Prospects For Development» (April 14, 2021. Alfred Nobel University, Dnipro), «XVIII International Scientific and Practical Conference of Young Scientists "Economic and Social Development of Ukraine in the XXI Century: National Vision and Challenges of Globalization"» (6th May 2021. Тернопіль), «"Інформаційне суспільство:

технологічні, економічні та технічні аспекти становлення"(випуск 63)» , (11 листопада 2021, Тернопіль).

Publication of obtained results. Based on the results of the conducted research, the author has published 18 scientific works.

Structure and scope of work. The main part of the dissertation consists of an introduction, three chapters and conclusions, the volume of 204 pages of computer text and contains 21 tables, 7 figures.

SECTION 1

THEORIES AND METHODS OF PHYSICAL EDUCATION MANAGEMENT IN COLLEGES AND UNIVERSITIES

1.1 Study on the environment and trend of physical education management in colleges and universities

Education is the fundamental guarantee of national prosperity and national unity and stability. It is also an important method and means for the growth and training of national talents. Physical education is an indispensable part of the whole educational cause. Physical education in colleges and universities is directly related to the quality and specifications of personnel training in colleges and universities, and the survival and development of colleges and universities. Management is the most direct method and means to improve efficiency (Liu et al., 2021). It is necessary to reform and innovate physical education management, which should be optimized from the aspects of system, team, funds and teaching focus (Zheng, 2021). Under the background of physical education reform, educational administrators should proceed from the perspective of physical education, and pursue the realization of multiple functions of physical education in cultivating students' lifelong sports consciousness, tempering students' psychological quality, strengthening the sense of teamwork and so on. It is necessary to optimize the objectives of education management and innovate the means of education management (Sang, 2020). As a strategic resource as important as human and material resources, big data is an important driving force for the upgrading of existing industries and the innovation of new industries. The use of physical education management in schools will reduce the use of human and material resources as much as possible (Hou, 2020). Perfect physical education management mode will not affect students' study, but can promote students' physical and mental health development. Research on the problems of physical education management mode in colleges and universities is not only consistent with the new educational

method advocated by the education department in our country, but also can help students to gain benefits through participation in sports (Zhong, 2019). Physical education management in colleges and universities is an important part of education work, which is directly related to the development of comprehensive quality of college students (Zhao, 2017).

History and trend of international university Physical education management research. Simple sports administration already existed in ancient Greece. The ancient Greek Olympic Games did not have a set of reasonable scientific and orderly management means is difficult to achieve. According to *Sports Management: A New Magazine*, "As the game grew larger, there were inevitably food and beverage caterers, buying agents, marketers and management executives." But this period did not rise to the level of theoretical research, its organizational form is completely rely on experience management. The emergence of sports management is that the rapid development of sports requires replacing the traditional and experiential management with scientific management. Secondly, the progress of modern science and technology makes it possible for the scientific management of sports. Thirdly, it is influenced by the development of enterprise management theory. Its emergence and development process can be roughly divided into the following four periods: the first period, the embryonic period (1930s to 1950s). Modern sports management was first produced in the United States, and the research papers on sports management appeared in the 1930s. The characteristic of this period is that the research is in the spontaneous stage, the research results are scattered, and no unified system has been formed. The second period is the founding period (mid-1950s to 1960s). Theoretical research was gradually systematized and formed a system. Monographs and books on sports management were published one after another. Such as the United States "Sports Administration", Japan "Sports management" and other monographs. The third period, the development period (from the 1960s to the 1970s), this period focuses on theoretical construction, and the theoretical system of sports management is gradually improved. American university course materials include "Physical Education and the Administration of Competitive Sports Program", "Modern Sports

Management and Practice" and so on. In 1961, the former Soviet Union officially published the first textbook "Soviet Sports Organization", which was renamed "Sports Management" in 1974, and in 1973, "New Sports Management" was published in Japan. The fourth period is the mature period (from the 1980s to now), characterized by the development from the focus on school sports administration and inter-school sports management to professional sports management, competitive sports management, health club management, the scope of research has been greatly expanded. In North America, the North American Society for Sports Management (NASSM) and the National Association for Sport and Sport (NASPE) Sports Management Professional Task Force, established in 1995, is responsible for guiding the development of the sport management profession. NASSM also funds the publication of the Journal of Sports Management.

When exploring the general rules of sports management, scholars not only extend their vision to the study of the whole sports management rules, but also focus their attention on the study of a certain field of sports management and the management of a single sports organization. Obviously, the purpose of these studies is to solve the problem of combining theory and practice in the field of sports and its specific management operation process.

Physical education in colleges and universities plays a crucial role in improving the physical quality of college students and realizing their physical and mental health development. However, there are still deficiencies in the management and service quality of physical education in many colleges and universities (Zheng, 2021). At present, the prominent problems in the management of physical education in colleges and universities are mainly manifested in five aspects: the management theory is old-fashioned, the management responsibility is not clear enough, the management content is not clear enough, the management method is slightly outdated, and the management strategy is not intelligent enough (He, 2021). The current situation of the implementation of multiple functions of physical education management in colleges and universities: the concept of physical education management needs to be changed, the management of physical education lacks long-term planning, and the management

objective of physical education is unclear (Sang, 2020). The practical difficulties of physical education management in colleges and universities: the objective of physical education management is not clear; The management method of physical education is simple; The evaluation of physical education management is unreasonable. From the perspective of educational modernization, the traditional management mode of physical education in colleges and universities has been difficult to adapt to the current goals of physical education in colleges and universities and students' personalized physical learning needs, so it is urgent to seek changes and grasp the core of physical education management. Currently, there exist some problems in the management of physical education in colleges and universities in our country, such as the inflexible management work and defects in the formulation of management goals. The causes of these problems include the lack of professional quality level of the physical education management personnel and the insufficient investment of funds in the physical education management work (Huang & Meng, 2018). There are some problems in the physical education management of colleges and universities, such as the insufficient implementation of physical education, heavy teaching tasks of teachers, the decline of students' quality and the delay of teaching evaluation (Chen, 2013). The traditional management mode of physical education is no longer suitable for the current education mode, and the conflict between the two is increasingly significant (Liu & Xu, 2013). The main manifestations are as follows: (1) There are many investigations and studies on the management service quality of physical education in colleges and universities, but few empirical studies. The investigation of the current situation is narrow, the investigation method is single, especially the lack of classified investigation, and the lack of comparative research. (2) There are many subjects in the study of improving the service quality of physical education management in colleges and universities, but insufficient attention is paid to the object. (3) The depth of the methods and implementation ways to improve the service quality of physical education management in colleges and universities is not enough. (4) There are few studies on the quality assurance system of physical education management service in colleges and universities (Li, 2013). The main factors that

restrict the development of college physical education management are as follows: the quality of college physical education management staff is backward; the understanding of physical education management personnel in colleges and universities is not sufficient; the rapid expansion of college enrollment leads to the incapacity of physical education management.

Morphologically and on the basis of sports science, human resources management, management science and related theory, based on the related theory and practice research situation analysis of literature review, with the development strategy as the guidance, combining with the characteristics of the ordinary university school sports organizational structure, around the university sports organization management, organization structure, index management, analyzes the relationship between using the soft system methodology, stakeholder theory, Mintzberg's organizational structure theory and other management research methods, this paper develops the physical education management system and performance evaluation index system based on ordinary colleges and universities, and makes a practical test on it. In the process of constructing the management framework of physical education in colleges and universities, the idea of economic management is integrated. To a certain extent, it solves the problem of lack of internal and external motivation in the implementation of physical education management in ordinary colleges and universities, and has certain practical guidance for the transformation of local physical education management to comprehensive physical education management in domestic colleges and universities. The management of physical education in schools will be organically combined with the reform of the national higher education management mechanism, the management of human resources in colleges and universities, the monitoring of teaching quality, the evaluation of scientific research achievements, and the evaluation of social benefits.

First, the theoretical study of competitive sports organization. Under the influence of different national sports management systems, the main body of competitive sports organizations is also different. The United States is a country that carries out competitive sports training; competition and management affairs based on

typical socialized and market-oriented sports organizations. In our country, all kinds of sports schools and provincial and municipal sports professional teams rely on the national sports administrative organization to carry out competitive sports training, competition and management. From the aspect of theory analysis, surrounding property of competitive sports, national Olympic sport organization, sport related research of schools, colleges and universities high level sports teams should belong to the category of the core of competitive sports organization theory research, should from the sports organization research Angle of view under the background of setting up the management system of the different organization theory of competitive sports system, This will provide theoretical support for the management practice of national or regional and individual competitive sports organizations.

Second, the theoretical research of professional sports organization. In the sports globalization, commercialization, and the public demand for high level sports competition and performance under the background of growing, gradually formed to give sports market value and commercial operation of professional sports league, characterized by professional sports, with its highly commercial, cultural diversity, interests maximization and challenge limit characteristics, Has become one of the most popular forms of sports today. Chinese scholar Professor Zhang Lin was the first to systematically study professional sports leagues and clubs from the perspective of economics. With the different characteristics of different global projects, different national or regional management systems, different professional sports leagues and professional sports clubs, It is of great academic value and practical significance to analyze and construct the attributes, functions, characteristics and governance of professional sports organizations from the interdisciplinary perspectives of economics, sports science and histology.

Third, the mass sports organization theory research. From the perspective of the origin of games theory, socialization is the inevitable trend of sports development, and its organization is the main thrust in the process of sports socialization. The initial form of sports organization is to gather people who participate in sports activities. From the perspective of the participation level of sports people, it has the

characteristics of amateurism, but also has the characteristics of sociality, foundation, autonomy, spontaneity, service and so on. It gradually evolves into competitive sports organization and professional sports organization. In the United States, under the institutional protection and guidance of the United States Federal Tax Code and the Olympic and Amateur Training Act, all national sports associations are non-profit, covering national, regional, school, community and other related fields. Organization of public sports in our country, there is also a community sports organization, the industry of sports organization, the organization of virtual organizations, such as different classification and categories, from different subjects such as sociology, histological perspective to establish effective support to arouse the masses to participate in sports and mass sports organization, specification as target theory system, help the masses sports organizations in China and the ability to ascend.

Fourthly, the theoretical research of youth sports organization. Youth participation in sports foundation for their lifelong sports, in the development stage of youth is also in the body function of the sensitive period, all kinds of non-governmental organizations and countries or regions in the world through the policy of development planning of youth sports, arouse their enthusiasm to participate in sports, especially develop a variety of different types, levels and sports youth sports organizations, Such as national or regional youth sports federations, youth sports clubs, national Olympic governing bodies, school sports organizations and commercial sports organizations. Youth sports organization in our country by people-run non-enterprise type or business nature of the youth sports club, traditional project schools, outdoor sports camp, youth sports reserve talented person base, youth sports training institutions, etc, the different types of educational organization, different characteristics such as commercial, service and non-profit. More urgently, under the background of deepening the integration of sports education, it has become an important proposition to construct the theoretical system of youth sports organization from the perspectives of different management disciplines such as administration, public administration and business administration (Liu et al., 2021).

1.2 Basic concept, management types and development course of physical education management in colleges and universities

The demand of the crowd system of the general university system for physical education directly leads to the appearance of the general university physical education management. Only when the systematic viewpoint and systematic scientific thought are fully implemented into the study of management or physical education management of ordinary colleges and universities, can the rules of management and physical education management activities of ordinary colleges and universities be thoroughly clarified. Our common college physical education management, is the important branch of college education management activities, is an important guarantee of cultivating moral, intellectual and physical development of colleges and universities, but also the important foundation and organic composition of the development of the national sports cause. The research and practice of physical education management in colleges and universities should be guided by systematic science. While the management of physical education in ordinary colleges and universities has deepened vertically, the connection between the horizontal has not kept up, and the overall effect has not been achieved. People's understanding of management objects and management activities is often too fine, for the local understanding is more and more clear, but the overall understanding is more and more fragmentary, fuzzy. It is the prerequisite and primary link for the integration of system science and physical education management in colleges and universities to establish the cognition system and method system of physical education management in colleges and universities based on system thought and system technology (Wang, 2002).

As long as there is a certain form of physical activity, there is a need for sports management. In the United States, sports management was first studied in the 1930s. With the development of sports, sports management research involves school sports, sports training, professional sports, clubs and other fields, sports management is becoming more and more professional, sports management theory is gradually

mature. After the founding of new China, our country's sports administrative management and system of continuous adjustment, reform and development, has experienced local priority to the development and balanced development, coordinated development of three stages of dynamic development, and its mechanisms has experienced from the "development plan" to "plan supplemented, market", to the development process of "government guide, market dominance". Before the reform and opening up, on the basis of accepting and reforming the old sports, the socialist sports system was initially established, and the sports administration system showed the characteristics of highly centralized, unified and balanced development. After the reform and opening up, the sports administration system has taken a historic turn, starting a new exploration of the development path and operation order, and preliminarily completing the strategic design from "moderately advanced" competitive sports to "coordinated development" of sports undertakings (Fan & Ma, 2015).

Educational management is an activity process in which managers organize and coordinate educational teams, give full play to the role of educational manpower, financial resources, material resources and other information, and make use of various favorable conditions inside education to achieve educational management goals efficiently. It is a series of activities in which the state organizes, coordinates and controls the educational system. It is divided into educational administration and school administration.

Sports management is also a lower concept of management. Sports management is defined as: "Sports management, namely the management activities in the field of sports, is the activity process, in which managers in sports organizations coordinate the activities of others through the implementation of planning, organization, coordination, control and other functions of sports management objects, play the role of various resources, and achieve the predetermined goals." In the textbook "Sports Management" of colleges and universities, sports management is described as: "Sports management, that is, the management of sports affairs, is the specific performance of management in the field of sports. It refers to the implementation of

sports management behavior, by taking management and sports methods, in order to realize the sports management of decision-making, planning, organization, leadership, control, innovation, create a harmonious environment, give full play to the joint effect of various sports resources, to achieve the set goals of the process. It can be seen that, as a branch of management science, sports management is essentially to apply the knowledge, principles and methods of management science to sports affairs, so as to achieve the maximum effect of limited resources with the least cost. It requires sports managers to use planning, organization, coordination, control, innovation and other functions to optimize the allocation and effective integration of sports resources, in order to achieve the interests of sports organizations as the fundamental goal. Its object involves people, money, material, time, information and other resources.

Sports management system is the general name of the system and system in the field of sports about the establishment of institutions, subordination and authority division. Compared with the sports system, the sports management system is only a part of it. There are also some other institutional problems involved in the sports system, such as the sports investment system and the distribution system, and the sports management system is obviously in the center position. The sports management system is concretely manifested as the leading institutions and organizations in charge of sports undertakings, the subordination relationship between them and the scope of responsibility, as well as various relevant rules and regulations and measures formulated and implemented by them. Sports management system also shows the operation mode, management method and control means of these organizations and institutions. From the perspective of management, physical education management is to plan, organize, control and lead a series of comprehensive activities for various elements and resources related to physical education, such as people, money, materials, time and information, etc. in order to promote the development of physical education in colleges and universities and achieve the overall goal of physical education (Jin et al., 2007).

Sports management system refers to the establishment of sports management

organization, leadership subordination, management authority division and operation mechanism and other aspects of the system and system. It is the organizational guarantee to achieve sports goals and is restricted by the political and economic system of the country. According to the ownership of sports management power, sports management system can be divided into government management type and social management type. Between these two types, there is an intermediate form, called intermediate type or combined type.

Government management type. The government sets up special institutions to manage sports, and carries out comprehensive management at all levels from macro to micro by administrative means. All kinds of social sports organizations often do not have substantive management function. The management of this system is organized into a tower-level structure, in which the highest organ of power formulates plans based on the relevant information and strategies of the lower organs and implements the plans by means of instructions and orders. The lower organs have no right to modify or adjust the plans without the approval of the higher organs. Under the governmental sports management system, this kind of planning mechanism plays a leading role. Generally speaking, the results are remarkable in the short term. However, due to the complexity of the plan and the problem of information, it is quite difficult to make a scientific and reasonable plan, and it is easy to inhibit the participation and support of the society to sports, which will eventually limit the development of sports, and the long-term implementation of this system is not efficient.

Social management. Sports are mainly managed by various social sports organizations. The government generally does not set up special sports management institutions, and rarely intervenes in sports affairs directly. Even if it does, it often does so indirectly through legislation or economic subsidies. In the social sports management system, power is dispersed among economic organizations, which can make decisions based on environmental information and their own interests. While pursuing their own best interests, they also contribute to society. The government's management of economic organizations is mainly through legal, economic, policy

and educational means to guide and coordinate the activities of economic organizations. However, due to the problem of information and the conflict of interests of various economic organizations, market fluctuations and confusion will occur, and there is a lack of strong coordination and unity in the overall situation.

Integrated management system. It is a system in which the government and social sports organizations jointly manage sports. The government has set up a special sports administration organization, or designated several departments concerned to be responsible for the macro-management of sports, and social sports organizations are responsible for the business management of sports under the macro-management of the government. At present, there is a tendency of centralization from two poles to the middle in the form of sports system. Whether the integrated management system emphasizes the role of market mechanism or the role of planning mechanism is different in different countries and regions. It depends on factors such as the nature of national property ownership and the level of economic development.

The development course of physical education management system in Chinese colleges and universities:

1. The three years of adjustment from 1978 to 1980 formed the nationwide system. Because of the influence of the cultural revolution, the late seventy s, shut down the cause of China's economy, culture, education, on the verge of collapse, amid the ruins at the third plenary session of the eleventh, 1978, the central issue of this meeting is to put the focus shifting from class struggle to the socialist construction, and the national sports commission at all levels to set up, The Chinese Sports Federation, the Chinese Olympic Committee and other sports administrative bodies began to reopen. In February 1979, the national Sports Work Conference formally proposed to shift the focus of the work to sports business work, and determined the "popularization and improvement of the premise of the combination, focus on the improvement" policy, the initial formation of the Olympic strategy. In 1980, the National Sports Workers' Conference further refined this strategy and identified competitive sports as the center of work. The convening of the three meetings marked the correct and formal formation of China's nationwide system

centered on competitive sports.

2. 1981-1984: The preparatory stage of China's sports system reform. After three years of adjustment, China's sports undertakings have basically been put on the right track. On the premise of a nationwide sports system, pilot reforms in various aspects of the sports system have been carried out. In 1981, pilot reforms were launched to improve the status and roles of sports federations, individual sports associations and trade sports associations. It began to reform the training system and competition system in many aspects. In 1984, it began to reform the sports research system. All this prepared for the reform of the sports system in 1986 in theory and practice. Meanwhile, in the middle of the 1980s, the State Sports Commission gradually formed the idea of coordinated development of the national fitness strategy focusing on teenagers and the Olympic Games as the highest level of competitive sports strategy. In 1982, Chinese athletes won 61 gold MEDALS in the 9th Asian Games, ranking first in the number of gold medals and medals. Especially in the 23rd Olympic Games in 1984, the Chinese team won the fourth place in the total number of gold MEDALS, marking China's entry into the ranks of the world sports power, and all this cannot be attributed to China's nationwide system.

3. The preliminary reform of China's sports system from 1984 to 1992. From 1984 to 1985, an upsurge of structural reform took place in China. The central government formulated a series of guidelines and policies for reform, including the Decision on Economic Structural Reform, the Decision on the Reform of the Education System and the Science and Technology System, and the Decision on the Reform of the Science and Technology System. All walks of life across the country are transforming and improving the old system to varying degrees. On April 15, 1986, the State Sports Commission issued the "Decision on the Reform of the Sports System (Draft)", which opened the prelude to the reform of China's sports system. The center of the system reform is arranged by the state sports combined transition to the state and society run, shift, and other functions of administrative agencies of the state physical culture and sports, sports commission and all aspects of the relationship, recovery, and develop industry TiXie and grass-roots TiXie, let the

whole society to do sports, and the competition system, training system, scientific research system respectively conducted a series of change.

4. From 1992 to 1999, the reform of China's sports system deepened. In 1992, the establishment of China's market economy brought great changes to the whole social structure, redistributing interests and power, strengthening social forces, and improving the national economic level. At this time, the prerequisite for a small government and a big society was ripe. It was a common consensus that the government should delegate power to the society and that the society should run sports. A new system conforming to the basis of the market economy should be established. At the meeting of Directors of the National Sports Commission in 1993, the Opinions on Deepening the Sports Reform of the State Sports Commission were formulated and issued, which established the basic idea of the reform of the sports system in the 1990s, namely, to realize the transformation from the sports system under the planned economy system to the sports system compatible with the socialist market economy system. We will gradually establish a vigorous and dynamic sports system and a virtuous cycle operating mechanism that conforms to the development law of modern sports, is regulated by the state, relies on society, and develops by itself. In June 1995, The State Council approved the Outline of the National Fitness Program, and in the outline of the Ninth Five-Year Plan for National Economic and Social Development and Long-term Goals for 2010 adopted at the fourth session of the Ninth National People's Congress, it emphasized the implementation of the national fitness program, the popularization of mass sports activities, the strengthening of the people's physical fitness, and the strengthening of school physical education.

5. From 2000 to 2008, the reform of the sports management system continued. In the early days of our country, the emphasis was placed on improving athletics sports and expanding sports groups. After entering the new century, our country more aware of the importance of the coordinated development of competitive sports and mass sports, not only at this stage to further enhance the strength of competitive sports, and strive to combine mass sports and competitive sports, the use of

competitive sports brought to drive the development of mass sports, and also in the form of a series of measures to enrich the development of mass sports, Attract more people to participate in sports.

6. Since 2009, the reform of the sports management system has been deepened. This stage is the stage of deepening the reform of the sports management system. The focus of the reform is to accelerate the development of mass sports and sports industry. In terms of management methods, the government gradually withdrew from the field of micromanagement of sports affairs and adjusted the development of sports in the direction of macro policies. It can be considered that the reform of Chinese sports management system has entered a deep water period, with more clear reform direction, clear reform contents and clear subject responsibility (Wang & Zhou, 2002).

1.3 Organizational design of physical education management in colleges and universities and systematic operation of physical education management in colleges and universities

Sports administrative organization refers to the administrative organization with structural characteristics, which is formed through certain social relations with government departments as the main body of management and national institutions as the leading body. Due to the particularity of Chinese sports management system, sports administrative organization has undertaken the training and event organization of most athletes, and has received the most attention, the most extensive involvement, and the most public opinion pressure in our sports organizations (Jin et al., 2007).

Sports administrative organization refers to the administrative organization with structural characteristics, which is formed through certain social relations with government departments as the main body of management and national institutions as the leading body. The sports administrative body is an important functional department of the government, the establishment of the body and the determination of the responsibility and authority must be ruled by law, eliminate the subjective

arbitrariness, is the consensus formed by all countries in the world today. The sports administrative body is an important functional department of the government, the establishment of the body and the determination of the responsibility and authority must be ruled by law, eliminate the subjective arbitrariness, is the consensus formed by all countries in the world today. In the process of sports administrative law enforcement, in the current sports laws and regulations, there are not many specific implementation norms involving sports laws and regulations, and even if there are, the content is mostly unclear and ambiguous. There are problems such as the disconnection between scientific research and economic development and the failure of scientific research results to be timely transformed. There are problems such as high cost operation and low degree utilization in the development and utilization of sports information resources.

When we review and summarize the development process of sports administration of the People's Republic of China, we cannot fail to pay attention to the historic role of the sports administration system formed in the early years of the People's Republic of China for the development of our sports. (1) Establish the leading position of the Party in sports undertakings. As an important part of the socialist cause, it has established and improved the sports administration system from the state to the local level, which fully reflects the fundamental nature of the socialist sports cause. (2) Established a top-down sports administration organization system. A vertical structure of sports administration system has been initially formed, that is, a vertical system of sports administration between the central government and provinces (cities, autonomous regions), prefectures (cities), counties and townships (towns). At the same time, also formed by the non-sports administrative department of sports administrative organization system management of sports work in the industry pattern. It has formed a pluralistic management pattern in which special administrative bodies and non-special administrative bodies of government departments manage sports work. The basic establishment of top-down sports administration organization system and various management systems, and gradually improve with the deepening of socialist construction.

At present, there are some main problems in China's sports management system:

1. the integration mechanism of diversified interest pattern is not perfect. In the system of competitive sports in the actual operation, is the athlete individual self value realization form of diversification and the sports system core target unified contradiction, the local administrative department for physical culture and sports and the national sports administrative department of the differences in job performance evaluation, as well as the sports system and mature system in the allocation of resources and development space;
2. the enthusiasm of the society in running sports is not high. At present our actual choice is all levels of financial investment, all levels of sports administration held a single development model. In recent years, sports administration departments at all levels have developed some cooperation with minority universities and enterprises, and some high-level sports teams in our country have also carried out club reform, but it is still a pilot;
3. the market resource allocation mechanism is not perfect. The whole country system needs to be further expanded on the platform of resource allocation. It has a great influence on the continuous improvement of the competitive level of some latent advantage sports and collective ball games, because a large part of the quality resources necessary for the breakthrough of these sports are not in China. How to adopt market actions, especially the international allocation of international competitive sports resources? It is a realistic problem to further improve the international competitiveness of competitive sports in our country (Wang, 2017).

The management goal of physical education department of most universities in China is to take the classroom teaching reform of physical education curriculum as the main line, and undertake the main tasks of school physical education teaching, scientific research, group, competition, physical fitness test and other contents, basically some macro goals. China's colleges and universities physical education management system is under the leadership of the school sports committee sports

department system management mode. The Physical Education Department is mainly responsible for the implementation of school physical education work, which involves a wide range of areas. The secretary of the Party General Branch is fully responsible for Party affairs, the director is fully responsible for administrative work, and the deputy director is responsible for the implementation of group work, training, competition, scientific research and students' physical fitness tests. Under the Sports Department, there are various teaching and research departments responsible for the implementation of the work (Li & Cheng, 2007).

Design of relevant functional departments of physical education management in Chinese colleges and universities.

State General Administration of Sport. The General Administration of Sport of China is mainly responsible for studying and drafting the development plan of mass sports, promoting the national fitness program, supervising the implementation of the national physical exercise standards, and conducting national physical fitness tests. A state organization to guide and promote the development of school physical education, rural physical education, urban physical education and other social sports.

Main responsibilities:

- to study and formulate policies, regulations and development plans for sports and supervise their implementation;
- To guide and promote the reform of the sports system, specify the development strategy of sports, and draw up the medium - and long-term development plan of sports undertakings; Coordinating regional sports development;
- To carry out the national fitness program, guide and carry out mass sports activities, implement the national physical exercise standards and carry out national physical fitness monitoring;
- to make overall plans for the development of competitive sports, study and balance the setting and key layout of national sports competitions and competitive sports events; To organize and carry out anti-doping work;
- to administer foreign affairs related to sports, and to carry out international sports cooperation and exchanges with Hong Kong Special Administrative

Region, Macao and Taiwan; To organize and participate in major international sports competitions;

- to organize major scientific and technological research in the field of sports and promote the achievements;
- to study and formulate sports industry policies and develop sports market; Working conditions and approval procedures for sports business activities shall be formulated; to be responsible for the qualification examination of national sports associations;
- to undertake other tasks designated by The State Council.

Sports management Center. Winter sports management center, shoot archery sports management center, bicycle fencing movement administrative center, water sports management center, weightlifting wrestling judo sports management center, boxing, tae kwon do sports management center, track and field sports management center, electronic competitive sports management center, the swimming sports management center, gymnastics administrative center, the hand baseball and softball sports management center, Football sports management center, basketball sports management center, volleyball management center, table tennis sport management center, tennis sports management center, small ball sports management center, aeronautical radio model sports management center, chess and sports management center, Wushu sports management center, fitness Qigong management center, mountaineering sports management center, Motor and Motorcycle Sports Management Center, and: Social sports guidance center, agency service center, financial management and audit center, training authority, the national Olympic sports center, Qingdao sailing sports school, Zhanjiang scuba diving school, Anyang aviation sports school, Qinhuangdao training base, sports science research institute of sports medicine research institute, Chinese sports newspaper headquarters, Beijing sports university, sports culture development center, Sports information center, international sports exchange center, human resources development center, sports equipment Center, sports lottery Management Center, sports Fund Management Center.

Although the management of physical education in Chinese colleges and universities has carried out the management of information, it has also brought a lot of convenience to the management of physical education, but there are still many problems in the construction of the system, such as the system function is not powerful enough, and it can only stop in the basic function of storage and inquiry and modification of information. Physical education management in colleges and universities needs reasonable allocation of available resources to go further, including the allocation of external resources such as financial resources, manpower and material resources, as well as the allocation of specific factors such as courses, teachers and teaching process. Colleges and universities can choose to develop their own unique management group mode according to the actual situation and development characteristics of the school, which can be managed by physical education teachers, students' organizations, students' interest clubs and other ways to manage college physical education activities. To learn from the experience or lessons of management, establish the methodological principles and working procedures of physical education management system engineering in colleges and universities, and carry out physical education management according to the ideas and methods of system engineering.

The basic principles of physical education management in colleges and universities:

- the principle of integration of integrity and part. Integrity principle refers to the ordinary university sports management systems engineering should be every sports system in common colleges and universities as different parts of the organic whole, the global view, the overall ideas and implement in all aspects of the system as a whole, the parts, at various stages, starting from the overall to organize local activities, and coordinate the relationship between the local. At the same time, it is necessary to study college physical education system as a whole and coordinate its relationship with the larger physical education system;
- orderly correlation principle. The more orderly the correlation between each

- part, the more complete the structure, the better the overall function of the system. Focus on the internal elements and subsystems of the university physical education system to the degree of mutual correlation, pay attention to the internal organization and management work;
- the dynamic principle. We must master the nature, direction, trend and speed of the changes among the subsystems of the management system of physical education in colleges and universities, and find the optimization in the changes;
 - objective optimization principle. When organizing and managing a system, college physical education should have the consciousness of pursuing the optimal performance of the system, and realize the optimization of the organization establishment and management of college physical education system by taking the maximum benefit and paying the minimum cost as the starting point;
 - legal principle. In the process of carrying out the management of physical education in colleges and universities, no matter the management ideas, means, methods and contents must conform to the relevant policies, regulations and management norms of the state;
 - people-oriented principle. The management of physical education in colleges and universities must attach importance to talents, respect talents, highlight the principle of people-oriented, let participants fully and creatively play their own potential and wisdom, and constantly improve the level of management in colleges and universities;
 - the principle of openness. The management of physical education in colleges and universities should pay close attention to advanced management ideas and methods, and make bold reference and absorption according to the actual situation of our school. It must be fair, just and open; Through the clever way to guide students to participate in management, stimulate the enthusiasm of students;
 - the principle of the unification of duties, responsibilities and powers. In the management of physical education in colleges and universities, we should

- ensure that the positions and rights of administrators are relative to their responsibilities;
- the principle of combining centralization and decentralization. In the management of physical education, we should fully ensure the implementation of the rights of each management in the management system; In the decentralization of power at the same time, the implementation of effective centralization policy, in the need of unified command, joint efforts, can quickly and timely response;
 - the principle of controlling the management range. In the process of carrying out the management of physical education in colleges and universities, we should determine the management content and scope of each management personnel and clarify their management scope according to the nature and characteristics of the corresponding management work, combined with the actual situation of the management personnel's own quality, ability and special skills.

The research on the management of physical education in Chinese colleges and universities started relatively late. At the beginning of the founding of the People's Republic of China, the physical education departments at all levels of colleges and universities basically followed the former Soviet Union's physical education management model. After many years of efforts by sports workers in our country, basically formed the state education Commission macro-control, direct direction of the administrative departments of colleges and universities, physical education management department in a certain range of self-regulation as auxiliary, with "the qualified standard of college students physical education" as the measure of the means of physical education management mode of schools. However, the limitations of this model are gradually showing: rigid operation from system to organization; Lack of necessary theoretical basis; The school sports management system has not unified understanding; The interaction mode between teachers and students in physical activities is the driving mode; Lack of scientific and reasonable evaluation system and method; The legal system is not perfect, the scientific management degree

is too low. The implementation of sports club sports management mode is short of funds, hardware facilities and coaches. The sports evaluation system is not perfect, and the management mode of college sports is still affected by the traditional mode. Existing in colleges and universities sports education management organization form varied, and different schools according to the actual situation of the school and the actual situation of students in the process of work also have different innovation and flexibility, more make university sports management complex and varied in form, but in general, at present, the existing physical education in colleges and universities management form basically has the following kinds:

- joint Conference of universities. Joint conference of colleges and universities refers to the sports management department in colleges and universities between school sports management and sports education teaching work carries on the analysis, a form of communication, research, and cooperation "in colleges and universities joint meeting, the leadership of the school sports management, office, sports teaching and research section, etc all can participate in multiple leadership, thus forming a multi-party participation in the decision-making mechanism, And then ensure the smooth development of sports management in colleges and universities ";
- "the physical education teaching and research group is directly responsible for the specific physical education work, therefore, the physical education teaching and research group is the most basic and core organizational form to carry out the management of physical education in colleges and universities". Parent teacher association;
- the parent teacher association "is originated from a foreign university sports management organization form, in the colleges and universities of our country is relatively rare, and the influence is also very limited," but the parent teacher association to promote contact and communication, the parents and the school to ensure that the students physical and mental health all-round development has unique advantages, It is worthy of further practice and research (Jia, 2012).

In addition, there are some existing physical education management models:

- sports management model of sports club type colleges and universities.
- the sports management mode of sports club in colleges and universities is a kind of organized sports activities. Teachers and students can interact with each other in the clubs, so as to strengthen the body and improve sports skills through sports activities.

The connotation of sports club management mode in colleges and universities is mainly divided into sports teaching club and non-sports teaching club. In sports teaching club type college sports management is mainly set up for the needs of college sports teaching. The non-sports teaching club type college sports management mainly refers to the college teachers and students of physical fitness, sports training and sports competition and other needs. The basic principles of sports club management mode in colleges and universities are as follows: first, sports clubs should take promoting the development of students' physical quality as the basis and belonging of sports management mode in colleges and universities, so as to ensure the orientation and nature of the development of sports clubs in colleges and universities; Secondly, sports clubs should take into account the inner development needs of students in sports activities to ensure that college sports clubs serve for the development of students' physical quality; Third, sports clubs should ensure the safety of students, so that students in sports activities to avoid physical injury.

The characteristics of sports management model of sports teaching club colleges and universities are reflected in the aspects of paying attention to the cultivation of students' interest in sports and improving students' sports skills, and more reflects the achievements of college sports teaching reform. Sports teaching club can effectively bring into play the students' subjective initiative to participate in sports activities and play a positive role in the reform of college sports teaching mode. The characteristics of sports management model of non-sports teaching club colleges and universities are reflected in satisfying students' interest in sports, having the nature of students' independent participation, and improving students' sports skills, which is conducive to forming students' lifelong sports habits. The non-physical teaching club is the organization and management form of college physical education professional level,

and its achievements will provide valuable experience for college physical education reform.

The emergence of sports clubs makes the management of sports in colleges and universities change from top to bottom. Under the traditional mode of sports management, the leaders of colleges and universities and the upper level of sports management departments directly determine the goals and specific ways of sports management. Under the mode of sports club-type sports management, the main body of management changes from school leaders and sports management departments to the majority of students and physical education teachers. Physical education teachers only play the role of a director and supervisor, and most of the work of the club is still in the responsibility of students.

School-enterprise cooperative practice management mode. Physical education in colleges and universities, especially vocational education, should innovate the practice management mode through deep cooperation between universities and enterprises. Relying on the advantages of scientific advance, the school takes on post practice, integrates manpower, equipment, technology, information, culture and other elements, guides, develops and serves the society, and meets the two major service needs of enterprise innovation and development and school personnel training. In the process of providing technical services for enterprises, the school constantly transforms the new technologies, new achievements and cutting-edge knowledge of social and economic development in production and scientific research into teaching resources and serves the cultivation of talents, which not only solves the urgent needs of enterprises, but also achieves the purpose of students' skill training in the real production environment. Based on the theory of circular model, the management of physical education in colleges and universities systematically designs the practice management mechanism and strengthens the system guarantee of practice management according to the four-step cycle criterion of policy standard - organization operation - quality evaluation - research and practice. The university gradually expands the cooperation between the university and the enterprise from technical cooperation to talent training cooperation. The enterprise actively accepts

students for internship and employment, and the university takes the lead in jointly formulating national standards with leading enterprises to lead the development of intelligent manufacturing enterprises (Xi & Zhang, 2018).

«Barrel theory» management mode. To establish the management mechanism of physical education in colleges and universities on the basis of barrel theory: first, break the bondage of the compulsory management mode based on the "only achievement theory" concept, and establish the management mechanism of physical education in colleges and universities through the "people-oriented" idea. The disadvantages of "exam-oriented education" have led to the formation of "achievement-only theory". This concept has great disadvantages, and this narrow evaluation system leads to obvious coercion and oppression in teaching management. According to the barrel theory, the root cause of this phenomenon is the "barrel hoop too tight" this high-pressure management, it is easy to make students tired of learning, escape learning and other psychological. In advocating quality-oriented education under the new situation, must break the bondage of mandatory management mode, abandon the "theory of" only thought, to improve its own standard consciousness as a management goal, the education main body the necessary specifications, in the process of creating management mechanism, the elements of "humanized management" into which the change of passive management for independent constraints, the specification, It is helpful for the establishment of management mechanism. In order to meet the requirements of social development, it is necessary to establish a college sports management mechanism suitable for the development of quality-oriented education.

Information management mode of college physical education. Since entering the new era, global information technology has developed rapidly and played a huge role in many fields such as politics, economy, education, culture and sports. Under the traditional management mode of physical education in colleges and universities, there are great obstacles in information communication between school leaders and physical education departments, physical education management and physical education teachers at lower levels. Most of the information communication is carried

out in the form of organizing meetings and issuing documents. Under the information technology, the manager can solve this problem very well. Through information technology, managers can develop and utilize all kinds of sports information resources, so as to realize effective management and improve management level.

University sports education informatization management mode construction:

- to establish a sports teaching curriculum implementing the management of physical education course modularization management module, need to build a course subsystems of divide into classes and course registration, course selection banding subsystem mainly includes the college teaching courses, teachers' information, each class teaching goal, and each course teaching progress and teaching activities, etc. Schools manage students according to the information displayed in the registration system;
- establish an information management module for extracurricular activities, strengthen teachers' management of students' extracurricular exercise activities, establish an information management module for extracurricular exercise, and establish a database for extracurricular exercise activities. The daily exercise of students will be uploaded to the corresponding database through the smart bracelet, and the database will analyze the change of students' physical quality through the change of students' personal information data. Then the teacher will combine the students with similar physical quality and provide effective guidance for their extracurricular exercise activities. Schools can implement modular management of students' extracurricular exercise activities through the database;
- modular management of sports training. For college physical education, it is necessary to combine sports training with after-school exercise. Schools implement modular management. After the training of each SECTION, teachers upload students' information to the network, and adjust the teaching plan of sports training according to the data reflected by the information data analysis;
- information management of sports materials and information. The management

of physical education in colleges and universities should establish a perfect library of sports information management, and use the function of relevant data integration to collect and integrate the information management of students and teachers and even the backup of data, so that college sports can quickly realize the electronic information of student data and sports literature.

The organizational structure of college physical education management is shown in Figure 1.1.

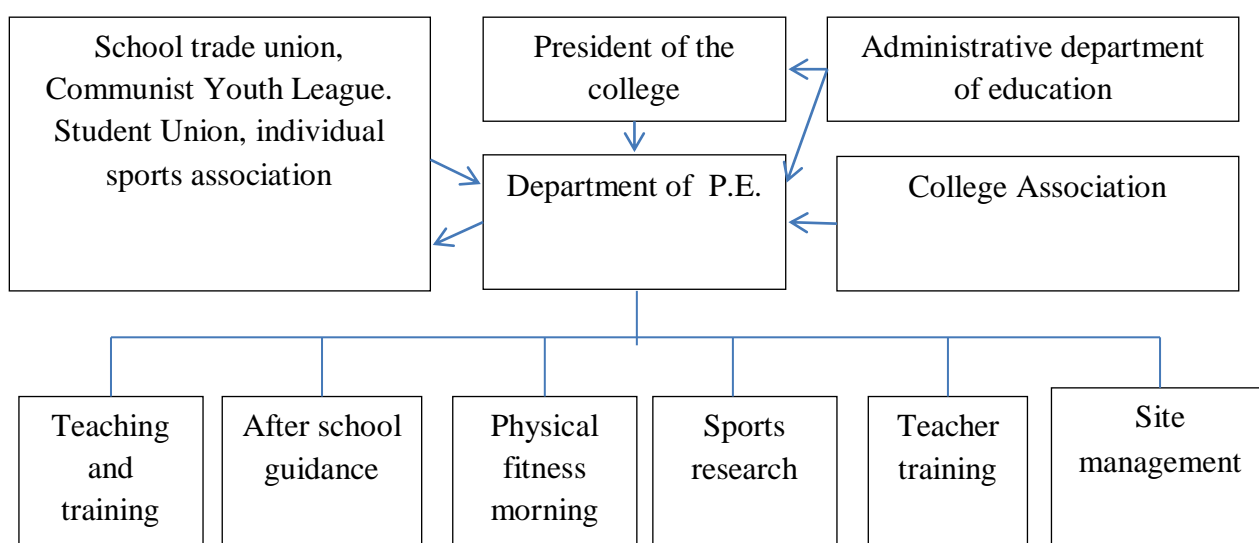


Figure 1.1 - Organizational framework of physical education management in colleges and universities (recycle)

Source: prepared by the author

The management organization of physical education in colleges and universities generally adopts the following methods:

- objective management method. In this process, superiors and subordinates in the organization come together to agree on the common goals of the organization. This determines the responsibilities and objectives of superiors and subordinates, and uses this as the standard for operating, evaluating and rewarding the contributions of each unit and individual. To carry out management by objectives in college physical education, we should first emphasize management centered on objectives. It emphasizes the management

based on target network and the active management centered on people. It is very important to realize the goal of school physical education, establish the mutual correlation and mutual support between the goals of school departments, classes and students, form the goal network system, and ensure the integrity and consistency of organizational goals;

- college physical education process management method. In the college physical education work, as the executor of the realization of the school physical education goal - physical education teacher, we should take the goal as the basis, through the initiative and creative work, and in the process of work constantly check and contrast, analysis of problems, formulate measures, correct deviations, the implementation of self-control, better complete the school physical education goal task;
- plan management method. Plan management according to the established school physical education management objectives, make plans in advance for management, through the implementation of a series of management functions, to achieve the plan, to achieve the requirements of management objectives. When using planned management, we must pay attention to the occurrence of accidents in the process of school sports, and adopt flexible and changeable random management methods at any time;
- business management methods. In the college sports management, the college sports education management work adopts the business management method, the first need to have a good academic atmosphere, especially the sports manager should have rich professional knowledge and technology of sports, familiar with the administrative regulations and management art, always master the sports, especially the school sports development direction;
- methods of democratic management. In the management of physical education in colleges and universities, attention should be paid to the method of democratic management, and the opinions of physical education teachers should be fully solicited, and then the managers should synthesize all aspects of the situation and centralize according to relevant laws and regulations, and

the provisions after centralization should be handed over to physical education teachers for implementation.

The reform of college sports management system is not thorough enough. The State General Administration of Sport is the sports administrative department of The State Council, which is responsible for the important function of formulating national sports policies and policies, laws and regulations, and is the highest level of sports management. Colleges and universities in our country are generally based on "sports project + function" to divide the internal management departments, this division will lead to unclear management responsibilities, management authority in the work of cross-confusion, and is not conducive to the optimal use of resources (Zhu, 2010).

The authority of sports management in colleges and universities is too scattered. Many colleges and universities in China in order to strengthen their own sports management, school sports committee, youth league committee and each college student union will also be involved in various forms of college sports management work, make the school sports management work authority is too scattered, make the internal functions of the college management system cross confusion, not clear. Lack of sports culture construction, unable to meet the needs of modern students, does not play the role of the group (Chen, 2016).

The innovation and thinking of college physical education management:

1. The overall goal of college physical education in the final analysis is to enhance students' physical constitution. It includes mastering sports knowledge, improving teachers' scientific research ability, improving students' volitional quality, creating sports achievements and so on. Mobilize and organize all aspects of the strength of the school, rational use of human, material and financial resources, so that people, money and materials to achieve an optimal combination, so that they play the best efficiency. This goal includes system and organization management goal, rules and regulations management goal, stadium (pavilion), equipment, equipment management goal, financial management goal, etc.
2. Carry out the "people-oriented principle" and attach importance to the subject

status of students. According to the actual situation, in order to cultivate talents with all-round development of morality, intelligence, body and beauty, according to the framework of modern university system, the university should put forward a series of highly operable measures, which should organically combine education, management and service.

3. College sports management should be close to the needs of scientific research, to achieve the integration of physical education and scientific research, improve the efficiency of the use of sports resources, form a good atmosphere for everyone to exercise, and promote the continuous progress of physical education.
4. To meet social needs. The sports management of colleges and universities should set up the thought of facing society, provide services for the surrounding communities and other social masses, and maximize the value of sports resources of colleges and universities. In addition, while opening to the society, high-quality sports management is also needed as a guarantee, and it is necessary to actively meet the public demand and join the large social sports system (Zheng et al., 2008).

Scientific management of college physical education. In the process of establishing and perfecting the management system and methods, we must follow the existing educational policy and physical education policy in China, and be flexible and innovative according to the actual situation of colleges and universities; It should be standardized and quantified as far as possible, and strive to be clear and concrete, with sound mechanism. Attach importance to strengthening scientific research and pay attention to the psychological needs of physical education teachers (Fayol, 1982). Strengthen the organization and management of extracurricular sports activities in colleges and universities. To strengthen the management of colleges and universities personnel training and learning about college sports management concept, change the original backward thinking, promote the school sports management concept and management mode of innovation and reform, change the comparison of the original single sports activities form and content, add new sports equipment, strengthen sports

equipment maintenance, promptly eliminate obsolete backwardness of sports facilities. Strengthen information knowledge learning, improve management efficiency. Rational use of college sports management resources, reasonable distribution of human, financial, material resources and other resources, innovation of a variety of college sports management mode, improve the level of college sports management. To build a distinctive sports culture, in order to stimulate students' interest in sports, achieve the goal of sports management, strengthen the management of physical education. To improve the market-oriented management and operation mode of university sports venues, standardized construction and specialized management should be carried out.

At present, there are three main management modes of sports venues in colleges and universities: one is direct management in colleges and universities, the establishment of relevant departments of direct management. Second, colleges and universities contract to individuals through the way of bidding, external contracting. Third, the establishment of professional institutions for operation and management, professional and social management. Among them, mode one is the management mode widely adopted in Chinese colleges and universities nowadays. Although Mode 2 is operated by individual contractors, its main management department is still the university, so this mode is rarely adopted. Mode 3 is the real industrial operation mode, that is, specialized market operation through professional organizations (Feng, 2018). The details are as follows:

1. Integrated management mode between universities and society. This can not only make effective use of the resources of the stadium, but also in the process of undertaking sports events by collecting certain fees, on the one hand, solve the maintenance cost of the stadium; On the one hand, it realizes the effective use of material resources and human resources.
2. Joint management and operation mode between universities and the government. Colleges and universities can make use of newspapers, the Internet, television and other media, external publicity, expand the influence, take the initiative to undertake important government events. We can also

take the initiative to connect with relevant government departments and mobilize them to give priority to the use of university sports venues in the holding of major events. The joint management of university sports venues by universities and the government can help the government reduce expenses, especially to avoid temporary competitions and build new venues, and also provide more opportunities and conditions for the effective use of university sports venues.

3. Leasing and base training mode. Leasing means renting stadiums to individuals and institutions with relevant needs. Both parties sign contracts according to each other's needs. Universities charge certain fees according to the rental time and the size of the venue. Base training is to build training courses with relevant learning needs for the society based on the site and teacher advantages of colleges and universities. Colleges and universities organize relevant teachers to carry out relevant training and charge corresponding training fees according to the class hour fee standard stipulated by the state. These two ways can make full use of the resources of sports venues in colleges and universities, give full play to the advantages of sports human resources in colleges and universities, and create certain social and economic benefits while providing sites and training services for the society.
4. Network management of stadiums and arenas. The theory and method of sports system engineering are used to control the ontology function of each system on the platform, the information and data interaction between each other, and the target moving process effectively, so as to realize the development and design goal of the network service management platform of sports venues and the optimization of the overall efficiency of the platform. On the basis of the research and development of the existing platform, it is expected to effectively improve the freedom of space, time and other aspects of college students' independent course selection, and maximize the development and utilization of educational resources (Wei, 2011).

The construction of the network service management information platform of university sports venues is not a certain person, a certain set of systems can operate and deal with the solution, it needs a team of personnel, the use of system point of view, from the whole, structure of hierarchical, dynamic, open view of the problem, cooperate with each other to make the whole run smoothly.

Systematic design of sports equipment management. The number and utilization of sports equipment in colleges and universities are improving. As far as colleges and universities are concerned, the traditional manual computer-aided sports equipment management has obviously not kept pace with The Times. Using information technology as the media to implement electronic system management of sports equipment can achieve efficient and convenient management. The development and application of the sports equipment management system will put more energy into improving the management efficiency of sports equipment and facilitating the use of teaching, so as to make the management of sports equipment more efficient and convenient, and better serve the overall teaching of the school (Wu, 2015). At present, the automation system of sports equipment is developing towards the direction of network, knowledge and intelligence. The new automation system should cover all the work of the whole sports equipment industry, so as to make full use of all the existing sports equipment resources (Li, 2011). At the same time, it must have strong fault tolerance ability, error correction ability and fault diagnosis ability, to ensure the reliable operation of the system, to prevent failure and system paralysis. At present, the automation system of sports equipment is developing towards the direction of network, knowledge and intelligence. The new automation system should cover all the work with the sports equipment industry and make full use of all the existing sports equipment resources.

College sports venues management is the management of material, including stadiums, sites, equipment, infrastructure management, we can adopt modern information automation management while into high-tech means, and carries on the practice of high-tech, research and extension of gradual popularization, the intensive management finally, scientific, diversified management, Make the sports venues for

the society to carry out all-round services, give full play to its use value, make the best use of things, society is because of the existence and progress of people can better develop. On the other hand, the national level should carry out proper macro-control on the national sports stadiums, especially the sports stadiums in colleges and universities, so as to promote the development of sports in the whole society and activate the value of sports stadiums in the sports market. We will promote the all-round development of sports. Conforming to the direction of the national policy, taking the construction of network information platform as the means, exploring the new mode of service management of sports venues as the main line, and better serving the national fitness activities as the goal.

Conclusion of section 1

1. The combination of system science and physical education management in colleges and universities is not accidental, but a necessary trend of scientific development. It not only expands the application scope of system science, more importantly, it points out a feasible way for the development of sports management theory and practice in colleges and universities.

2. Sports administrative organizations need to break the previous rigid and rigid management mode, and "streamline administration" and "delegate power" at the same time, so that more people can participate in sports decision-making, so as to break barriers and realize democracy and rule of law.

3. Driven by the strategy of Healthy China, the "sharing" of university sports venues will become a trend of social development. Colleges and universities should rationally develop and use the facilities and personnel resources of college sports venues, so as to make economic income and meet the social demand for sports venues, and promote the development of sports for all.

4. The management of physical education in colleges and universities should actively adapt to the trend of higher education in the world, use the methods and means of management by objectives and modern management, carry out scientific

planning, control and management of physical education in colleges and universities, highlight the characteristics of physical education in colleges and universities, develop students' bodies and minds in an all-round way, and establish new modern management ideas.

5. The university sports management mode change, our sports administration department is facing challenges in behavior center of gravity, behavior style and behavior relationship in order to adapt to the change of objective condition from planned economy system to market economy system.

6. Our country sports colleges and universities must strengthen the cultivation of students' cultural quality, a full range of the cultivation of student's comprehensive quality, create the information culture service system, to provide a wealth of information resources sharing service platform, real-time quickly provide information services for students, expand the university sports education management workers.

7. China's physical education management system is in a stagnant stage of development. We must establish a vigorous and energetic socialist sports management system with Chinese characteristics as soon as possible according to the direction of China's sports reform and development. On the one hand, we should fully absorb the advantages of the current sports management mode in colleges and universities, and pay attention to continuous improvement, summary and improvement; On the other hand, we should abandon the old management mode boldly in a certain stage, draw on the advanced management experience at home and abroad, absorb its reasonable, effective and advanced measures, and build a new sports management mode system suitable for China's national conditions, so as to promote the development of China's sports cause.

SECTION 2

EVALUATION AND ANALYSIS OF PHYSICAL EDUCATION MANAGEMENT IN COLLEGES AND UNIVERSITIES

2.1 Index system of physical education management evaluation in colleges and universities

Sports education specialized major training to adapt to China's socialist modernization construction and the actual needs of elementary education reform and development, the comprehensive development of moral, intellectual, physical, the United States and broad professional basis, with modern education idea, the good scientific literacy and professional ethics and interdisciplinary talents with innovative spirit and practice ability, for the purpose. Colleges and universities are the cradle of training high-quality talents, and physical education is an important part of quality education for talents. Therefore, in addition to having a high-quality physical education teachers team, the school must also establish a scientific physical education management system, and have a high-quality sports management team. In the face of the shortage of talent resources in the talent market, colleges and universities will carry out all-round quality education, promote the future development of students, improve the overall physical and psychological quality of students as the main work content and goal of physical education management. College sports education management have clear objectives, rich in content, bright management principle and diversified management way, colleges and universities sports education managers only fully understand and learn these, to better grasp the development direction of sports management, help promote quality-oriented education comprehensively implement and build up the idea of lifetime sports, It is beneficial to the development of national fitness activities and promote the vigorous development of physical education management in Chinese universities. As the top-level design and structure of physical education in colleges and universities, the improvement of the level of

physical education management is of vital significance to the development of discipline construction and teaching. The management of physical education in colleges and universities is a very complex system engineering, which involves the complicated contents of physical education and the teaching and management of non-physical education. An important effect of the management of physical education in colleges and universities is to clarify the relationship between the training of competitive and elite physical skills and the training of general physical quality. Therefore, the management of physical education in colleges and universities has been greatly enhanced in the scientific design of teaching syllabus and teaching concept, and has begun to really pay attention to the all-round development of students.

In today's intelligent era, China's college sports management is still basically in the «humanized» management mode, the degree of intelligence is very low, especially reflected in the sports management detection, monitoring means backward, unable to comprehensively and timely control the quality and opening of college sports courses. The significance of physical education management in colleges and universities is to improve the quality of education, optimize the management of physical education, and improve the effect of personnel training. Only strengthen the management, especially in sports management improved policy makers and decision makers for physical education in moral education, sports, mental health education and social quality aspects of the important value of training, the ability in the curriculum setting, teaching content, teaching means, the design of full consideration to the educational requirements of quality education, can improve the cognitive level of the teacher, finally Through teachers as the main organizer of teaching to improve the quality of teaching and personnel training benefits, finally reflects the quality education in colleges and universities physical education management results. Only in this way can physical education in colleges and universities comprehensively promote quality education, cultivate all-round talents with healthy body and mind, give full play to the role of physical education in quality education, and actively adapt to the needs of modern science and technology and the high development of economy

in the 21st century.

The management of physical education in colleges and universities cannot leave the construction of index system, and the management of physical education in colleges and universities is not perfect enough. In China, the establishment and implementation of the index system of the higher education management mainly includes the following departments:

1. Evaluation index of the situation of party secretaries in colleges and universities. Party Secretary's implementation rate of national economic policies reflects the implementation status of economic policies.
2. Evaluation index of college presidents. The growth rate of total income (total expenditure) of the school reflects the economic development level of the school during the tenure.
3. Evaluation index of the head of logistics department. Logistics self-sufficiency = $\text{annual self-sufficiency income} / \text{total annual expenditure} \times 100\%$. Reflect the management level and control status of the logistics department.
4. Evaluation index of the situation of the head of the infrastructure department. Capital construction investment completion rate = $\text{capital construction investment completed during the term} / \text{total investment plan during the term} \times 100\%$, reflecting the progress of university construction and control ability.
5. Evaluation index of person-in-charge of school-run industries. Enterprise asset-liability ratio = $\text{total liabilities} / \text{total assets} \times 100\%$. Evaluate the debt situation and solvency of enterprises; Return on equity = $\text{net profit} / \text{average net asset} \times 100\%$, reflecting enterprise profitability; Completion rate of turned over profits = $\text{total profits actually turned over to the school} / \text{total profits payable to the school} \times 100\%$, reflecting the contribution degree of enterprises to the school.
6. Evaluation indicators of the heads of scientific research management departments. The revenue completion rate of scientific research funds reflects the annual financing of scientific research funds and the average annual growth.
7. Evaluation index of the director of the research institute (director of the teaching and research center). The completion rate of income from scientific research

undertakings = the total amount of income from scientific research undertakings actually completed in the year/the total amount of income budgeted for scientific research undertakings in the year $\times 100\%$, reflecting the completion status of income from scientific research undertakings in the year.

8. Evaluation index of the head of the experiment and training department. Equipment utilization = the actual number of machines in use of the annual instruments and equipment/the total approved start-up hours of the annual instruments and equipment $\times 100\%$. Reflect the annual instrument utilization efficiency; The annual growth rate of teaching equipment per student reflects the growth status of teaching equipment.
9. Evaluation index of the person in charge of the student administration department. Student awards, loans, work-study funds and other archives management integrity rate, reflecting the management of economic archives.
10. Evaluation index of the person in charge of teaching management department. Reflect the use of teaching funds.
11. Evaluation index of the situation of the head of the asset department. Assets and equipment purchase index rate, asset safety and integrity rate, equipment utilization rate, equipment maintenance expense ratio, fixed assets new rate, fixed assets scrap rate of six indicators.
12. Evaluation index of the person in charge of personnel management department.
13. Indicators for evaluation of heads of departments responsible for foreign affairs.
14. Evaluation index of the situation of the head of the security work department. Financial reimbursement of security, fire and other expenses compliance, complete procedures ratio, reflecting the use of funds of the security department.
15. Evaluation index of directors of the deans (directly affiliated departments or departments) of secondary schools. Research funds related indicators refer to the scientific research management department; asset management indicators refer to the asset management department; The department (department) teaching funds, discipline (course) construction, teaching materials construction, teaching

experiment (practice) funds use indicators refer to the teaching management department; The proportion of all kinds of non-academic education income included in the unified financial management of schools reflects the financial operation of secondary schools (departments, departments).

16. Evaluation index of the person in charge of the school office. The following aspects should be paid attention to in the application of the evaluation index of the physical education management department in colleges and universities: First, the scope of responsibility covers a very wide range, and the evaluation index constructed is only a general project divided by the departments of colleges and universities. Second, the calculation of relevant indicators should be closely based on the relevant meeting minutes, documents and regulations issued by colleges and universities, public opinion evaluation data, etc., so that the evaluation is reasonable and evidence-based. Third, in the calculation of relevant indicators at the same time, but also to calculate the results of the tenure of the target, the same industry, the same period or advanced level of the necessary comparative analysis, focus on the failure to complete the responsibility of the target analysis and explanation, and strive to evaluate the objective and accurate.

The principle of educational evaluation is the general principle of guiding educational evaluation activities and the basic requirements of educational evaluation work, that is, the code of conduct that must be followed in the process of educational evaluation. When designing the evaluation index system, on the premise of meeting the unification of objectivity and subjectivity, theory and practice, stability and development, the following principles should be followed: feasibility principle, guiding principle, application principle, incentive principle, scientific principle. A good evaluation index system should have the following basic properties:

1. Reliability. The first is internal consistency, that is, there should be a good consistency between the index item and the evaluation content, and between the index and the index. The second is the consistency between the assessor and the assessed, that is, there should be good consistency between the assessor

or between the assessor and the assessed; Third, the consistency of information sources, that is, the reliability of information collection, quantification and statistical techniques.

2. Effectiveness. The first is the effectiveness of the index system design, that is, the degree to which the contents, standards and theoretical basis of the evaluation are in line with the educational activities to be evaluated in the process of the index system design; The second is the effectiveness of the implementation of the index system, that is, the representativeness and accuracy of the information collection methods and information processing techniques carried out according to the index system in the process of evaluation and implementation; The third is the validity of the evaluation conclusions, that is, whether the itemized evaluation results, comprehensive evaluation results and evaluation results reflect the educational quality level of the evaluation object and the needs of the evaluation objectives.

Construction of the evaluation index system of the management level of university education funds. College physical education fund is used to maintain and safeguard the normal teaching activities of colleges and universities of all costs. After entering the market economy, with the continuous deepening of the reform of the management system of colleges and universities, especially the internal management system, the revenue pattern of education funds has also changed from relying solely on fiscal appropriation in the past to relying mainly on national fiscal appropriation, diversified and multi-level financing pattern. At present, the financial allocation of higher education funds is more oriented to the size of the scale rather than the level of efficiency, and the investment and expenditure performance of higher education are not paid enough attention. On the other hand, there are many problems in colleges and universities, such as insufficient education funds, unreasonable resource occupation and low internal efficiency of higher education investment. It is imperative to build a systematic evaluation index system for local colleges and universities to get rid of the dilemma of low utilization efficiency and low benefit

output of educational funds resources, and to provide decision-making basis for managers to improve the performance of the use of funds resources. Target elements are decomposition method, Delphi method and analytic hierarchy process (AHP) to construct the evaluation index system and index weight assignment, finally constructed to education funds raising ability, operation ability and education funds education funding growth potential index of three class as the criterion layer dimensions, consists of eight second class indexes and 28 third class indexes of evaluation index system. The principle of evaluation index determination: representative principle, principle of comprehensiveness, principle of feasibility. To design the Delphi questionnaire, the Delphi questionnaire was designed in two rounds. The purpose of the first round of investigation is to obtain relevant data from experts for analysis, and to screen and modify the first, second and third level indicators initially established. The second round of survey was based on the analysis, modification and feedback of the first round of consultation table, and invited experts to judge the relative importance of indicators at all levels. The importance degree of the alternative indicators was assigned according to the Ricker 5-point measurement method, and the indicators at all levels were divided into the most important, important, general, unimportant and least important according to their importance, and the corresponding scores were given as follows: 5, 4, 3, 2, 1. The degree of authority of experts (Cr) is measured by the judgment basis of experts (Ca) and the degree of familiarity with indicators (Cs). The formula is $Cr = (Cs + Ca) / 2$. The degree of familiarity can be divided into five grades: unfamiliar, not very familiar, general, familiar and very familiar, and the coefficient of familiarity is 0.2, 0.4, 0.6, 0.8 and 1.0 respectively. The calculation result of authority coefficient (Cr) was 0.795. The content of judgment basis and quantitative standard are shown in Table 2.1.

Through statistical analysis of the results of the two rounds of survey, the coefficient of variation gradually decreased, indicating that the experts' opinions gradually converged. After x test, P values were all less than 0.01, indicating that all

indicators were recognized by experts to a higher extent. Firstly, according to the subjective judgment of the expert group, the pairwise comparison matrix is constructed with the pairwise comparison method and the 1-9 comparison scale for each upper element and the subordinate factors that have logical relationship with it.

Table 2.1 - Quantitative table of consulting experts' judgment basis and its influence degree

Judgment	The degree to which it affects expert judgment		
	high	moderate	low
Refer to relevant materials at home and abroad	0,1	0,1	0,1
The theoretical analysis	0,3	0,2	0,1
Work experience	0,5	0,4	0,3
Intuitive feeling	0,1	0,1	0,1
A combined	1,0	0,8	0,6

Sources: prepared by the author based on Zhao,G.W. et al. (2012)

That is, through analysis, the relative importance of the lower element in terms of its upper element is judged. The Saaty scale is used to assign values to the elements of the judgment matrix is shown in Table 2.2.

Table 2.2 - Factor importance scale table

Scale	Meaning
1	The two factors are of equal importance in comparison
3	Comparing the two factors, one factor is slightly more important than the other
5	Comparing the two factors, one factor is more important than the other
7	Comparing the two factors, one factor is obviously more important than the other
9	Comparing the two factors, one factor is absolutely more important than the other
2, 4, 6,8	The median of two adjacent judgments
The bottom	The two subitems are compared in reverse

Sources: prepared by the author based on Zhao,G.W. et al. (2012)

Similarly, the weight values of second-level indicators and third-level indicators can be calculated (Table 2.3).

Table 2.3 - Evaluation index system of management level of local higher education funds

Level indicators	Level2 indicators	Level 3 indicators
The ability to raise funds for education	Total income from education	Total educational expenditure
		Annual growth rate of total educational expenditure
	Government allocated	Total financial allocation
		Annual growth rate of financial appropriation
		The ratio of financial appropriation to total revenue
		Fiscal input multiplier
	Enterprise income	Total operating income
		The ratio of operating income to total revenue
		Annual growth rate of income from scientific research
		Annual growth rate of educational income
Operating capacity of educational funds	Teaching activity expenditure performance	Student-faculty ratios
		Division commander than
		Student uniform operating fee
		Ten thousand Yuan of financial revenue to cultivate the number of students
	Research expenditure performance	Annual growth rate of research expenditure
		The growth rate of per faculty research expenditure
		The ratio of expenditure on scientific research to total revenue
	Performance of educational enterprise expenditure	Ratio of public expenditure
		Personnel expenditure ratio
		Annual growth rate of self-financed infrastructure expenditure
Growth potential of education expenditure	Asset performance	Asset-liability ratio
		Growth rate of total assets
		Average growth rate of capital accumulation in three years
	growth	Funding self-sufficiency
		The ratio of developmental expenditure to total expenditure
		Per capita amount of special funds
		Per capita income from various social services

Sources: prepared by the author based on Zhao,G.W. et al. (2012)

The countermeasures and suggestions to improve the management level of physical education funds in colleges and universities are as follows:

1. Open up ideas and actively explore the financing ways of education funds.
2. Real-time dynamic monitoring and regular evaluation of the management level of education funds.
3. Pay attention to the prevention and control of financial risks. Colleges and universities should strengthen the awareness of financial risk prevention and

control, establish and perfect the financial early warning mechanism, and take appropriate operational measures to jointly construct and manage capital construction projects with enterprises to avoid financial risks.

Students are the main body of education, the cultivation and growth of students is the main task of colleges and universities, it is necessary to carry out a scientific and reasonable comprehensive design of the core quality of students. The construction of the student core literacy education system is shown in Figure 2.1 And the comprehensive index system is used to evaluate the effect of student training.

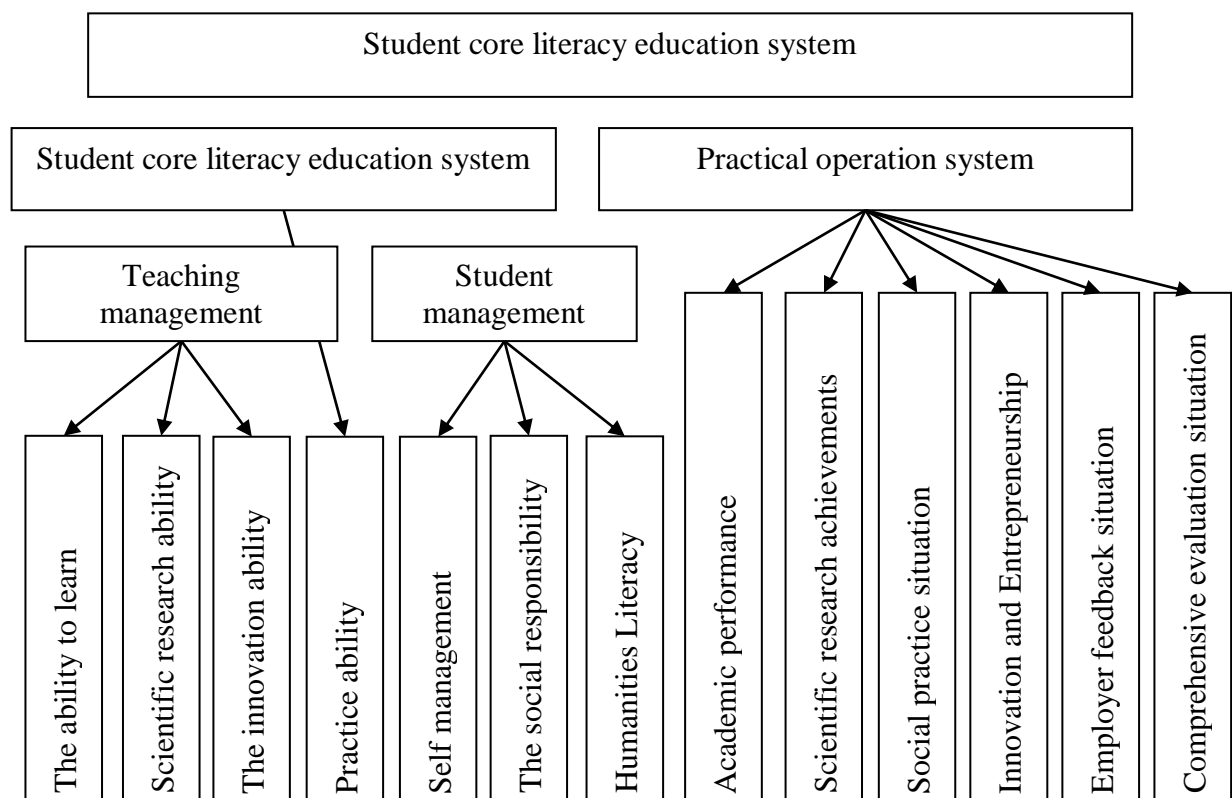


Figure 2.1 - Student core literacy education system

Sources: prepared by the author based on Zhang,C.L. et al. (2018)

Physical education in colleges and universities, from the value of the performance study of the performance is not only to use the method of economics and management to study, more important is to use statistical methods to quantitatively describe the performance, form a scientific index system, evaluates the

reflect a certain period in university of science and technology investment in a particular area of economic and social benefits. The performance evaluation index of science and technology funds investment in colleges and universities is designed as «five levels and 15 indicators» (see Table 2.4).

Table 2.4 - Performance evaluation index system of scientific research funding investment in colleges and universities

Index level	The index name
Scientific research	The actual total amount of scientific research funds
	Longitudinal project approval
	Number of published monographs and publications
	Achievement awards and invention patents
Academic communication	To undertake and preside over academic conferences
	Accept domestic visiting scholars or provincial scholars or send teachers abroad for further study
	Academic reports for college students
Cultivation of talents	For the society to train doctor, master, undergraduate and other kinds of talents
	Awards for outstanding teaching achievements at or above the university level
Basic conditions and facilities	Number of provincial and above key disciplines
	Construction of key discipline laboratories and experimental bases
	Library data support for key subjects
Social trust	Admission rate of the school's first choice
	The degree of trust in institutions from all sectors of the community
	The satisfaction degree of local economic departments to the scientific research ability and service of colleges and universities

Sources: prepared by the author based on Yuan, Z.M. (2005)

Problems to be considered in the process of evaluation: the classification of evaluation institutions; Assessing the reliability of the data; Relativity of appraisal value; Evaluate the effectiveness of the time limit. Due to the difference of the region, management and investment, the investment of science and technology funds in schools is absolutely unbalanced. Therefore, some indicators of the performance evaluation of the investment of science and technology funds in colleges and universities should also be adjusted appropriately. In the whole construction process, the analysis of evaluation object elements and the establishment of the system structure are the most important parts of the whole construction. Through the above

process, basically constructs a complete modern physical education management evaluation index system.

The school physical education management system includes the physical education management system and the school physical education management guarantee system. The physical education management system also includes physical education course teaching, amateur training, extracurricular activities, physical research and students' physical health, etc. The school sports management and guarantee system includes the importance of leaders, the team of sports teachers, rules and regulations, organizational structure, venue equipment and funds, information and other contents. There are several problems in the performance management of physical education in colleges and universities: first, the process is light and the assessment is heavy; Second, light quality, heavy quantity; Third, it emphasizes service, results, communication and authority. Fourth, light feedback, heavy evaluation. In any organization management system, «people-oriented» is the starting point and centre.

Construction of management index system of physical education in colleges and universities. In order to establish a feasible measure of sports education management modernization level of the index system, must first clear design principles, then based on the principles of design and sports management modernization goal, a reasonable design frame structure of sports management modernization index system, index, content and the interpretation of the indicators, and identify a specific index calculation method and the data access method. Because physical education management modernization index system is an important index system of physical education modernization index system. Therefore, the construction principle of the index system should be based on the overall design principle of the index system of sports modernization, and fully consider the particularity of sports education management. In general, the construction of sports management modernization index system should follow the principles of scientific, comprehensive, systematic, operable and developmental. To establish the index system of physical education management modernization is a core and key link to evaluate the level of physical

education management modernization. On the basis of the index system proposed in advance, the basic framework of the index system for the modernization of physical education management is preliminarily determined after many arguments and fully soliciting suggestions from relevant experts (see Appendix A, B, C, D).

Physical education classroom quality management index system in colleges and universities. From the teaching and learning effect of teachers and students, there are both qualitative analysis and quantitative analysis, the combination of the two can objectively and scientifically evaluate the teaching quality. We put the evaluation index system of physical education teachers into the structure diagram as shown in Fig. 2.3. Through the feedback of experts' opinions and qualitative and quantitative analysis, a comprehensive index system of teachers can be established.

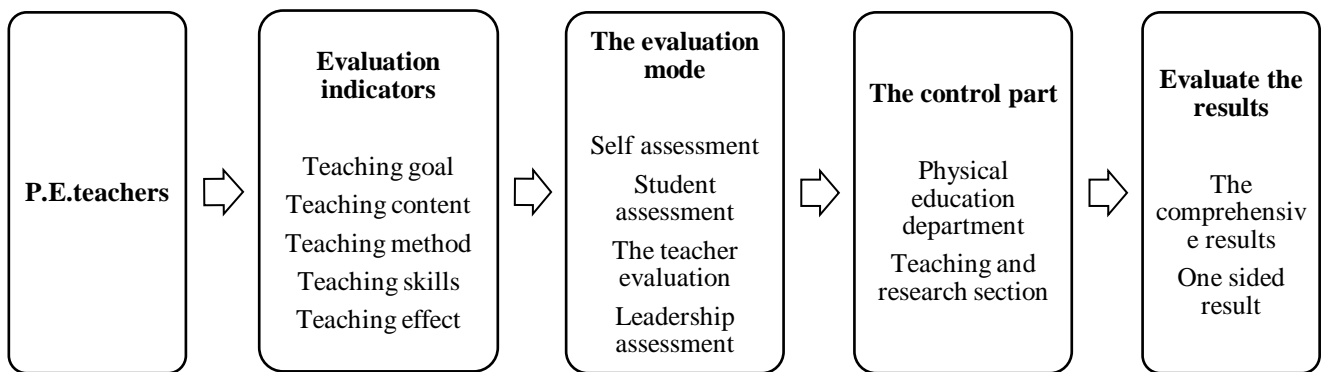


Figure 2.2 - Composition of physical education teacher evaluation index system

Sources: prepared by the author based on Tu, H.L. et al. (2005)

Construction of evaluation metrics. The determination of evaluation standard and weight, the factors involved in evaluation connotation, and the selection of evaluation calculation method have certain scientific nature. But these still need along with environment and education situation change and enrich, perfect. The evaluation system of college physical education classroom management is shown in Table 2.5.

Table 2.5 - Physical education classroom management evaluation index system in colleges and universities

Level indicators	The secondary indicators	Level 3 indicators
Classroom routine management	Ability to set classroom goals	The class objectives are clear
		The target is suitable for the age characteristics of students and meets the development requirements of students
		To meet the needs of college physical education goals
	Ability to determine classroom rules	The classroom rules are clear and definite
		The content of classroom rules is comprehensive and specific
Classroom environment management	Management of the physical environment	The air circulation
		The light brightness
		Noise, temperature
		Use of site and equipment
		Rational use of natural resources
	Management of psychosocial environment	The classroom teaching atmosphere is harmonious
Good relationship between teachers and students		
Good student relations		
Classroom activity management	Ability to choose the content of class activities	The amount of exercise in class activities is appropriate
		Reasonable difficulty of movement
		Suitable intensity of exercise
		The diversity of content meets the interests and needs of different students
	Design classroom activities	The program design is scientific and reasonable
		Can reasonably control the effective teaching time
	The use of classroom activity methods	Teaching methods are scientifically appropriate
	Evaluation of the effectiveness of classroom activities	Whether the students have a good command of skills
	Ability to organize and coordinate classroom activities	Able to reasonably arrange the personnel and equipment needed for activities
		Whether the organizational form is innovative
		Whether there are safety measures in the organization of teaching
Ability to handle classroom conflict	Be able to correctly understand and deal with classroom conflict	
Classroom problem behavior management	Ability to deal with problem behavior	Ability to recognize and deal with problem behavior in the right way

Sources: prepared by the author based on Yan, N. et al. (2016)

Management index system of college physical education practice and

employment. The evaluation index system of education practice quality management of college physical education major is a dynamic and complex whole, which has certain inheritance and foresight.

The evaluation index system of education practice quality management of physical education major in colleges and universities should closely focus on the goal of practice quality management, start from the main links of practice total quality management, and comprehensively assess and improve the quality of practice management (Lin, 2010). In terms of personal development, the training rate, the way of self-promotion, the reflection of the professional quality of sports management, and the self-efficacy of the subjective judgment of whether the graduates can successfully conduct a certain behavior are all important measurement basis. Welfare security Welfare security is an important external index to measure the employment quality of graduates. Namely endowment, industrial injury, medical treatment, birth, unemployment insurance.

The first level objective environment indicators include employment equity, employment opportunities, employment policies and employment systems. Employment equity mainly refers to the phenomenon that graduates of sports colleges are often discriminated against in their work, so the employment rate and monthly average income of graduates of different majors are taken as the measurement basis (Simon, 1982). From the perspective of the sports industry, the need for sports management talents who can effectively integrate market demand, consumer and enterprise resources is increasingly urgent. Starting from the demand side of personnel, with the help of the competency evaluation index system of management managers of sports enterprises, it is of great significance to establish the guidance for the qualification and certification of sports management talents, implement the occupational grade evaluation system and implement the corresponding standardized training, so as to improve the quality of sports management talents (Koontz & Werrick, 1998). With the gradual deepening of the reform of the sports system and the accelerating process of sports marketization, the

sports industry has attracted the attention of the government and academia, and has become a new field that cannot be ignored in the development of contemporary Chinese sports. The sports industry index should also become an important secondary index (Wu, 2008). For our country's universities sports management work, the application of science and technology is still very important. In today's intelligent and technological era, sports management must change the backward situation of sports management detection and monitoring methods, establish an intelligent and dynamic monitoring system, and improve the operation efficiency.

The practical ability of students majoring in physical education includes a lot of theoretical knowledge and practical skills. It is the core ability that college students must have to engage in physical education teaching in the future. The evaluation index system was formulated in accordance with the Implementation Measures for Teacher Certification in Normal Institutions of Higher Learning (Interim), Professional Standards for Primary and Secondary School Teachers and Curriculum Standards for Teacher Education issued by the Ministry of Education in 2017. Combining the training objectives, training direction, curriculum setting and curriculum objectives of physical education major in colleges and universities, this paper takes the content of related evaluation index system as the theoretical research basis. On this basis, absorbing the demonstration and suggestions of experts and scholars on the practical ability of students majoring in physical education, the practical ability is analyzed in detail from multiple angles and levels. The index system is selected and determined by experts at all levels. Four first-level indicators, nine second-level indicators and 36 third-level indicators were summarized for further screening (see Table 2.6).

According to the Saaty (STA) registration form of relative importance degree, the Practical Ability Evaluation Index Weight Questionnaire of Physical Education Major Students assigns certain evaluation scales to each degree.

Experts need to make a pairwise comparison according to the importance of each index, and fill in the evaluation scale according to the corresponding score.

Table 2.6 - Practical ability evaluation index system of physical education

Target layer	Primary index	Secondary index	Tertiary indicators
The practical ability of students majoring in P.E. education	Moral education ability	Codes of ethics for teachers	Patriotic and law-abiding
			Have the spirit of due diligence
			Role model ushering
		Ability to practice teacher morality	Willingness to work on sports
			Have positive emotions
			Have a right attitude
	Professional practice ability	Ability to master theoretical knowledge	Theories and methods of modern education and teaching
			Theories and methods of School Physical Education
			Theories and methods of Extracurricular Physical Education
			Theory and method of training competition
			Theories and methods of Educational Psychology
			Theories and methods of sports psychology
			Theories and methods of Sports Human Science
			Theories and methods of sports safety and Prevention
			Theories and methods of health care knowledge
			Professional practice ability
		Ability to organize health activities	
		Ability of sports training guidance	
		Ability of social service	
		General practical ability	Self-education ability
	Elegant body and mind		
	Consciousness of self-surpassing		
	Ability to educate students		Strengthen physical quality
			Improve ideological and moral qualities
			Improve the level of intelligence
			Promote the development of thinking
			Improve the ability of aesthetics
			Establish the concept of lifelong sports
			Learning development ability
	Ability of lifelong learning		
Career planning ability			
Responsive ability to practice	Ability to analyze problems		
	Ability to solve problems		
	Ability of reflection and evaluation		
Ability of communication and cooperation	Ability of team synergy		
	Skills of communication		

Sources: prepared by the author

The importance level of this paper is shown in Table 2.7:

Table 2.7 - Relative importance

Scale	meaning
1	Indicates that the two factors have equal variability
3	Indicates that one factor is slightly more important than another
5	Indicates that one factor is significantly more important than another
2,4	Is the median value of the above adjacent judgment
If factor A and factor B are compared and judged to be 3, then factor B and factor A are compared and judged to be 1 / 3.	

Sources: prepared by the author

According to the evaluation index system of practical ability of students majoring in physical education in colleges and universities put forward by experts, pairwise comparison of indexes of each level is made, and the statistical results of assignment are judged and analyzed. Take the first-level indicator judgment of one of the experts as an example (see Table 2.8).

Table 2.8 - Expert Judgment Matrix Table - first-level indicators

	A1 Moral education ability	A2 Professional practice ability	A3 General practical ability	A4 Learning development ability
A1 Moral education ability	1	1	3	3
A2 Professional practice ability	1	1	5	5
A3 General practical ability	1/3	1/5	1	1
A4 Learning development ability	1/3	1/5	1	1

Sources: prepared by the author

The evaluation index system of college physical education students' practical ability includes three levels of indexes. In order to reflect the relationship between the indexes more objectively, the single-layer ranking calculation is firstly adopted. Single-layer ranking refers to the calculation of the weight of the importance ranking of the next level of a certain index at the upper level according to the judgment matrix. For example, the main index at the level of «moral education ability»: the

calculation of the weight of the importance order of the two indexes of «teachers' moral norms» and «the ability to practice teachers' ethics». In this paper, the purpose of calculating the index system of practical ability evaluation of college physical education students is to understand the weight order of each index in the practical ability of college physical education students. By calculating the weight of each single-layer index, the weight ranking method of the comprehensive index is finally calculated.

Table 2.9 - Weight of primary indicators

Primary index	A1 Moral education ability	A2 Professional practice ability	A3 General practical ability	A4 Learning development ability
Weight	0,409	0,351	0,120	0,120

Sources: prepared by the author

Among the main indicators of practical ability of college students majoring in physical education, the weight of moral education ability is 0.409, followed by vocational practical ability 0.351, general practical ability 0.120, and core weight of learning development ability 0.120. According to the expert questionnaire, physical education major students in colleges and universities «moral education ability» and «professional practical ability is the core ability, physical education in colleges and universities pay more attention to the cultivation of professional skills, but through the «moral education», «professional practical ability», «general practice ability», «learning ability» development level index after the investigation found that For the cultivation of students majoring in physical education, moral education takes precedence over skill education.

The second-level index weight of practical ability of students majoring in physical education in colleges and universities refers to the second-level index weight under the same first-level index (see Table 2.10).

For example, under the main indicators of moral education ability, the weight of teachers' moral code is 0,819 and the weight of education feeling ability is 0,181

Table 2.10 - Comprehensive weight of secondary-level indicators

Primary index	Secondary index	Weight	Comp, rehensive weight
Moral education ability	Code of Ethics for teachers	0,819	0,335
	Educational perception ability	0,181	0,074
Professional practice ability	Ability to master theoretical knowledge	0,320	0,112
	Professional practice ability	0,680	0,239
General practical ability	Self-education ability	0,673	0,081
	Ability to educate students	0,327	0,039
Learning development ability	Independent learning ability	0,612	0,073
	Ability to rethink vision	0,274	0,033
	Communication and cooperation ability	0,114	0,014

Sources: prepared by the author

In order to ensure the comparability of indicators at all levels, comprehensive weights are selected for horizontal comparison of third-level indicators, that is, first-level indicators are multiplied with second-level indicators, and second-level indicators are multiplied with third-level indicators. The results of comprehensive weight show that «teacher ethics», «professional practice ability» and «self-education ability» are the three most core second-level indicators.

According to the hierarchical analysis of 20 experts on the third-level indicators of practical ability of students majoring in physical education in colleges and universities, in order to facilitate the analysis of the weight of each second-level indicator and the overall impact of 36 third-level indicators on the practical ability of students majoring in physical education in colleges and universities, the data are summarized as Table 2.11:

According to the weight analysis of the practical ability evaluation index of college physical education students, the results are as follows: The most important core competencies of students in physical education are C3 model leading ability (0,178); C16 classroom teaching ability (0,130); C2 having the spirit of conscientiousness (0,118); C18 sports training and guidance ability (0,056) and C4 willingness to engage in physical education (0,042). The research shows that «moral education ability» is the core ability in the evaluation index of professional practice ability of college physical education students.

Table 2.11 - Comprehensive weight of level III indicators

Primary index	Secondary index	Tertiary indicators	weight	Secondary comprehensive weight	Total comprehensive weight		
1	2	3	4	5	6		
Moral education ability	Code of Ethics for teachers	C1 Can be patriotic and law-abiding	0,117	0,096	0,039		
		C2 Have the spirit of due diligence	0,352	0,288	0,118		
		C3 Role model steering	0,531	0,435	0,178		
	Ability to practice teacher morality	C4 Willingness to work on sports	0,567	0,103	0,042		
		C5 Have positive emotions	0,192	0,035	0,014		
		C6 Have a right attitude	0,240	0,044	0,018		
Professional practice ability	Ability to master theoretical knowledge	C7 Theories and methods of modern education and teaching	0,152	0,049	0,018		
		C8 Theories and methods of School Physical Education	0,118	0,038	0,013		
		C9 Theories and methods of extracurricular P.E. teaching	0,204	0,065	0,023		
		C10 Theory and method of training and competition	0,151	0,048	0,017		
		C11 Theories and methods of educational psychology	0,092	0,029	0,010		
		C12 Theories and methods of sports psychology	0,047	0,016	0,006		
		C13 Theories and methods of sports humanistic science	0,046	0,015	0,005		
		C14 Theories and methods of sports safety and prevention	0,079	0,025	0,009		
		C15 Theories and methods of health care knowledge	0,099	0,032	0,011		
		Professional practice ability	C16 Classroom teaching ability	0,545	0,371	0,130	
			C17 Ability to organize health activities	0,131	0,089	0,031	
			C18 Ability of sports training guidance	0,232	0,158	0,056	
			C19 Ability of social service	0,091	0,062	0,022	
		General practical ability	Self-education ability	C20 Healthy physique	0,455	0,306	0,037
				C21 Graceful body and mind	0,358	0,241	0,029
	C22 Consciousness of self-surpassing			0,187	0,126	0,015	
	Ability to educate students		C23 Strengthen physical quality	0,343	0,113	0,014	
			C24 Improve ideological and moral qualities	0,203	0,066	0,008	
			C25 Improve the level of intelligence	0,114	0,037	0,004	
C26 Promote the development of thinking			0,090	0,029	0,003		
C27 Improve the ability of aesthetics			0,063	0,021	0,002		
C28 Establish the concept of lifelong sports			0,190	0,062	0,007		

continuation of the table 2.11

1	2	3	4	5	6
Learning development ability	Independent learning ability	C29 Ability of physical education scientific research	0,289	0,177	0,021
		C30 Ability of lifelong learning	0,400	0,245	0,029
		C31 Career planning ability	0,311	0,190	0,023
	Ability to respond to practice	C32 Ability to analyze problems	0,379	0,104	0,013
		C33 Ability to solve problems	0,518	0,143	0,018
		C34 Ability of rethinking and evaluation	0,103	0,028	0,003
	Communication and cooperation ability	C35 Ability of team synergy	0,632	0,072	0,009
		C36 Skills of expression and communication	0,368	0,042	0,005

Sources: Prepared by the author

The cultivation of students majoring in physical education in colleges and universities is based on «applied» practical ability and «sufficient» theoretical knowledge, so it is necessary to combine skill practice with moral education in teaching practice.

2.2 The management mode of custodian, financial and material elements of college physical education

For colleges and universities, it is important to give substantive satisfaction through concrete measures. The key points include: management commitment is reflected through the implementation of concrete actions; Quality policy is a highly generalized quality management program rather than an empty and pleasant slogan, which must reflect the characteristics of the higher education industry and the actual situation of the university. The formulation of quality goals must be specific, measurable, it is best to combine with performance assessment. The principal person in charge of the school should personally organize the management review, and organically combine the management review with quarterly inspection, semester summary or annual summary (Zhang, 1987). The effective countermeasures to construct the cooperative mechanism of university education management should

break the boundaries and barriers between departments, resources, manpower, information, process and other elements, so that they can work in harmony for the fundamental goal of university education management. This requires colleges and universities give full play to the school each department technology and talent advantages, insist on combining education management and personnel training, starting from the actual demand of college students, the fusion of various aspects of education resources, optimize the education management ways and methods, through the development and utilization of the elements and produce synergies, some countermeasures for constructing the education management synergy mechanism to form effective (Sun, 1999). The basic elements of optimizing the management and operation of quality-oriented education are mainly composed of six parts, namely: optimizing the educational thought, making the principal expert, making the decision democratic, making the operation scientific, legalizing the supervision and modernizing the management means (Xie, 2018). Colleges and universities should give consideration to both theory teaching and practice teaching, focusing on strengthening the effective training of students' social practice ability. Colleges and universities should make full use of advanced talent training programs and relevant experiences (Zhang, 2018). Colleges and universities should formulate scientific programs for personnel training based on the correct orientation of school-running ideas and personnel training objectives, and systematically and scientifically revise the teaching syllabus. The manager's task is to help those who work with him to develop. Management is not maintenance, but development. It takes more than the ingenuity of a single manager or a few people to forge ahead. In short, establishing the master status of teachers, reforming and improving the school management system, and establishing the school management and operation mechanism conducive to the development of teachers' creativity are three elements of the development of teachers' creativity management, none of which is indispensable (Han, 2000). To optimize the quality management of higher education and teaching, we must pay attention to teaching assessment, which is a key element in the quality management of higher education and teaching (Zheng, 2004). Policy, team and style, modern

management means and advanced management experience are several elements to improve the management efficiency of graduate education (Tian, 2014). Graduate education management is the basic work of graduate education in universities. It is necessary to deepen reform and optimization constantly, so as to implement the national policy of graduate education development and further improve the ability and level of Chinese high-level talents training (Li, 2018). The management of physical education in colleges and universities is not only the task of the student education administration department and a few ideological and political work teams, but also the common task of schools, enterprises, families and society. All aspects must cooperate closely to form resultant force (Li et al., 2011). «Human» factor is the first factor. All in-service personnel mainly include members of the leading group of project management of quality education, student management and education personnel, full-time teachers and so on. In colleges and universities, all on-the-job personnel should be the participants of college students' quality-oriented education, and should establish the concept of «student-oriented and serving for students' quality-oriented education». Only in this way can colleges and universities create a good atmosphere for the project management of quality education and ensure its smooth implementation and normal operation. After learning, training and practice, they can become highly skilled and high-quality talents needed by the society (Cheng, 2004). Physical education in colleges and universities requires accelerating educational reform in the information age, using modern technology to accelerate the reform of personnel training mode, establishing a mechanism for co-building and sharing digital educational resources, promoting the reform of educational governance mode, and realizing precise management and scientific decision-making. A lifelong learning account is set up for learners. Learners can get credits for effective learning outcomes obtained through various channels. Learners obtain all kinds of learning outcomes, after that the converted to the corresponding credits, credits accumulated to a certain extent, to reach the corresponding standards, can apply for to obtain the corresponding certificate, through the establishment of credit accumulation and transfer system, to achieve the mutual recognition of different types

of learning outcomes and cohesion, and gradually establish a lifelong learning of all kinds of education longitudinal, horizontal communication «overpass», To meet the diverse learning and development needs of individuals (Zhao & Duan, 2012).

To understand the classification of physical education system in colleges and universities from different angles is helpful for us to combine and arrange physical education system scientifically according to different physical education work requirements, so as to exert the overall effectiveness of physical education in schools. The concrete application of System Theory in school physical education management. The application of system principle and method in school physical education management mainly focuses on the following aspects :

1. The manager's responsibility lies in striving for the best overall performance of school physical education system.
2. The efficiency of the management system lies in the clear hierarchy.
3. Synthesis is the effective management method of overall benefit. Comprehensive, is to grasp the whole, scientific analysis, systematic synthesis, namely the so-called management of the whole of the principle of integration.
4. The closure of the management activity process. Closure is another principle of system integrity application. In the process of school physical education management, decision-making, execution, supervision and feedback constitute a continuous closed loop to obtain the management effect.
5. Management activities must be flexible. In management activities, people's understanding is constantly deepening, the situation is constantly changing.
6. School sports work should strive for the concern and support of social forces.

Education has been placed in a strategic position in the socialist construction, the whole society is concerned about the education of people, sports is no exception. Therefore, college sports should pay attention to the possible range, strive for social care and support, to enrich the conditions of sports work. At the same time, it can exert the effect of college sports on society. To form an interactive mechanism of mutual connection and influence between school and society. The object of management is the wealth, material, information, resources, etc. which are mainly

owned by people and coexist with people. In the process of physical education management in colleges and universities, there is always the opposition and unity between the two subjects and objects representing the subject of the administrators and the object of the administrators (Yuan, 2005).

Physical education management should pay attention to «standard» elements. Physical education teaching management should be standardized. When teaching a certain action, the teacher should accurately, vividly and vividly explain the name, concept, principle and requirement of the action. Teachers should innovate ways and methods, pay attention to the ranking of multiple links in physical education teaching management, and provide scientific and reasonable teaching content for students' habit formation (Zhu et al., 2005).

Compared with developing countries, developed countries have a higher level of attention to and participation in sports. People attach importance to sports, are willing to get close to sports, and have a higher degree of identification with sports, thus improving their affinity for sports. However, countries with low productivity have relatively low levels of attention and participation in sports. People are far away from sports, and it is difficult to fully experience the charm of sports. Each element of strength involves different contents, but is intrinsically related to each other (Wu et al., 2010). The financial countermeasure of sports event refers to the method that all related sports events raise funds to pay the risk loss after the occurrence of sports event risk. In the process of operating sports events, we must make necessary treatment and selection of the risks, and the usual approach is to assume and transfer the risks by ourselves (Liang et al., 2010).

Sports performance management is an effective way to promote the optimization of school sports development, and a process to promote the optimization of human, financial and material resources and the development of potential in school sports work. The president and secretary of a university must take the balance of numerous stakeholders and the interests of the society as the goal. They cannot have the sole decision-making power like shareholders and managers in enterprises, which leads to the difficulty in realizing a certain decision or specific action. As a result, the

executive ability of university employees is lower than that of enterprises, and they lack strong internal motivation compared with enterprises (Wu, 2013).

The «things» inside the school are the educational and teaching places, facilities, equipment and funds of the school, while the «things» outside the school are the equipment, facilities and environmental conditions provided by the school-enterprise cooperation and internship units. To carry out quality-oriented education, no matter inside or outside the school, there should be certain venues, facilities and funds. The quality and quantity of these «things» will affect the enthusiasm of students to a certain extent, and will promote or hinder the development of project management of college students' physical education.

As sports specialty in colleges and universities increased enrolment, the recruitment of students management work need to use the modern computer technology, network technology and database technology to improve the recruitment of students work efficiency and quality, to realize the automation and informatization and intellectualization, recruit students of colleges and universities have developed many automation management system, improved the information level of colleges and universities, to further improve the efficient office environment, and quality, It has improved the teaching level and become a key means for the country to select talents with special talents (Zhou, 2012).

Research on Comprehensive management System in our country most colleges and universities have built their campus net; the competent departments and universities themselves attach great importance to the construction of information technology, with great investment in human, financial and material aspects. Some colleges and universities are relying on a large campus network gradually realize the office automation, educational administration, personnel management, networking, multimedia network teaching, remote network education perfect information platform, and gradually to digital virtual campus development, for the mass sports activities of informatization, network management has created the perfect operation platform (Ji, 2010).

Stadium management model. The management mode of stadiums and

gymnasiums in ordinary colleges and universities is mainly based on the management system mode of sports college, sports department, logistics department, asset management center and stadium center.

Sports equipment management system. Development use of sports equipment management system, its purpose is to managers from tedious manual registration, will manage the staff into more sports equipment management and improve efficiency and convenience for the teaching work, so that the sports equipment management work more efficient and convenient, better service for the school overall teaching (Wu, 2015).

The above is mostly the management of the material, including the management of the infrastructure of venues, venues and equipment. We need to conduct practical and progressive research and promotion with high technology, and finally achieve intensive, scientific and diversified management, so that it can give full play to its use value and make full use of the material.

2.3 The management system model of college physical education in developed countries

Sports developed country is a relative, dynamic and comprehensive concept, which is judged in comparison with other countries. The United States, the United Kingdom, France, Germany, Japan, Australia and other developed countries in the world sports not only have strong strength in competitive sports, but also in the field of public sports and sports industry in the forefront of the world. The development of national sports management system cannot be separated from the support of various elements. Due to the different national conditions of each country, the optimization of various factors of development varies greatly. Some factors are to a higher degree, while others are to a lower degree. Developed countries attach great importance to the investment and development of sports. The developed countries in the world are: The United States, Canada, Australia, New Zealand, the United Kingdom, Ireland, France, Germany, Austria, the Netherlands, Belgium, Luxembourg, Switzerland,

Norway, Iceland, Denmark, Sweden, Finland, Italy, Spain, Portugal, Greece, Slovenia, Czech Republic, Slovakia, Malta, Cyprus, Israel, Japan, Korea, Singapore.

Based on 186 sports big data related papers included in the core dataset of Web of Science from 2010 to 2020, the research hotspots and evolution of sports big data in developed countries in the past 10 years are sorted out by quantitative method. From the perspective of the distribution of research results, sports big data research in developed countries is mainly distributed in the intersection fields of sports, biology, medicine, sociology, computer science and so on, showing the characteristics of multi-disciplinary integration. From the research progress, the initial stage boundary of the research is obvious. Before 2016, the research started and accumulated characteristics were significant. After 2016, the research results of sports big data increased rapidly, and the application of achievements increased significantly (Yang & Chen, 2020).

China's education management system reform is divided into three processes: a. Decentralization of authority. B. Transfer permissions. C. The supply and demand of education basically coincide and turn to relative separation. This trend shows that the education demand of the society is gradually separated from the restriction and control of education supply completely provided by the government, and obtains relative independence. Meanwhile, the education supply itself also presents diversification. In short, the above three trends basically revolve around changing the phenomenon of high unity and excessive centralization of educational management authority in the past. After years of development, the problems, contradictions and achievements of China's education system are shown as follows: First, the focus of management has been reduced, and the education activities have been combined with the actual situation and development of each region, forming a new support mechanism for the development of education, so that education has gained greater social benefits. Secondly, it expands the autonomy of institutions of higher learning, creates certain conditions for the deepening reform of institutions of higher learning, arouses the enthusiasm of the majority of teachers and staff, enhances the ability of schools to adapt to economic and social development, and promotes the improvement

of the quality of colleges and universities, the level of scientific research and the efficiency of schools. Third, a diversified school-running pattern is gradually taking shape, mobilizing more social resources to participate in and support school-running to a certain extent. Fourthly, it has greatly increased the demand of the whole society for education in terms of quantity, quality and class, and has gradually become an important force affecting the development of education. Some schools are integrating with foreign educational systems in order to attract more students. We should objectively analyze the social environment in which these problems appear, determine some established external factors, and find out those aspects which can be adjusted and changed through subjective efforts and human factors, thus to perfect our educational management system gradually.

In 1985, the Decision of the CPC Central Committee on the Reform of the Educational System was initially put forward to reform the Chinese higher education administration system. 1992 Yangzhou University was established by the merger of Yangzhou Institute of Technology, Yangzhou Normal College, Jiangsu Agricultural College, Yangzhou Medical College, Jiangsu Commercial College, Jiangsu Hydraulic Engineering College and Yangzhou Training Center of the State Taxation Bureau. It was the first case of merger of higher education institutions in China, and the reform of the management system of higher education institutions in China was initiated. China's higher education has carried out three major adjustments, namely: in July 1998, the former Ministry of Machinery Industry and other 9 departments of the reorganization of colleges and universities; In the first half of 1999, the colleges and universities belonging to the five major military industries, including the original weapon, aviation, aerospace, shipbuilding and nuclear industries, were adjusted; In the first half of 2000, the Ministry of Railways and 49 other departments (units) under The State Council were adjusted. Some of them were placed under the management of the Ministry of Education or merged with the Ministry of Education, while most of them were jointly built by the central and local governments and mainly managed by local governments.

Scientific and feasible sports management mechanism is of great significance to

improve the efficiency of administrative management in colleges and universities. It is mainly manifested in the following four aspects: A. It is the urgent demand of the administrative management task of ordinary colleges and universities under the new environment, and plays the role of coordinating the link between the left and right in the school management system. B. It is an important guarantee for giving full play to the comprehensive functions of administrative organs, with specific functions such as staff, supervision and inspection, communication and coordination, and logistics services. C. It is the inevitable result of fully realizing the scientific and information development of division and government management, which impacts the traditional management thinking and management mode in colleges and universities. D. The improvement of the efficiency of teachers' administration encourages the reform and development of colleges and universities. Physical education management in colleges and universities is a diversified systematic project, which depends on the joint efforts of physical education workers in schools and the support and cooperation of relevant departments, so that students' personality and ability can be better developed and more qualified talents with all-round moral, intellectual and physical development can be cultivated for the country (Yu, 2013).

The United States is a federal country, and the authority of education belongs to the jurisdiction of the states. The management function of the national government is to coordinate the education work of the states and take charge of education statistics. The legislation, law enforcement and administrative agencies of the federal government play a greater role in a specific period. Its functions include: the development of primary and secondary education syllabus and high school graduation standards; To administer public institutions of higher learning; Accreditation of public educational institutions at all levels and of all kinds; To prepare an education budget; To formulate qualification standards for teachers, educational administrators and other educational workers and issue certificates; To implement education laws and decrees, and to be responsible for the implementation of federal special education programs in the island; He presided over special education projects carried out by Honshu Island (Chen, 2005). Some state offices of

education are also responsible for specifying or selecting textbooks for primary and secondary schools throughout the state. Professional clubs govern professional sports, and the United States Olympic Committee and other groups govern amateur sports. The management of intramural athletics is divided into independent management (directly managed by the principal or vice principal) and non-independent management system.

Sport policy in the UK revolves around the development of sport for the masses. The Ministry of Education (MOE) is the government body leading the British school physical education. It controls the school physical education through the Education Act and the overall plan of education, which is reflected in the unified basic standards, but has different requirements on the school system, curriculum and syllabus, and gives consideration to the unity of macro control and diversity. A complete three-level curriculum management system has been formed, including national PE curriculum standards, local PE curriculum standards and school PE curriculum teaching plans (Zhang et al., 2015). British sports management system is divided into government organization, intermediate organization and non-government sports organization according to the nature of organization structure. Compulsory education is the responsibility of local governments, while higher education is the responsibility of the central government.

The Ministry of Education, Sports, Science and Technology of the central government of Japan is the government department in charge of school sports in Japan, which is in charge of education, academia, culture, sports, competitive sports and other undertakings in Japan. The Primary and Secondary Education Bureau and the Sports and Youth Bureau under the Ministry of Education are closely related to physical education in schools. The junior high school sports league and senior high school sports league under the Japan Sports Association under the Ministry of Education, Sports, Science and Technology cover all middle and high schools in Japan. It is a sports administrative body carried out by Japan Olympic Committee, Japan Sports Association and various competitive groups. It realizes its own functions and develops with mutual cooperation. Besides, it also undertakes the task of

organizing «national competitions» for youth sports at all levels and of all kinds.

South Korea has a government-led sports management system, and the government has adopted a policy of giving priority to the development of competitive sports. The direction of the policy improvement of competitive sports is to actively advocate the sports club system, transfer the commercialized projects or popular projects to the private market, and continue to maintain the training and management of the projects lacking commercialization within the scope of the government. Since the 1988 Seoul Olympic Games, the South Korean government has taken a series of measures to promote the popularity of mass sports.

In Italy there is no specific government department responsible for the management of sports, the government put the management of the sports affairs responsibility to professional sports organizations, the Italian Olympic committee (IOC), coordinate and manage the work of national sports by it, completely self-sufficient in terms of economy, organizational completely independent, the government only in the certain significance to the IOC for law enforcement and supervision. The Italian Olympic committee is responsible for formulating, implementing and supervising the implementation of plans for the development of competitive sports and for the promotion of sports. It has an authoritative role in the establishment, confirmation and dissolution of individual associations, and it has financial power to manage and formulate specific standards for the distribution of financial, technical and administrative resources. The Italian Olympic Committee is the largest sports association with the highest power, occupying the absolute leading position and absolute authority in the Italian sports management system. A considerable number of sports and political figures in the country are also calling for the establishment of a sports ministry and a mass sports organization on a par with the Olympic Committee.

In Germany, school sports are mainly managed by the Ministry of Education (Bureau), and education is under the supervision of the state. At the same time, the federal states have great autonomy, and the power of school sports development is mainly undertaken by the federal states. In addition to maintaining the common

characteristics of Germany, the goals and specific operation of school sports in each state have their own characteristics. On the whole, the German sports system belongs to sports autonomy. The government assists the people and society to run sports and implement autonomy. The sports autonomous institutions represent the interests of their members and formulate sports guidelines, policies, development plans and goals. The government only plays a supporting role, making suggestions on sports policies and measures, and bearing some of the sports funds. According to the federal structure, the official bodies of sports are divided into federal, state and township levels. The federation has a sports department to undertake tasks of national significance that the states cannot undertake alone. States and localities set up sports departments and sports bureaus to manage state and local sports work on a macro level. In Germany, the Ministry of Sports is mainly responsible for out-of-school sports activities for teenagers. In addition to the Ministry of Sports, the German Federal government also has several ministries involved in sports management, respectively dealing with sports affairs related to their own departments.

Russia is a great country in education and traditional sports. School sports are under the unified control of the Government of the Russian Federation. School physical education is mainly in charge of the government education administration. The Ministry of Education of the Russian Federation has formulated and published the national physical education curriculum standards, which set the minimum requirements that students must master and the graduation training level. On this basis, a variety of forms of physical education syllabus, such as comprehensive, developing sports ability, formative and competitive, are also introduced for schools to choose. This reflects the unity of constraint and flexibility.

The educational management system of Ukraine combining state administration and social autonomy. The Ministry of Education and Science and Technology is the state department in charge of education, participating in the formulation of national laws and regulations on education, science and vocational training for cadres, formulating the program for educational development, national educational standards and specific policies for educational work, and coordinating the educational work in

Ukraine. Local education is managed by local power executive organs and local self-government organs and has special administrative organs. Preschool education, basic education, outside education institutions and secondary normal schools are all subordinate to the above organizations.

Schools and vocational colleges in Australia are managed by the Department of Education of each state or territory, funded by the Federal government, and universities are managed by the Federal government. At the top of the competitive sports strategy are the Australian Sports Commission, the Australian Olympic Committee and the Australian Commonwealth Games Association. The Australian Sport and Sports Commission is the government's sports authority responsible for planning and policy for the development of competitive sport. The central link layer of competitive sport in Australia is the individual sports associations and the state administrations. Ifs Australia is responsible for the development of the program, while State territorial administrations are responsible for the development of state competitive sports programs and the management of sport institutes located in their States. The operating layer of Australian competitive sports is the Australian Institute of Sport, state sports institutes and sports clubs, all under the leadership of the National Competitive Sports Council set up by the Australian Sport and Sports Commission. The organization type is simple and efficient.

Cuba is one of the Latin American countries with a fairly complete sports system. The main governing body for sport in Cuba is the National Council for Sport, Sport and Recreation. It is the government body leading national sports under the Council of Ministers, whose director is appointed by the Council. The Cuban Olympic Committee is a civilian organization, and its governing body is the Executive Committee. In addition, there is the Workers' Sports Secretariat, which is responsible for staff sports; The Sports Department of the Ministry of Higher Education is in charge of university sports; The Ministry of Education Sports Department is in charge of primary and secondary school sports; The Armed Forces and Interior ministries are responsible for military sports.

From the above foreign school physical education management system from the

central and local relations, developed countries, the United States and Germany school physical education management authority is mainly in the states and localities, belong to the typical local management. The United Kingdom, Japan, and Russia are the representatives of central and local co-management, but local autonomy is also increasing. Governments of all countries are more or less involved in the management of school sports, and there are institutions related to school sports in the government Settings. In the process of developing the school sports management system in various countries, it more or less reflects the will of the government. In most countries, the school sports management standards are directly formulated and published by the government education institutions. However, the government's management of school sports is mainly reflected in the standard setting and financial support, and the involvement of social organizations in the specific affairs of school sports is becoming less and less, especially in extracurricular sports. Using social resources to develop school physical education has become a common trend in developed countries.

All in all, developed countries attach great importance to the development of physical education in primary education stage. The school physical education management concept tends to be consistent and lifelong education is implemented. The national sports management system is guided by the social needs. Although the national political and economic systems are different, they work together to promote the physical health of teenagers and children, and have formed a mature and perfect training system in sports teaching and management.

Chinese university competitive sports is a hierarchical government model, while American university competitive sports is a diversified alliance model. The competitive sports administrators in Chinese universities are small and dominated by government management, while the competitive sports administrators in American universities are large and dominated by university presidents. American college competitive sports has formed a mature mode of combining physical education; In terms of the operation mode of competitive sports, Chinese university competitive sports are operated professionally and supported by the government, while American

university competitive sports are operated industrially and supported by themselves. China should promote the materialization of university sports association and explore the diversified league mode. Promoting the professionalization of administrators and giving play to the important role of university presidents; Perfect the laws and regulations system of university competitive sports as soon as possible; Persisting and perfecting the combination mode of sports education in athlete training; Actively explore the operation mode of university competitive sports industrialization (Feng, 2014).

American urban communities have built a multi-subject and multi-level sports supply system. The government, community developers, amateur sports organizations, commercial sports organizations, volunteers and citizens effectively connect the supply and demand of sports in urban communities, forming a highly automated operation mode. Urban Community sports in the United States consists of Regional Community and Residential Community. The sports resources of the area mainly come from the government, commercial sports institutions, amateur sports organizations and volunteers. They are public sports resources, and everyone can participate in them. The sports resources of the community mainly come from the developers and citizens of the community. In principle, such sports resources purchased without public funds are only available to the funder, but non-residents of the community can also use outdoor sports facilities such as basketball courts, volleyball courts and tennis courts (You & Fan, 2017). The human resource system of public sports service depends on scientific talent development and management mechanism to a great extent. As an important human resource base of public sports service, American community sports volunteers play an important role in the development of sports. Has been volunteer services act (Domestic Volunteer Service Act), volunteer protection bill (Volunteer Protection Act) two important volunteers. Governments of sports developed countries in the world vigorously support the development of clubs, adopt diversified financing mode, establish and improve the standardized certification system of clubs, strengthen cross-industry cooperation, give play to the positive role of sports volunteers and social sports instructors, and use

clubs to promote the integrated development of mass sports and competitive sports (Wang et al., 2020).

Core quality oriented curriculum reform has become the international trend, under the core literacy in America, Britain, France, Russia, Australia, New Zealand, Japan, South Korea and so on eight comparative analysis found that physical education curriculum standard of developed countries, the curriculum nature and philosophy, stressed practicality, but western countries pay more attention to the health of a curriculum value, Oriental countries pay more attention to the knowledge inheritance and cultural reproduction value of the curriculum; Subject core literacy, present a «universal core literacy + interdisciplinary core literacy sports disciplines core literacy», «general core literacy + sports disciplines core literacy» and «sports discipline core literacy» three kinds of architectural form, put forward the highlights «health education and health» characteristics, but each has its characteristic dimensions of literacy; In terms of course objectives, it pays attention to the docking of objectives and core literacy of the discipline, and does not promote the goals of the students step by step. It covers the «three-dimensional health view», but the emphasis is different. In terms of course content, the form of «subject», «field» and «not clearly classified» content is formed, and the focus is on «goal-led content», which covers a wide range of content and is gradually improved according to the requirements of learning segments. In the aspect of learning evaluation, the academic quality standard is constructed based on the core accomplishment, emphasizing the multi-physical education learning evaluation. In terms of curriculum implementation, some countries emphasize core literacy and implementation requirements with different focuses, which are extended from classroom teaching (Yin et al., 2020).

The management system of school physical education in developed countries is mainly divided into two types. One is the local management system, that is, the state promulgates the curriculum standards of school physical education, and the state administrative departments are responsible for the management of school physical education, such as the United States and Germany. The other is the co-management system, in which school sports are jointly managed by the central and local

authorities, such as Japan, Britain and Russia. The physical education curriculum standards of the United States and Germany are only used as a guide, not legally binding. Each state has the right to formulate its own physical education curriculum standards according to its own circumstances, and each school can make physical education teaching plans according to the actual situation of the school. On the other hand, Japan, Russia and the United Kingdom put more emphasis on reflecting the characteristics of each region and school on the basis of unified requirements, and the local and school have less autonomy compared with the country. In terms of the management of extracurricular sports activities, except Japan, which set up an «outside school education center» in a government organization to manage students' extracurricular sports activities, other countries manage students' extracurricular sports activities through outside school sports clubs or social sports organizations. It can be seen that using social sports resources to carry out extracurricular sports activities for teenagers has become one of the main ways in developed countries. The linkage of school sports activities with communities and families is increasingly strengthened, and there is a trend of sports integration inside and outside the school (Zhang et al., 2015).

The National University Athletic Association (NCAA) is a social dominant management mode in the management of college sports competition, such as the geographical division of student sports competition system and the qualification and examination of student athletes. The management system of student sports competition in Canada is similar to that in the United States, and it is also a socially dominant management model. In order to survive and develop themselves, the university sports teams in Canada adopt two main ways to raise funds: operating license contract and sponsor, emphasizing the competition form that combines athletics and entertainment. The management systems of student sports competition in Japan and Germany lay particular stress on the management mode of sports social groups, which have great autonomy and great development space. They all focus on the development of school sports in the form of sports clubs, and do not completely separate school sports training from mass sports of students, but integrate them

together according to different levels and ranges (Zhu et al., 2006).

Sports management system refers to the establishment of sports management organization, leadership subordination, management authority division and operation mechanism and other aspects of the system and system. It is the organizational guarantee to achieve sports goals and is restricted by the political and economic system of the country. According to the function of sports organization in sports management, the foreign sports management system can be divided into three types: government-oriented, society-oriented and combined. (See Table 2.12).

Table 2.12 - Basic types and characteristics of sports management system

Type	The management system	Countries	Basic characteristics
Government oriented	The central government shall set up special administrative bodies for sports administration	Russia, Cuba, North Korea, Britain	Advantages: 1. Representing the interests of citizens and concentrating power; 2, conducive to the integration of social resources Shortcomings: 1. Easy to cause industry monopoly; 2. Hindering exchanges between social organizations and the government; 3. Weakening the management function of the government; 4. Waste management resources
Socially oriented	The central government does not set up a special sports administration organization except for providing certain financial support to relevant social departments and associations	America, Italy, Germany, Sweden, Norway	Advantages: 1. Reflect the will of all sectors of society; 2. Promote the development of sports industry; 4. It helps foster the spirit of civic dedication Deficiency: Profit distribution, communication and collaboration are not coordinated
Combining with the type	It shall be jointly undertaken by quasi-administrative agencies and social organizations	Australia, France, South Korea, Ukraine, Canada	Advantages: 1, fully reflect the will of the government; 2, high management efficiency; 3, smooth communication between the government and all departments; 4, flexible organization and profit distribution

Sources: Prepared by the author

Through the above-mentioned can be seen that:

1. The government's leading sports management system refers to the central government set up specialized management agencies, to the national sports enterprise to conduct a comprehensive monitoring and management, in the sports policy formulation and implementation as well as the allocation of sports resources plays a leading role, transactional work mainly borne by the

community sports management system. This kind of management system is not conducive to the unity and consistency of sports policies because of the multiple policies.

2. The society-oriented sports management system means that the central government does not intervene in the management of sports, except that it does not set up special sports management institutions and provides certain financial support to relevant sports organizations, which fully guarantees the autonomous status of sports. The formulation and implementation of national sports policies, the allocation of sports resources and the management of sports are entirely undertaken by sports social organizations. However, as sports associations and private institutions represent specific interest groups, they are not coordinated in the distribution of interests, communication and cooperation in sports management. This directly hinders the realization of the government's sports goal of improving the country's image.
3. The integrated sports management system refers to the sports management system in which the national sports management function is mainly undertaken by the quasi-administrative bodies and sports associations. Although the government of a country with integrated sports management system may also set up a sports administrative body, it only assumes the functions of appointing the main leaders of the quasi-administrative body and providing financial support. Other management functions are completely assumed by the quasi-administrative body. But it can fully reflect the will of the government, effectively improve the work efficiency, and more effectively communicate and cooperate with all kinds of sports organizations.

Through the study of foreign sports education management and policy, and under the inspiration of foreign sports management, to achieve overall consideration at the same time, the supply-side structural reform, fully mobilize the enthusiasm of Chinese sports workers. Through the research, it is found that in the process of developing the school sports management system in various countries, it more or less reflects the will of the government. The school sports management standards of most

countries are directly formulated and published by the government education institutions. However, the government's management of school sports is mainly reflected in the standard setting and financial support, and the involvement of social organizations in the specific affairs of school sports is becoming less and less, especially in extracurricular sports. Using social resources to develop school physical education has become a common trend in developed countries. China should explore a set of efficient and scientific school sports management system and operation mechanism as soon as possible to realize the dream of sports power. «Sports carry the dream of national prosperity and rejuvenation. If sports are strong, China will be strong. If national sports are prosperous, sports will be prosperous». To build a powerful country in higher education, modern sports and the world economy, first-class talents are needed for support. Grasping the trend of sports management personnel training in China's schools in the new era, constantly broadening the training horizon, innovating the training mode, improving the training quality, and continuously sending compound talents for the development of China's sports cause and sports industry are the fundamental guarantee to promote the sustained and rapid development of China's sports and realize the dream of sports power. Through sports, China promotes state-to-state relations and amity between the people, demonstrating to the world that China is open, confident, friendly and inclusive. Sports actively coordinate with the overall situation of national diplomacy, actively promotes sports exchanges under the Belt and Road Initiative, and extensively participates in multilateral international cooperation mechanisms and high-level people-to-people exchange mechanisms. Through the research on the foreign sports management and policies, and under the enlightenment of foreign sports management, transform the current situation of own sports management, implement improvement measures, and then improve our sports management level, strengthen sports communication with foreign countries, serve the diplomacy with great power characteristics, improve the power of discourse and international influence of China's sports.

The Chinese government should reunderstand the function of sports and make active adjustment according to the main characteristics of sports in different periods.

Social sports is the foundation of competitive sports; Attach importance to «combination of physical education»; Cultivate and utilize sports associations; Concern for the overall development of the people; Prevent other factors from interfering too much in the development of sports, and let sports return to education. To expand external exchanges and promote more exchanges between universities and the outside world. To promote the reform of school physical education management system, the reform should have both macro strategy and micro measures. As soon as possible for a set of effective scientific school sports management system and operational mechanism, realizing dreams sports power, building a service-oriented government, avoid one size fits all, step by step according to the actual situation, highlighting practical investigation, resources docking, and international project management talents, promote the comprehensive development of China's sports cause, and to lay a solid foundation for China to become the world sports power.

The management mode of competitive sports refers to the standard form of the management of competitive sports affairs in competitive sports powers or the standard style that other countries can refer to in the management of competitive sports. The United States directly influenced Germany, Britain, France, Italy, South Korea and other countries in the combination of social management mode, emphasis on the development of modern professional sports is very mature, the existing competitive sports have inherited the British professional sports; Australia and Japan have the same function of professional competitive sports, and focus on developing other multiple functions of competitive sports (Wang & Liu, 2007). The French sports management system is a combination of official and civil cooperation. The governing body of sports consists of the Ministry of Youth and Sports and various social associations and associations. The Ministry of Youth and Sport is the only official sports authority in France, and the social organization of sport is the various associations. In the management and operation of sports organizations, legal means include target agreement management law, regulation of economic means, support of personnel and technical force, government's emphasis on the development of high-level competitive sports, and equal emphasis on sports training and vocational

training of high-level players (Zhou, 1995). China and the United States, Canada, Japan and Germany and other countries of different social system, according to its own national conditions to make the students sports competition management system dominated by the government of «mixed management» to the sports social groups as the leading «mixed management», making them into sports the enthusiasm for promotion, to accelerate the process of sports socialization in China (Zhu et al., 2006). In terms of operation mechanism, the country reflects the integration of sports activities inside and outside the school. School sports, off-campus sports clubs and social sports groups are closely connected, creating a good space for students to participate in extracurricular sports activities. In the future study of school physical education thought, based on the reality, focus on students' lifelong health needs, attach great importance to the cultivation of students' lifelong physical education consciousness, interest, habit and ability; Considering the combination of individual needs with the needs of the society and the country, the combination of inheritance, reference and innovation, fully embodies the characteristics of Chinese school sports. Reduce the depth of government's involvement in school sports management, establish an efficient operation mechanism, adjust the management structure, and improve the management efficiency. Explore social sports resources to carry out extracurricular sports activities and after-school sports training for students. We should learn from the experience of foreign countries in carrying out extracurricular sports activities and training, give full play to the role of social sports resources, and expand the ways of students' extracurricular sports activities and training, so as to promote the vigorous development of school sports (Dong et al., 2012).

Although college sports management and social sports management, mass sports management, and other forms of sports work can promote physical and mental health of the participants and the maximum digging potential of sports participants, cultivate good habits of sports awareness and sports, and many other people have in common, but because of its place, in the face of the object and so on various aspects of different, It also makes it different from other sports work :(1) the dual nature of management. (2) The non-uniformity of the plan. (3) After school sports activities are

rich and colorful (4) sports teachers professional specialization. Physical education in colleges and universities is a complex system engineering, involving a lot of professional physical education and non-professional work, which focuses on physical education and fitness, and the management method and mode for all (Chen, 2002).

Conclusion of section 2

1. Through research and discussion, we realize that the renewal of educational management concept is the forerunner of education and teaching reform, and scientific and advanced management concept is an important part of teaching concept. Without the scientific and advanced management concept to guide the teaching practice, there will be disordered management, blind management, inefficient management and even rigid management, and it will be difficult to form a lively and fruitful education and teaching reform situation.

2. We should strengthen the idea of democratic management, pay more attention to democratization in the whole process of teaching decision-making, planning, implementation, control and inspection, implement democratic decision-making, and improve the scientific decision-making and management efficiency. The process of higher education management is the process of overall design, distribution and implementation, unified understanding, highlighting key points, comprehensive promotion, and effectively combining educational research with educational practice.

3. The level of scientific management and management mechanism innovation directly determine the development level of a university, and a scientific, reasonable and distinctive management system will greatly strengthen the effectiveness of incentives. To establish the concept of management modernization, modern education management should have the characteristics of the Times, adhere to keep pace with The Times, constantly innovate the content, innovate the method, update the means, maintain the advanced nature. It is necessary to establish the concept of sustainable management, commit to the formulation and implementation of fair policies, create a

sustainable fair competition environment, and establish a sustainable adjustment mechanism to adapt to the development of the situation, so as to achieve the goal of overall improvement of management efficiency (Liu & Xu, 2013).

4. Physical education in colleges and universities is the most important platform for the formation of sports cultural literacy and sports ability of the whole Chinese society in the future. The influence of college physical education on the development of young people is great. If each student can get a good cultivation and influence in the school physical education stage, it will play a positive role in the development of sports in the future. The national physique and mass sports will inevitably enter a new stage.

5. The management of school athletics sports is an important resource for the development of national athletics sports in the future. The cultivation of school athletics sports can help improve the quality of athletics sports talents and provide sustainable resources for the future development of Chinese athletics sports, thus creating new opportunities for the breakthrough of Chinese athletics sports in the future.

6. The research on physical education management started late, and the study number is not large, which restricts the development of the research. We should analyze and think about the concept and connotation of physical education management from a more comprehensive perspective, and make clear the interrelation between various elements, seek development in the change, seek innovation in the development, stand on the international platform of sports in the new century, and show the charm of China's new sports view and Chinese sports culture.

SECTION 3

EXPLORATION AND APPLICATION OF PHYSICAL EDUCATION MANAGEMENT IN CHINESE COLLEGES AND UNIVERSITIES

3.1 Management system of physical education activities in colleges and universities in China

Organizational mechanism generally refers to the process and mode of interaction among various parts of a working system, and organizational mechanism refers to the laws and mechanisms of natural science, society, psychology, culture, economy and so on. The operation mechanism of physical education management refers to the structure, function and interrelation of various factors affecting physical education operation, as well as the process and principle of these factors' influence and function. According to the formation process of sports operation mechanism, it can be divided into spontaneous mechanism and artificial mechanism. According to the function field, it can be divided into competitive sports operation mechanism, mass sports operation mechanism, school sports operation mechanism, etc. According to its manifestation, it can be divided into explicit mechanism and hidden mechanism. According to the hierarchy of structure, it can be divided into dynamic mechanism, realization mechanism and adjustment mechanism. Individual and social needs for sports constitute the power source of sports. When the sports structure is only slightly incongruous, people often compensate by functional adjustment, or give play to the potential functions of the structure to promote the realization of structural coordination. The regulating mechanism of sports operation is divided into three parts: regulating object, regulating means and regulating process. At the micro level, the adjustment object is the value concept and social behavior of the participating members, and the relationship between the sports interest groups. At the macro level, the adjustment object is the relationship between the sports operation system. Generally, there are three kinds of adjustment methods: the first is the organizational

adjustment through organizational authority or organizational rules, the second is the institutional adjustment through mandatory and formal normative system, and the third is the cultural adjustment through common customs, beliefs, values and their synthesis. The adjustment process is divided into decision making, implementation, monitoring and feedback.

International sports organization is an international industry association and a kind of mass organization. The core mechanism for realizing the goal of procedural justice of international sports organization is the protection of sports rights (Liu et al., 2021). Self-organization theory emphasizes that the development of professional sports is a dynamic mechanism of interaction of internal elements. In the west, professional sports is «endogenous», it is based on commodity economy, the big social system under the background of civil society, the economy fully natural generated on the basis of sports socialization, is a «natural» process, and the Chinese professional sports is incomplete in a market economy, under the condition of sports socialization is extremely low, start and propulsion (Sun, 2018) The operating mechanism of American university sports organization is politically independent, and the decision-making mechanism of professional committee management and minority subordination is implemented. Sports departments enjoy extensive autonomy. American college of sports organizations in general is divided into leisure sports, sports competition division, department, etc., the leisure sports is mainly responsible for the school sports competitions, sports club, collective and individual extracurricular physical exercise, such as sports departments in charge of public physical education teaching, sports professional undergraduate and graduate students cultivation, scientific research, etc., The Sports Competition Department is responsible for the inter-school sports competition, the operation and maintenance of competitive sports venues, and the management of sports teams.

In the early 1990s, the concepts of governance mechanism of youth sports organizations and joint decision-making of sports organizations began to emerge in the field of Norwegian sports. Since 1992, there have been two stages of joint decision-making in Norwegian sports federations: the model of social organization

committee (1992-2004) and the model of network organization (2004-2013). In the committee model, youth representatives are elected to youth committees, which serve as advisory bodies to sports federations, and the committee heads the boards of the Norwegian Olympic Committee and Sports federations. In the online model, teenagers network and engage in consultative activities to influence the Norwegian Olympic Committee and sports federations, and youth representatives, like any other candidates, must be elected. After the replacement of the committee model, the Youth committee no longer interfered in the development of youth sports policy (Yan, 2017).

The five major European football leagues are the most popular football leagues in the world, with the highest commercial value and the most extensive influence, representing the highest level of football in the world. Their commercial and market-oriented operation modes play an extremely important role in promoting the development of football. The commercial operation mode of professional clubs in French football, especially in Ligue 1, national teams, youth academies and leagues, has transformed and formed a distinctive «French model» (Younes, 2021). China and Australia in such aspects as politics, economy, culture differences, the Chinese athletic association materialization is the only way for the construction of sports power, optimization of association leadership mechanism, build association led the linkage mechanism of government service, want to combine China's national conditions, the body, with competition as the gripper, with industry as the driver, to innovation and development of the Chinese tennis association operating mechanism; Our sports competition, sports industry is still in the preliminary stage of sports socialization, marketization. For example, the sports organization management and operation mechanism of high-level sports teams, such as competition motivation mechanism, funding source, talent retirement guarantee, organization mechanism and service mechanism, are worth learning from the university management experience of developed countries such as the United States. In terms of social leisure sports, sports tourism originated in Europe and developed in the United States, which needs the coordination of tourism and sports industries. Its product scope involves many fields.

Sports tourism organizations can effectively promote the integration of resources and regulate the order of the industry. American sports tourism organizations are characterized by diversified structure and non-governmental management. American sports tourism organizations have various sources of funds, including local hotel tax, special government subsidies, corporate cooperative sponsorship and social donations (Li, 2021).

The participation mechanism of Western sports governance is based on horizontal social alliance, the interest expression mechanism formed by the interests of social groups, and the political system internally constructs and promotes the participation mechanism. The cooperation mechanism is a cooperative network authority of political equality, mutual benefit and cultural integration of multiple sports governance subjects. It implements the cooperative and co-governance of sports affairs mainly through consultation, cooperation, establishing common goals and reaching common vision. The Commission on Global Governance proposed that governance is the cooperative action of multiple agents in the process of dealing with common things. The coordination mechanism is the remolding of the rights relations of multiple subjects and the restructuring of the power structure. In the process of adjusting the structure of power and rights, contradictions will inevitably occur, so a long-term mechanism should be constructed to coordinate the relations between the multiple governance subjects. Some sports developed countries, sports management operation coordination mechanism is not relying on the administrative authority or coercive power control, but to build institutional platform for the dialogue, with the help of democratic participation mechanism and the governance concept of win-win cooperation, through consultation and mediated adjustment of multiple power structure and relation between sports governance body. For example, «EU Sports Forum». Laws and regulations are the basic criterion and restraint mechanism of sports management operation. Moral norms are informal restraint mechanisms such as individual behavior, group norms, social habitus and cultural traditions in sports governance (Zhang et al., 2017).

Sports organizations have become the main body of practice in global or

national (regional) sports management. Reviewing the development history of sports management in China, sports organizations, as the main body of sports management, change with the development of The Times, realistic needs, objective laws and so on. The reform of sports organization governance with Chinese context has become the core proposition of sports management theory and practice. Chinese sports management circles take it as their duty to build a sports management system with Chinese characteristics, Chinese style and Chinese style, gather academic wisdom and practical experience, focus on the big scenes and real problems of China's sports management reform in the new era, and strive to innovate China's sports management with theory.

With Chinese scholars' in-depth research on foreign sports management theory, our country's participation in global sports affairs gradually increased against the background of internationalization, and gradually went towards the center of global sports governance, we gradually begin to explore the main body form of our sports management from the perspective of the organization. On the one hand, the functions of different sports organizations should be clarified on the basis of public administration and business administration. Under the background of constructing multiple governance subjects, Chinese sports administrative organizations deepen the measures of simplifying administration, giving power, improving management, and optimizing service reforms, which promote the development of high-quality sports governance, such as encouraging and inspiring sports enterprises to participate in competitive sports affairs, advocating the combination of competitive sports and market mechanism, etc. Obviously, sports administrative organizations, non-profit organizations and non-profit sports organizations in competitive sports, mass sports, youth sports, sports industry, school sports and other different functions in the field of sport management, build in public administration, business administration management mother for disciplines such as the foundation, to expand the research Angle of view, hit a sports organization research of the main contradictions, To clarify the functions of different sports organizations and crack the difficult problem of sports organization reform in China. On the other hand, the main content of sports

organization should be constructed on the basis of public administration and business administration. Sports organization is the main body of sports affairs management and the core of sports management. The main content of different types of sports organizations should be constructed with the parent disciplines such as public administration and business administration, so as to make them an important part of the construction of sports management discipline system and discourse system with the characteristics of the new era. Administrative sports organization is mainly the function of public affairs, government leading sports around sports strategic management, public policy, global sports management, sports management system, financial management, and other content study, especially to reveal the government governance functions of supervision and evaluation and performance evaluation, etc. Used in sports organization and management practice. Profit-making sports organizations mainly aim at the marketization and commercialization of sports, and give play to the decisive role of market in the allocation of sports economy. Around the sports industrial policy, market performance, sports industry economy, sports market, sports human resources and professional sports organizations and sports content such as corporate governance, especially under the current development trend of the sports industry to maintain rapid growth, the extension of professional sports, sports competition performance industry and sports intermediary services, such as digital sports service system research is imminent. Non-profit sports organizations mainly in sports as the carrier, make its mobilize social resources, inspire social vitality, service to the public, and promote the role of the physical and mental health and other aspects, around public sports management, sports industry management, corporate governance, foundation, content, service organization, the international sports organizations and so on Under the background of the modernization of national governance system and governance capacity, a theoretical research system should be constructed from the aspects of the goal, method, means, content and mechanism of non-profit sports organization governance (Liu et al., 2021).

The participation mechanism construction of sports organization governance in China is based on vertical leadership and horizontal segmentation of society. The

participation mechanism constructed under external pressure lacks political active tolerance, general recognition of society and positive response of individuals, which is mainly reflected in the absence of the main body. The split between the main body, the participation mechanism has no substantive communication. The internal driving force for the transformation of sports management into sports governance is that the traditional sports management mode cannot cope with the increasingly complex sports affairs, and the external pressure comes from the reform trend of international sports organizations and the domestic top-level design direction. The power mechanism of sports governance is that the vested interest group is difficult to give up their own interests, which leads to the responsibility and right disputes between the sports administrative department and the main body of the sports market. The transformation of Chinese sports system can only rely on the national power and government authority to promote the reform of sports governance.

The supply side of the study of the origin of the earliest in the early 19th century, the French economist Jean-Baptiste Say (1803) proposed «say's law», the core ideas of western supply-side economics, the main idea that supply will be on their own to create the demand, supply and demand in the economic development of the two aspects of supply is the main, emphasized to promote economic development through investment and production. At present, the operating mechanism of social sports organizations in China lacks professional ability and professional talents. Insufficient development funds and limited development space; There are obvious differences in regional development and unbalanced allocation of sports resources. The government support policy is relatively absent, and the supervision and evaluation mechanism is imperfect (Sun, 2018). Although the number of sports social organizations in China has increased, there are some problems, such as low quality of service, malpractice of dual management system, lack of support system, immature hub organizations and insufficient ability of themselves. It is necessary to improve the internal governance mechanism, optimize the external support system, construct the decision-making supervision and evaluation mechanism, establish the alliance organization governance mechanism, and establish the long-term mechanism of self-

organization and other organizations to promote the development of community sports (Wang et al., 2014). The sports industry governance mode is a structure formed between government departments and autonomous sports institutions, which is composed of the organs implementing the governance function, the power and responsibility interest relationship agreement among various functional departments and organs, and the communication and information transmission mode among various organs. Scientific establishment of the sports industry governance structure, perfect the construction of the sports industry governance mechanism, fully establish the Chinese characteristics of the industry system in line with China's national conditions, through the decision-making mechanism, incentive mechanism, supervision mechanism to build a complete sports industry governance system, to achieve comprehensive sustainable development (Yin, 2011).

Sports is dominated by the government, social organization pattern of development of depend on the government to the government to protect and respect the principal position of sports social organizations and its operation rule, and by establishing and perfecting the various institutionalized channels of communication and participation in the platform, be included in the existing system of sports management, pay attention to develop its synergy model changes (Yang, 2015). Based on the actual situation of our country, although its marketization of sports organizations, from the government supervision, social supervision and internal supervision organization three perspective, although its marketization of sports organizations as a transitional organization of sports system reform in our country, there will also be a long time, improve the regulatory mechanism to grasp the situation of our country, promote the smooth development of organization (Guan, 2012). To promote the formation of social capital of community informal sports organizations: to establish the connection and form the relationship network based on the common sport's needs; Interpersonal trust is generated through mutual physical interaction; Internalize the sports consensus and form a more standardized informal sports organization (Jin, 2021). Social sports organizations under the national fitness, establish a docking mode to participate in the national fitness, government

departments to provide policy guarantee; The mechanism for social sports organizations to participate in national fitness has created corresponding activity programs for the elderly, children and teenagers, and created appropriate fitness programs (Li, 2018).

Organizing committee, both inside and outside the establishment of the organization and coordination mechanism is helpful to the large-scale sports event planning activities smoothly, holding large sports events, the preparatory activities needs and organization and coordination, organizing committee of the external, depending on the PC and the external main body between the characteristics of equality, independence, legal contracts and negotiations to characteristics of organization and coordination of the large-scale sports event operation management mechanism (Zhu, 2014). The development of China's professional sports industry is severely hindered by the lack of diversification in the management of professional clubs, the insufficient development of intangible assets of clubs and the lag of professional intermediary services. Under the joint action of internal governance and external governance mechanism, China's professional sports will go to a new height (Ye & Wang, 2009). The operational mechanism of mass sports organizations is mass organizations of staffing, resource allocation, financing mechanism, information communication mechanism, effective operation of the system mass sports work, requires both each subsystem in the system is the organic whole, and requires coordination between each system and orderly operation, need to each subsystem must be carried out in accordance with the management works complete. Such operational characteristics of mass sports organization management will restrict the behaviors of all groups and maintain and promote the development of mass sports work along the track of institutionalization and legalization (Zhu et al., 2003).

Research on the Organizing Mechanism of Sports Activities in Chinese universities. Colleges and universities want to realize the function of physical education organization management, it is necessary to play the role of the corresponding operation mechanism, and the formation of the operation mechanism is based on the sports organization management mechanism. At present, the biggest

problem of Chinese education is the top-down management mode, which makes it impossible for the superior to cover everything. This is the fundamental reason for the lack of innovation in the organizing mechanism of sports activities in Chinese universities. The organization management and operation mechanism of physical education in colleges and universities are both independent and unified. The management mechanism of sports organization can be said to be the «hardware» of implementing sports management in colleges and universities, while the operating mechanism is the «software» of implementing sports management. In order to achieve the stable, sustainable and sound development of physical education in colleges and universities, a set of reasonable and scientific sports organization and management mechanism should be constructed first, and then a suitable and efficient operation mechanism should be established (Ma, 2018).

As the most important bridge connecting school physical education and social physical education, the organizational mechanism of sports activities in Chinese universities is also toward specialization and commercialization. The main resources of the organization mechanism of university sports activities include institutional resources, financial and material resources, human resources, venue resources, etc., which are organized, managed and operated by the government, schools, associations and social sports related organizations. The organizational mechanism of sports activities in foreign universities has a long development time and a high maturity, but due to the differences in historical background, we still need to conduct in-depth research and analysis based on the local organizational mechanism of sports activities in universities. The construction of sports organization system in Chinese colleges and universities also faces problems such as insufficient cognition, lack of foresight, slow development and difficult balance.

Coordinated development of the organizational mechanism of diversified sports activities. To construct the linkage organization mechanism of school physical education collaborative development and realize the new pattern of linkage, complementary advantages and win-win. In the practice process, linkage policy should be taken as the guidance, linkage system as the normative constraint, and

linkage resources as the carrier to jointly guarantee the effective operation of linkage mechanism and optimize the integration of linkage resources (Qu et al., 2021). To construct the organization guarantee mechanism, innovation and development, coordination of organization and management, and balanced allocation of resources for the coordinated development of regional multiple sports management; The construction of a stable organization and management system, to achieve regional multi-sports integration, symbiosis, co-prosperity, co-prosperity, and co-progress, can promote the rejuvenation of the nation, help the construction and development of sports power.

The informal sports organization is integrated into the college sports organization system. Informal sports organizations objectively make up for the defects of incomplete coverage of public sports service supply and ineffective response, and play an important function of supplementing the supply of grassroots public sports services. It is urgent to integrate informal sports organizations into the large organizational structure of mass sports development and the public sports service governance system with multiple co-governance. The functions of such mechanisms as stimulating public welfare value, maintaining social relations, incorporating undertaking activities, incorporating development structures, standardizing service constraints, and guiding public policies are given full play (Hu, 2021).

Improve the organization and management mechanism of university sports volunteers. Establishing hierarchical management mechanism of volunteers in colleges and universities to maximize the development and utilization of talent resources; Establish and improve a multi-channel and multi-level volunteer training system, and do a good job of volunteer training scientifically; Standardize and institutionalize the management of college sports volunteers; Establish and perfect the guarantee mechanism of volunteer service; Optimize the incentive method of volunteers and combine traditional and innovative elements; Pay attention to the application of information feedback mechanism in the whole process of volunteering (Wu & Zhang, 2009).

Innovate the organization and management of college sports associations. College leaders should make a good overall plan to create a good environment for sports associations. Improve the organizational structure to ensure efficient activities. Optimize the supervision system to ensure that every system is implemented. Break through fixed thinking and enrich the way of organizing activities (Lu, 2018). To reform and innovate the management mode from the source.

Although the world political, economic, cultural and other aspects have bigger difference, but through the foster strengths and circumvent weaknesses, reasonable model sports management pattern, optimization of university internal organization management mechanism, development of public sports department management function, bold innovation, establishing the view of sports, make full use of the resources of its own advantages, actively manage the physical education activities.

Chinese ordinary university sports management system including college sports management organization setup, purview division, operation mechanism, by the state and the Ministry of Education is based on the school sports management rules and regulations, and according to the physiological and psychological characteristics of students, the school sports work the activities of the organization, guidance, inspection, evaluation. School physical education management according to the school system arrangement is generally divided into preschool physical education, primary school physical education, middle school physical education and college physical education four stages of management. The great majority of colleges and universities in China are directly managed by the provincial education administration. Since the reform and opening up of China, with the change of government functions and the expansion of school autonomy, basically formed the national Education Commission implementation of macro-control, college and university administrative management department direct command mainly, ordinary college and university physical education management department self-regulation within a certain scope as the auxiliary management system (Sun, 2004).

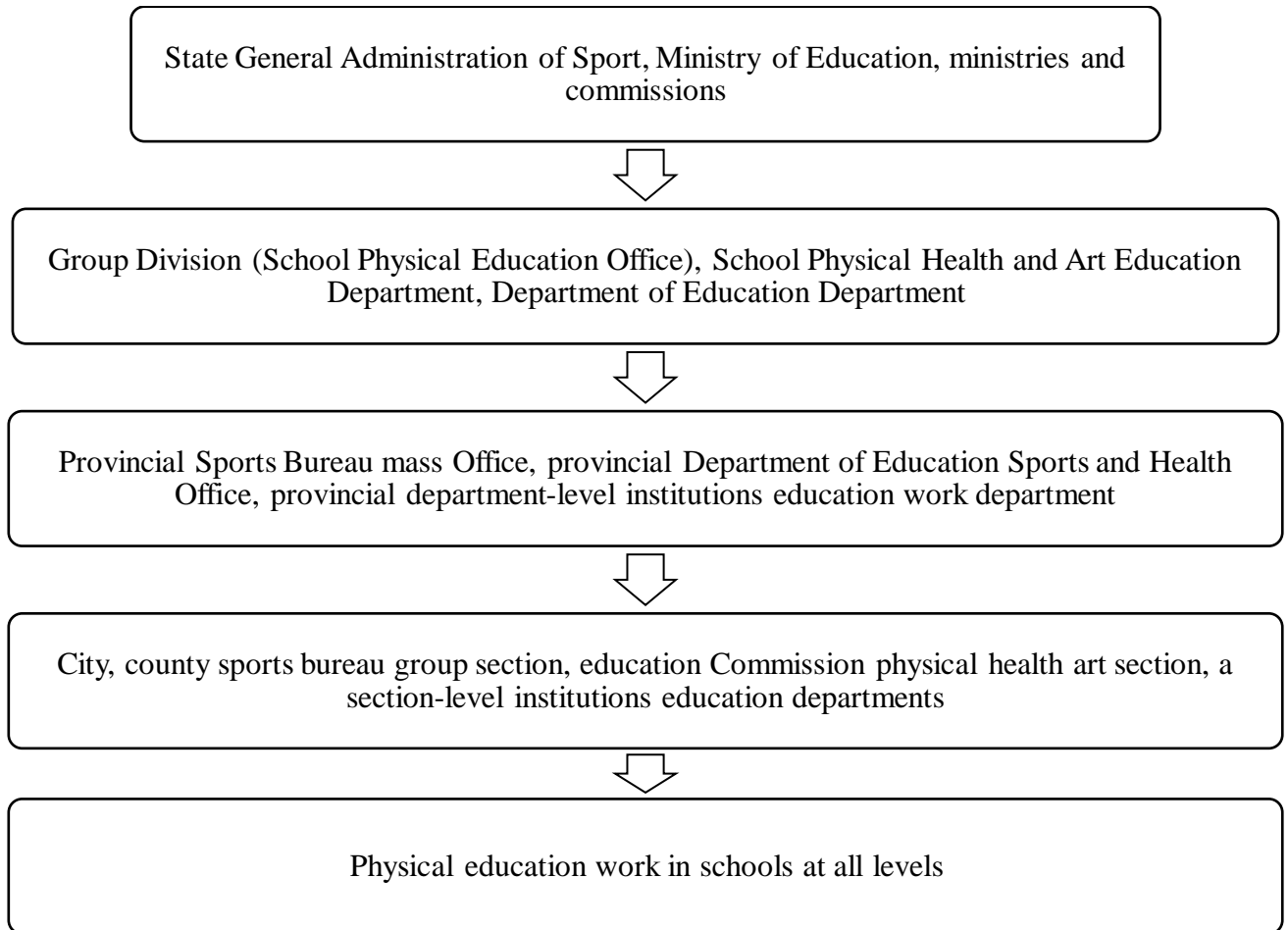


Figure 3.1 - Schematic diagram of physical education management structure in Chinese colleges and universities

Source: prepared by the author based on Sun, H. (2004)

As the new scientific and technological achievements have been introduced in the field of higher school sports management, more urgent need to further understanding of college sports organization and management, Chinese universities in the education mode of transformation from elite education to mass education, institutions of higher learning sports organization structure optimization and design of the main work includes the management level, management department and the division of responsibilities (Zhuang & Wang, 2012). the self-organization of education guarantee system for PE teachers in colleges and universities: Omni-directional openness of teacher education, nonlinear interaction mechanism, dynamic non-balance, factor fluctuation mechanism. The pluralism of educational subjects

(people), educational objects (objects) and educational media of college physical education teachers; The guarantee mechanism, dynamic driving mechanism and sustainable development mechanism of the educational operation of physical education teachers in colleges and universities are the key to the development of educational object, which is the good operation of incentive mechanism (Zhang & Zhang, 2012). In recent years, the level of competitive sports running in Chinese colleges and universities has improved obviously. International colleges and universities have frequent exchanges of competitive sports, and their social influence has been enhanced. For China and the United States, the dynamic mechanism of competitive sports in colleges and universities, organization and management to study the mechanism and market mechanism, set up the comprehensive development of colleges and universities competitive sports idea, the construction of college sports social organizations of autonomous management mode, optimize the market structure of competitive sports in colleges and universities and perfect the security system of competitive sports in colleges and universities, etc. (Yan & Tang, 2018).

The human resources management of university staff should pay equal attention to the realization of comprehensive development and the strategy of serving the university; to dilute the «tube», strengthen the «reason»; to dilute the «rule of man», strengthen the «rule of law»; dare to introduce external forces and other work concepts. Human resource management: The management of personnel recruitment, career management, performance management, compensation management, reward and punishment management, promotion and selection. It is necessary to set up special funds for work and talent introduction, do a good job of scientific analysis, strengthen the interview level, and establish an evaluation mechanism; A development committee shall be formed to open up a number of career development paths and focus on career management for high-level talents. Do a good job in performance planning and plan decomposition, strengthen the data collection and evaluation of faculty and staff, establish and improve the performance management mechanism of interdisciplinary academic teams; Formulate the university's compensation principles and strategies, compensation levels and structures, establish

and improve the interdisciplinary academic team and high-level talent compensation management mechanism; To formulate reward measures and disciplinary measures for university staff; Break the age, professional title and other boundaries, promotion, improve the professional title evaluation methods. Each sub-mechanism of human resource management interacts and restricts each other, and each supporting mechanism should be reformed to meet the needs of the development of talent team construction. The core problem of talent team construction is mechanism problem. The innovation of human resource management needs the innovation of concept and mechanism (Cai, 2013).

The Chinese youth grassroots sports organization system shows three levels: senior, middle and junior. Sports schools and competitive sports schools are the highest level of amateur training; Junior sports schools, sports middle schools and single sport schools are intermediate organizations, while traditional sports schools, sports school training classes, school sports teams, extracurricular sports classes and youth sports clubs are elementary organizations. The formation mechanism, operating mechanism and constraint mechanism together constitute the collaborative mechanism model of youth sports organization at the grassroots level in China, and adopt the cooperation mode of city team county (district) office, city team school office and club to realize a certain collaborative progress (Bai, 2017). The operation of the youth club is good and the organization mechanism is reasonable. However, there are still some problems in its organizational mechanism, such as lack of unified management by professional departments, lack of venue facilities and uneven level of coaches in many clubs (Li & Ma, 2020). The internal and external governance mechanisms of university sports associations are complementary in general. The integration of internal and external governance mechanisms can better safeguard the interests of all stakeholders. The governance mechanism of sports associations should strengthen the optimization of the relationship between government departments and sports associations to promote their coordinated development. Improve the governing structure of the council and ensure the decision-making status of the council; Strengthen the internal and external supervision of sports associations; An incentive

mechanism combining material incentive and spiritual incentive should be established (Cheng & Feng, 2016). The management and operation of middle school sports organizations is a systematic project, so it is necessary to set up multiple organizations to meet the needs of students. To formulate and perfect the articles of association and conduct management and activities according to regulations; Only by improving teachers' enthusiasm in guiding associations through multiple measures can the mission of building associations be achieved (Huang, 2020).

In recent years, due to the COVID-19 epidemic, the number of school sports venues opened to the society is limited, the proportion of opening is low, and the opening efficiency is low. In addition to policy, legal and other factors, no scientific and effective governance mechanism has been explored. Introduction of sports social organizations to participate in the school sports venues open operation and management, the formation of cooperative governance mechanism, the introduction of social sports social organizations for public school sports venues for governance, effective cohesion within the government, school and community residents, form a long-term governance mechanism together, play the highest governance performance of collaborative governance, improve the operational efficiency of the venue, Improve the level of education and serve the national fitness (Qian et al., 2019).

Non-official registered organizations are social self-organizations. Although the spontaneous mass sports organization is the common sports interest and hobby of those who participate in fitness, its foundation is not stable, the activity place is uncertain, and it is a kind of organization with poor stability. With the acceleration of Chinese aging, the elderly and the elderly population will be spontaneous masses sports organizations to participate in the main body, the government and functional departments should be organized in promoting fitness, activities and development aspects of mining areas and facilities, perfect spontaneous mass sports health monitoring work, enhancing the management level of spontaneous masses sports organizations (Jin, 2016). There are shortcomings in the management mechanism of folk leisure sports organizations. There are spontaneous sources of power for members and multiple ways for organizations to absorb power within folk leisure

sports organizations. The organizational incentive means are relatively simple, and the internal communication is relatively good, but the content of communication with the outside is single and less. The government should further strengthen the support of non-governmental leisure sports organizations, set appropriate compulsory measures for the members to ensure the stability and effectiveness of the members, diversify the incentive measures within the organization, and carry out more different types of organizational activities (Wang, 2018). The sports activities of a few villages in China rely on clan relations and folk beliefs, and are generated in a «bottom-up» and «self-generating» way. Clan relation is the important support of village sports operation; Folk belief is the spiritual driving force of village sports organization. Ethnic identity is the social psychological basis of village sports organization operation; Traditional festival is the carrier of village sports organization operation; Custom and public opinion are the means of village sports organization to realize sports social control; Village sports organization is independent and open. Folk beliefs are important cultural resources for the operation of village sports organizations (Sun et al., 2014).

The service products of international sports events have the particularity of «demand generalization», and the product production shows the characteristics of the combination of highly localized loose network and non-localized value chain business network. Service organization has the particularity of low cost high quality generality and flexible innovation. The learning orientation of international sports event service organizations consists of two dimensions: «learning commitment» and «open mind». All dimensions of network capability have direct and significant positive effects on competitive advantage. Each dimension of network competence plays a full mediating effect on the effect of learning commitment on competitive advantage, while plays a partial mediating effect on the effect of open mind on competitive advantage (Chen et al., 2020).

Chinese community sports organizations should not only maintain the interactive relationship with the community, but also take into account the human, material and financial resources in the construction and service of the organization, so

as to obtain more integrated community resources. Through their mutual communication, coordination and interaction, a mutually reinforcing relationship is formed and harmonious development is achieved, so as to form a «community» of community life together with these organizations (Song, 2017). The current sports public service system is difficult to get close to the masses, take root at the grassroots level, and form a perfect and diversified scientific system in line with the masses. Giving play to social power is a hot topic in the period of innovation of social sports organization governance, and also an important measure to explore the multi-subject to jointly promote the development of public sports service. To promote the overall planning of public sports resources and the sharing of sports achievements by the whole society, to participate in public sports services by social sports organizations, in the process of correctly handling the relationship with the government, social sports organizations should establish their own autonomy, and at the same time, reach a cooperative partner relationship with the government; It is an effective way for social sports organizations to improve themselves to explore the organization hub management actively. Paying attention to the refinement and professionalism of service is the basis of the survival of social sports organizations; constantly expanding the coverage of talents is the backing and guarantee for the development of social sports organizations. In the long run, community sports service distribution can alleviate the contradiction of uneven distribution of public sports resources among regions and between urban and rural areas to a certain extent, meet the increasingly prominent diversified, personalized and refined sports needs of community residents, and promote the overall planning of public sports resources and the sharing of sports achievements in the whole society (Zhu & Zhang, 2017). Administrative department for physical culture and sports should be step by step guide and support social sports organization, is rooted in the grassroots, close to the people, the government system of incentives, increase social sports organizations, through promoting the rapid development of the social sports organizations, to make it as soon as possible in the sports public services play its proper role, is the moment to promote sports management system reform, Building the connection between

social sports organizations and sports public services in functional development can promote the sports public service system to develop in the direction of multi-level, diversification and equalization (Huang, 2019).

From the perspective of social embedding theory, the linkage operation is not limited to the grass-roots community, and the community sports network system with social sports organizations as the core link is to realize the horizontal network of grass-roots community sports and the vertical network of the national, provincial and municipal level. The government plans sports public service projects and implements supervision; social sports organizations implement projects; social sports instructors integrate into social sports organizations full-time to provide human resources guarantee; The key is to realize the materialization of social sports organization and the professionalization of social sports instructors; The implementation strategy is to construct a social environment compatible with linkage by implementing cognitive embedding, cultural embedding, political embedding and structural embedding in the whole society (Xiang et al., 2017). The relationship embedding is beneficial to the accumulation of social capital of sports social organization, to enhance its network influence, and to optimize the structure embedding. System embeddings, technical rules embeddings and consumption community embeddings promote the formation of sports social organization cliques; The institutional embeddedness of sports social organization has nothing to do with the structural embeddedness. The structural embeddedness of sports social organization is negatively correlated with the rule system and technical rules, and positively correlated with the organizational rules and relationship embeddedness. The institutional embeddedness of sports social organization is related to the relational embeddedness. The relational embeddedness of sports social organization is negatively related to the organizational rules and technical rules, and positively related to the institutional and structural embeddedness. The relationship embeddedness of Chinese sports associations is positively correlated with social embeddedness performance, while the structure embeddedness is negatively correlated with social embeddedness performance. The relationship embeddedness and structure embeddedness of sports social organizations

play a mediating role in the influence of institutional embeddedness on social embeddedness performance (Li, 2018).

Under the background of the new era, sports social organizations should not only combine the development trend of socialist modernization, but also actively participate in the process of social governance to promote the stable and harmonious development of society. The proportion of community sports public services is low, sports and fitness activities are insufficient, service funds are seriously lacking, government departments do not pay enough attention, and social forces do not participate in high. In the context of sports public services, a platform for the interaction between sports self-organized associations, grassroots government agencies and social forces is further built from the aspects of public policy supply, stadium, venue and facility guarantee, service funds provision, sports activity organization and sports rehabilitation guidance services (Sun, 2017). Grassroots sports organizations in urban communities have developed rapidly and become the main way for urban residents to participate in sports activities and the important carrier and organization form of community sports. The spontaneity of grassroots sports organizations determines that they have certain self-management rights. Relying on the internal autonomy of grassroots sports organizations is one of the economic and efficient management methods (Zhang, 2022).

Combined with the new institutional theory of organizational sociology and the economic theory of transaction cost, the environmental mechanism, legitimacy mechanism and efficiency mechanism of the formation of sports competition organizations must be changed. Any lower than the market price of sports products and sports services to provide the process, is a public sports behavior. For non-profit sports social organizations, they should not only follow market rules, but also refer to the market prices of non-profit, non-profit organizations and activities (Xu, 2019). In terms of the governance means, we pay attention to the beneficial enlightenment of modern information technology. In view of this, we further put forward the strategy of shaping the evaluation and coordination mechanism of sports social organizations from the perspective of holistic theory - integrating the structure and establishing the

overall management framework. Integrate the goal, anchor the public interest realization; Integrate ideas and deepen the awareness of win-win cooperation; integrate laws and regulations to strengthen the guarantee of coordination system; integrate platforms to promote information exchange and sharing (Han, 2020). Good governance is not only a social ideal worth looking forward to, but also a reform practice strategy worth learning for sports social organizations. Only by transforming the traditional management function into the modern governance function, strengthening the fair dialogue and democratic consultation among stakeholders, strengthening the sense of responsibility, and effectively guaranteeing the overall interests of the industry and society, can we lead the better and faster development of Chinese sports undertakings (Huang, 2017).

China can learn from the operation mode of sports organization system of sports developed countries, attract capital investment, improve the system and management and operation system of leagues at all levels, and strengthen management efforts in the commercial operation ability of clubs, international brand building, software and hardware construction professionalism, fan culture, youth training quality and other aspects.

We will vigorously support the development of various social organizations related to sports organizations, such as trade associations, social organizations, research institutions and regional chambers of commerce. Promote the construction of sports organization industry guarantee mechanism. Enrich sports organization mechanism mode; we will strengthen the professionalization of the sports industry. Optimize the operation mechanism of social sports organizations under the background of supply-side reform; strengthen the organization's own ability construction, improve the scientific management level; make use of policy advantages to broaden financing channels and break the restriction of single source of funds; promote the reasonable allocation of regional resources to realize the balanced supply of sports resources; innovate the construction of social sports organization and management mode, and form a perfect supervision and management mechanism. We will strengthen the construction of sports culture, deepen the concept of nationwide

fitness, and bring into play the positive role of all sports organizations and associations in society.

3.2 The operating mechanism of sports industry in Chinese colleges and universities

With the establishment and development of the socialist market economic system, Chinese sports gradually took the road of industrialization development. Combining the theory of industry economics and management theory, discusses the related issues of China's sports industry structure, in earnest on the basis of combing the Chinese sports industrial structure evolution course, combining with the experience of the developed country sports industry structure evolution, deeply realize the flaws of the sports industry in China at present stage and the cause of structural imbalance, Finally, promote the optimization and upgrading of Chinese sports industry structure. Professor Lu Yuanzhen of China said, «Sports industry refers to the collection of the same kind of economic activities and the sum of the same kind of economic sectors that provide sports products for the society. Here refers to sports products including sports goods and sports services two parts. The economic sector referred to here at present in our country includes not only enterprises, but also other institutions and institutions, social groups, families and individuals engaged in operational activities».

The development and structure of sports industry in developed countries are large and the output value is high. The industrial structure is reasonable, the leading industry is prominent, and the related industries are developing rapidly; Government support, sound laws and regulations; Have a perfect management system. China should increase government investment to provide necessary policy support for the development of sports industry. Strengthen the construction of legal system, establish and perfect the relevant laws and regulations of sports market management; Efforts should be made to cultivate high-quality professionals to promote the development of sports industry through structural optimization and adjustment, while driving the

coordinated development of other industries. China should learn from the advanced management concepts and experience of developed countries, transform the traditional sports industry management mode, and build a sports industry management mode with reasonable structure and efficient operation and seamless connection with the market operation mechanism, so as to promote the structural upgrading. We will improve our capacity for independent innovation, and speed up the establishment of a technological innovation system in which enterprises play a leading role, market orientation, and industry, universities, and research institutes are integrated. Through a series of measures, such as technical cooperation, establishment of overseas research and development institutions, and absorption of high-quality talents, to absorb global innovative resources and latest achievements through multiple channels, and strive to create new advantages in international competition in the sports industry (Liu, 2011). In terms of leisure sports, China needs to formulate stable development policies for the leisure sports industry, establish a complete statistical index system for the leisure sports industry, vigorously cultivate a perfect market system for leisure sports consumption, establish a complete system for leisure sports education, and strengthen the development and utilization of outdoor leisure sports resources. Community sports management system to the folk - oriented system change. Carry on industrial expansion, extend traditional sports event management, expand the field of leisure sports industry development. Improve product quality and technological content (Cao, 2005).

Sports industrialization refers to the realization of rational allocation of sports resources, optimization of sports structure, coordination of sports industry with other industrial sectors and national economic development through the function of market mechanism and competition mechanism in the national economic system, so as to form a virtuous circle and sustainable development of the industry itself. The operation mechanism of sports industrialization management refers to the interrelation and operation principle of the content, management, operation strategy, development motivation and benefit distribution of each business group in the operation of sports industrialization, which is a very important element in the

implementation of sports industrialization (Xin, 2002). The evolution of China's sports industry management system can be divided into four historical periods: The initial germination period of China's sports industry management system (1978-1992), the initial growth period of China's sports industry management system (1993-1997), the further reform period of China's sports industry management system (1998-2008), and the further transformation period of China's sports industry management system (2009-present); The historical stages are sorted out according to the stage management system overview -- stage management system formation background -- stage management system performance and impact mode; China's sports industry management has unreasonable institutional setup, unclear division of authority, uneven distribution of benefits, low management efficiency, patency of operation mechanism, reform lags behind the development of other systems; These problems have led to the slow development of China's sports industry. The concrete goal of the reform of sports industry management system in China is to perfect the structure of sports industry management system, clarify the authority and operating mechanism of sports industry management system, and promote the construction of laws and policies of sports industry management system in China. Its contents include: perfect sports industry laws, regulations and policies, market system, supervision mechanism, international market management system, management personnel training mechanism, change the function of sports management center in sports industry management, and establish a perfect sports industry investment and financing system. Summary of China's sports industry management idea and evolution law, discusses the transformation of the mode of production and economic system for the impact of the sports industry management strategy, in order to realize the innovation of the management system of sports industry in China, and then realize the sports industry in China for effective planning, organizing, leading, control and innovation (Wang, 2014).

As the world's leading sports power, the United States ranks at the forefront of the world in both the Olympic Games and the world Championships. The sports industry of the United States far exceeds that of other countries. The United States

has its developed sports system and system. The sports industry accounted for 3% of GDP in the U.S. in 2018, which is not only high, but even higher when combined with the fact that the U.S. ranks first in global GDP, about \$600 billion. China has about \$200 billion. As of 2018, China's per capita GDP is one-sixth that of the US, while its sports industry GDP is only one-twelfth that of the US. The development of sports in the United States is all-round, sporting goods, professional events, leisure sports, sports training including competitive sports are the world's first class. Therefore, good sports management, mature sports industry can maximize the sports business value; Can make the sports industry more entertaining, can absorb a huge audience; It can also produce more professional athletes. With the continuous growth of Chinese economy, the development of sports industry has gained new opportunities and entered the stage of rapid growth. The growth of China's sports industry and its share in GDP are shown in the following table:

Table 3.1 - Ratio of added value of China's sports industry to national GDP

	2011y.	2012y.	2013y.	2014y.	2015y.	2016y.	2017y.	2018y.	2019y.
The total size	6364	9500	11000	13575	17107	19011	21988	26579	29483
The added value	2689	3136	3564	4041	5495	6475	7811	10078	11248
As a percentage of GDP (%)	0,55	0,6	0,63	0,64	0,80	0,9	0,95	1,1	1,9

Source: National Bureau of Statistics General Administration of Sport

According to the data growth in Table 18, both the total output and the added value are significantly higher than the economic growth rate of the same period, and it is a sunrise industry worthy of the name. The rapid development of sports industry highlights the importance of sports management and its professional potential. Compared with developed countries, there is still an obvious gap in China's sports industry. In terms of total industrial volume, the sports industry in the United States, the United Kingdom, France, Germany, Japan and South Korea all accounts for 1%-3% of GDP. However, although China has a large population, it has a significant gap between its sports industry and the average level of developed countries. In general, compared with the development of developed countries, China's sports industry has

huge development space and potential.

Table 3.2 - Proportion of Added Value of Sports Industry in GDP of some Countries (2017)

	America	South Korea	Britain	Germany	Japan	France	Australia	China
The proportion of GDP (%)	3	2,95	2,33	2,31	2,15	1,4	0,96	0,95

Source: National Bureau of Statistics General Administration of Sport

China's sports industry has achieved rapid development in recent years. With the future rational allocation of sports resources and optimization and adjustment of the structure of the sports industry by the state departments, the market system will be more perfect, and various specialized segments will gain more capital attention. There is a huge growth space for China's sports service industry. There is a long-term co-integration relationship between sports service industry and sports manufacturing industry in China, but there is no short-term equilibrium development relationship between them. Has not formed a strong bidirectional Granger causality.

Table 3.3 - Growth of China's Sports Service Industry (100 million Yuan)

	2011y.	2012y.	2013y.	2014y.	2015y.	2016y.	2017y.	2018y.	2019y.
The added value	892,0	1085,1	1215,1	1357,2	2703,6	3560,6	4448,7	6530,0	7615,1
The growth rate of (%)	27,8	21,6	12,0	11,7	99,2	31,7	24,9	46,8	16,6

Source: National Bureau of Statistics General Administration of Sport

The impact of the sports service industry on the sports manufacturing industry is greater than that of the sports manufacturing industry on the sports service industry, and the mutual impact of the two is characterized by «weak short-term effect and strong long-term effect».

Table 3.4 - Proportion of Sports Service Industry in Some Countries (2018 y.)

	Britain	America	France	Japan	Australia	Germany	South Korea	China
The proportion of (%)	86,97	82,2	79,44	79,22	69,94	69,8	62,54	56,95

Source: National Bureau of Statistics General Administration of Sport

As can be seen from the above table, the proportion of sports service industry in developed countries is more than 60%. Although the proportion of sports service industry in China has reached 57% in 2017, there is still a big gap with the average level of developed countries. At the same time, considering that the sales, trade agents and rental items of sports goods in our sports service industry account for more than 50%, the actual sports service industry proportion gap may be more obvious.

Table 3.5 - Increase of Sports Manufacturing Industry in China (100 million Yuan)

	2011y.	2012y.	2013y.	2014y.	2015y.	2016y.	2017y.	2018y.	2019y.
The added value	1673,0	1920,4	2189,6	2547,0	2755,5	2863,9	3264,6	339,0	3421,0
The growth rate of(%)	17,2	14,8	14,0	16,3	8,2	3,9	14,0	4,1	0,6

Source: National Bureau of Statistics General Administration of Sport

In view of the present situation of sports service industry and sports manufacturing industry, China should refine the supporting policies of sports service industry and sports manufacturing industry. We will actively promote the innovation and reform of the management system and mechanism of the sports industry, and vigorously train professionals specialized in management, marketing, technology and evaluation of the sports service industry and the sports manufacturing industry.

Table 3.6 - Increase of Sports Manufacturing Industry in China (100 million Yuan)

	2011y.	2012y.	2013y.	2014y.	2015y.	2016y.	2017y.	2018y.	2019y.
The added value	1673,0	1920,4	2189,6	2547,0	2755,5	2863,9	3264,6	3399,0	3421,0
The growth rate of (%)	17,2	14,8	14,0	16,3	8,2	3,9	14,0	4,1	0,6

Source: National Bureau of Statistics and General Administration of Sport

We will strengthen international cooperation, bring in advanced management concepts and experience from developed countries, establish a standard system connected with the international Organization for Standardization Management, take various measures to attract social, corporate and overseas capital, and expand investment channels. Modern information technology is used to establish a comprehensive information system for sports industry, actively develop comprehensive efficiency evaluation, monitoring and control systems for sports service industry and sports manufacturing industry, and improve brand effect, etc. (Mou & Tian, 2020).

Sports industry formed by the supply and demand of sports goods, labor services and the interaction of the sum of commodity circulation, formed the sports industry market. Sports industry is an important economy to stimulate and stimulate domestic demand. Over the past 20 years, household consumption has contributed about 60% of the economy, and a 1% increase in household consumption can boost GDP growth by about 0.5%. In the post-COVID-19 era, people's demand for health and a better life is unlimited. As long as sports demand is unlimited consumption demand, the sports industry has unlimited possibilities for development. Sports industry and market economy are more and more closely involved in each other, penetration, affinity. In the post-pandemic era, the global economy is in recession, but the Chinese economy can maintain a stable situation. A sustained and stable national economy has

laid the foundation for the development of China's sports industry. The development of sports industry is inseparable from the environment of economic development. China has one fifth of the world's population. Only when the economic foundation is strong and people's living standard is high, can the sports consumption market prosper and develop. In addition, great efforts should be made to develop community sports organizations and sports facilities. The sports industry has a wide range of connections, which can also drive the development of manufacturing industries such as electronics, food, construction, machinery and textile, as well as tourism, securities, insurance, advertising and other related industries, forming a complete industrial system. Sporting goods manufacturers have not only met the demand of the Chinese market, but also have great export capacity. According to the forecast of a research institute in the United States, the hosting of the 2022 Winter Olympics in China will help increase the GDP growth rate of China by 0.3% to 0.5% in the next seven years, adjust the economic structure, realize the transformation of the growth mode, improve the quality of economic development, and increase the total GDP rather than decrease (Lv, 2020). In the United States, competitive sports are also the top part of the sports system, serving as a model and guide for the rest. It can not only play a political function to win the best results in international competitions to bring glory to the country, but also play an economic function to occupy a dominant position in the sports market. It not only does not cost the country's economic resources, but also brings huge economic income for the country. The experience of successful development of American competitive sports industry suggests that China should establish a supporting management system and operation mechanism to provide a good social and economic environment for the development of sports industry. Cultivate and develop specialized talents in the sports industry, and strengthen the construction of sports industry teams (Liu, 2001).

The new development pattern of «double circulation» has put forward new requirements for the growth pattern of China's economy. Under the background of severe challenges at home and abroad, the high-quality development of China's sporting goods manufacturing industry is faced with realistic difficulties: the supply

structure needs to be optimized, and the demand potential needs to be further explored; Trapped in the «low-end lock-in» dilemma, traditional global value chains face the risk of rupture; The positive interaction between domestic circulation and international circulation has not yet been formed. The paper further puts forward the path selection of high-quality development of Chinese sports goods manufacturing industry under the new development pattern of «double circulation» : reinforcing weak points, promoting consumption, increasing solid investment, stabilizing circulation, strengthening interaction, etc (Liu et al., 2021).

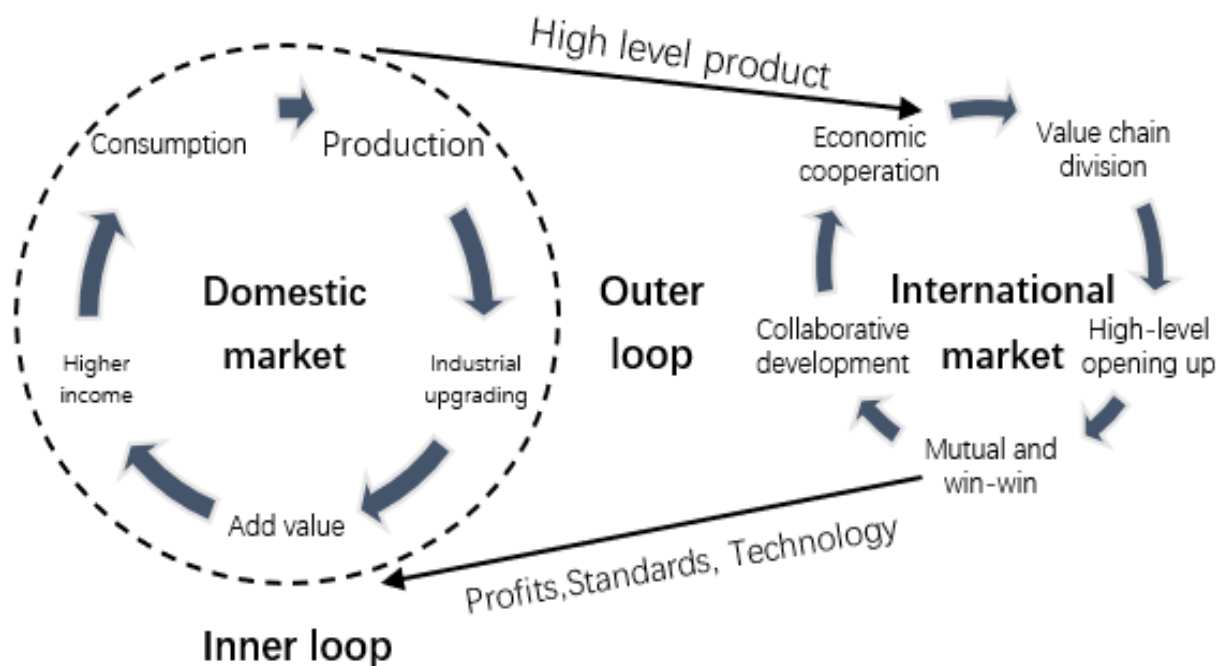


Figure.3.2 - Dual circulation linkage of sports Industry

Source: prepared by the author based on Liu, J. et al. (2021)

Under the background of the new development pattern of «double circulation», the domestic great circulation block of China's sports industry is manifested in four aspects: supply side, employment factor level, resource factor level, and demand side. Among them, the supply side is manifested in technology input, products and services, and the supply environment of policies and institutions. The block of «double circulation» exists in sports products and services, technology and capital. The mechanism of blocking the smooth sports industry under the «double

circulation» pattern is reflected in the supply-side structural reform to optimize the sports industry supply system mechanism, the demand-side reform to improve the residents' sports consumption ability mechanism, and the innovation to drive the transformation mechanism of sports industry technology progress. Under the «double circulation» pattern, the development path of the sports industry should be unimpeded, the reform of «deregulation and service» of the sports industry should be continuously deepened, the demand-side reform policy of the sports industry should be accelerated, the innovation-driven development strategy of the sports industry should be promoted, and the high-level opening up of the sports industry should be continuously promoted. Along with the Chinese sports industry domestic circulation gradually smooth, thus better promote the sports industry flow between two domestic and foreign markets. To greater economies of scale efficiency, higher level of industry and stronger comparative advantage in the international division of labor and cooperation, and the «binary» sports industry promote the operation of the domestic sports industry circulation, speed up the formation of «as the main body, with domestic circulation bi-circulating mutual promotion of domestic and international sports industry development pattern of» high quality (Chai et al., 2021).

In the face of difficulties and challenges in the development of human society, China has followed the trend of world development and put forward the concept of shared development with long-term interests in mind. Share the core of development is to solve the social development, the problem of fairness and justice, to realize people's good life, want to reflect the development of Chinese sports interaction with the world at the same time, reflect the world of contribution to the development of Chinese sports and service the fundamental concept of mankind and stress global synergy sports share the development of the construction of the new order, make sports building is an important part of the community of human destiny. Chinese sports with shared concepts will surely make greater contributions to human society (Guo, 2021).

The econometric research method is used to study the sports industry in China. There is a long-term co-integration relationship between the sports service industry

and the sports manufacturing industry, and there is no strong bi-directional Granger causality relationship between them. The impact of sports service industry on sports manufacturing industry is greater than that of sports manufacturing industry on sports service industry. Suggest refinements supporting policies, formulate long-term development planning, promote the reform of management system and mechanism innovation, cultivate special talents, strengthen international cooperation, introduce the advanced management ideas and experience of developed countries, build the standard system of linking to the international standardization management organization, to attract more foreign capital, establish a comprehensive sports industry information system; Build sports culture and enhance brand effect (Mou & Tian, 2020).

Table 3.7 - Total scale and added value of China's sports industry from 2015 to 2019 (unit: 100 million Yuan)

		2015y.	2016 y.	2017 y.	2018 y.	2019 y.	Annual growth rate (%)
Total value of sports industry	Total output	17107,0	19011,3	21987,7	26579,0	29483,4	14,8
	Added value	5494,4	6474,8	7811,4	10078,0	11248,1	19,6

Source: China National Bureau of Statistics and Statistical Yearbook of Sports

Based on the theory of leading industrial diffusion effect of industrial economics, this paper analyzes three kinds of diffusion effects (backward effect, side effect and forward effect) produced by the development of sports industry in developed countries on related industries, and discusses the important driving effect of the rapid development of sports industry on the national economy. The industry with strong diffusion effect should be regarded as the leading industry, which can radiate its industrial advantages to all related industries, promote the upgrading of industrial structure, and finally promote the overall economic development. The sports industry in developed countries has a huge scale and has become a pillar industry (Dang, 2017).

Colleges and universities have advantaged conditions for the development of sports industry and carry out paid services in industrial development. Multiple management of sports venues; Developing social sports; Developing sports clubs; The active development of recreational sports is of positive significance to the sports industry in colleges and universities (Li & Zhang, 1997). Due to the system, management personnel, stadium construction and ideological reasons, the industrialization of college sports is difficult. Sports market regulations are not perfect management disorder; The economic value and advantage of college physical education have not been fully exploited. Lack of market operation environment and reasonable industrial structure (Liu, 2007). The operation mechanism and management mechanism of the physical education industry should coordinate the service price mechanism, supply and demand mechanism, competition mechanism, investment mechanism, cost sharing and compensation mechanism of the physical education industry (Che & Wei, 2003). At present, the sports market in colleges and universities mostly belongs to the category of quasi-management, which has the characteristics of welfare sports as the main part, commercial sports as the auxiliary part, amateur management and sports consumption objects are stable. The industrialization of sports in Chinese universities is the development trend of sports, and it is also the necessary way for the development of sports in universities. It has great feasibility and potential. After its implementation, it is bound to drive the long-term, efficient and stable development of college sports (Ren & Li, 2001). The organizational model and integration of sports industry in Chinese colleges and universities include «university-enterprise integration, enterprise self-establishment of reserve teams in colleges and universities, club + campus venues + high-level sports teams, enterprise + sports teachers + referees training, product development + agency sales + consulting services» and so on. It is necessary to «strengthen the policy guidance of the sports industry in colleges and universities, improve the operation mechanism of the market, and train applied talents in the sports industry in colleges and universities» and other integration strategies (Qiao, 2007).

With the development of Chinese sports, the economic level of most sports

colleges and universities is still stagnating, even regressive. These sports colleges are not only facing a decline in the quality and quantity of students. After more than one hundred years of continuous development of the American NCAA, its efficient competition operation mechanism is the basis for the good development of the NCAA (Chen & Tian, 2012). Learning from the development of sports industrialization, China's sports industry uses various economic means and policy tools to guide, plan, intervene and guide the formation and development of traditional national sports industry through industrial policy guidance. To learn from the development process and current situation of the relevant sports and cultural industry policies in China and foreign countries, including the developed countries in Europe and the United States and other less developed countries, and to determine the basis, principles and objectives of the construction of China's traditional national sports industrialization. The horizontal and vertical coordination mechanism of industrial structure, industrial organization, industrial development and regional industrial policy system, policy dissemination, feedback and monitoring mechanism, and dynamic fine-tuning mechanism are the way to promote the development of national traditional sports in various countries (Huo, 2013). In addition, China should pay attention to the development of creative sports. Europe and the United States take the lead in creative sports, and the emerging pattern of creative sports industry in Asia is taking shape. Creative sports industry activities from sports to cultural depth; Scientific and technological innovation to seize the commanding heights of industrial development. In this regard, we should continue to conduct in-depth research and exploration, follow the development law of the creative sports industry, strengthen the talent training of the creative sports industry, accelerate institutional innovation, and promote the rapid and good development of the creative sports industry (Guo, 2012).

In the face of the difficulties and challenges facing human society's development, colleges and universities sports education management personnel booster the coordinated development of the sports industry, China keep up with the trend of the world development and long-term interests, creatively put forward the concept of the «big five» development «, the value of sports power construction

reflects the development of Chinese sports interaction with the world, reflects the development of Chinese sports service the fundamental concept of mankind, Emphasize the construction of a new order of global collaborative and shared development of sports. On 15 November 2020, the leaders' Meeting of the Fourth Regional Comprehensive Economic Partnership (RCEP) was held by video. The Regional Comprehensive Economic Partnership (RCEP) was signed by 10 ASEAN members and 15 Asia-Pacific countries including China, Japan, the Republic of Korea, Australia and New Zealand. These countries have a total population of 3.6 billion, accounting for half of the world's population, and a combined economy of 27 trillion US dollars, accounting for one third of global GDP, and more than one third of global trade. In order to adapt to the industrial structure transformation of the world's two largest economies, Asian countries have already begun to seek to establish a new trade order to protect their own and regional economies. China's sports industry should actively use RCEP to build the international sports industry supply chain with ASEAN countries. The market of developed countries in the RCEP sports industry should be taken as the guidance to promote export, and the characteristics of RCEP regional economy and industry should be carefully studied, actively adapt to and guide the regional sports industry supply chain and market, and actively make use of the opportunities brought by RCEP while effectively coping with the challenges (Chen, 2021).

In order to promote the development of the sports industry, the government should establish a communication platform, strengthen the communication with colleges and universities physical education departments, actively invite colleges and universities physical education departments to participate, guide teachers and students of physical education colleges to understand the development trend and direction of the sports industry, comprehensively use various forces to discuss solutions, colleges and universities physical education and sports industry development together. The government's current sports development plan will be published on relevant websites in real time, and the publicity and promotion of sports colleges and universities will be strengthened through lectures and reports. Unified

thinking, clear the scope of cooperation and their respective specific division of labor. When holding sports events, we must fully understand the objective laws of the formation and development of sports events and culture, and must pay attention to the continuity of the events. Attaching great importance to the mass and popularization of culture. Universities and social sports organizations should cooperate to jointly develop and inherit the new sports culture and comprehensively implement the training work. Vigorously develop the cooperation model of sports industry, education and research. The socialization of public management is the general trend of the transformation of government functions in contemporary western countries, and it is also the development trend of Chinese government. The development of social sports industry through various social organizations is the main component of government public management.

In the context of globalization of sports industry, the logic of sports governance in China needs to transform the government drive into the basis and rules of sports governance thinking and reasoning based on multi-subject co-construction, co-governance and sharing, so as to support the sustainable development of sports industry. Sports research and application should expand sports big data channels, speed up the construction of public sports service big data, promote technology development and achievement transformation; Urban community sports should establish a multi-subject and multi-level supply system with government as the main supply. Overall planning of the overall development needs of sports, optimize the combination of various development factors, reduce the depth of government involvement while introducing social market mechanism, relying on social resources to carry out sports activities, advocate the sharing of resources between schools and communities. Promote the materialization of university sports association, explore the diversified league mode, promote the professionalization of management personnel, and play the important role of university president; Persisting and perfecting the combination mode of sports education in athlete training; Perfect the laws and regulations system of university competitive sports as soon as possible; Actively explore the operation mode of university competitive sports industrialization and

establish an efficient operation mechanism. Combining with the sports colleges and universities of foreign education principle, the structure and operation mechanism, emphasis on the overall coordination of students, cultivate well-known experts in the world, combining scientific research and training, establish advanced and strict management mechanism, strengthen the international academic exchanges in sports at the same time, improve the subject setting of sports colleges and the cultivation of sports talent mechanism, promote cultivation mechanism perfection and development of sports. To promote the complementarity and development of the global sports industry through the training of sports management talents in universities (as shown in figure 3.3).

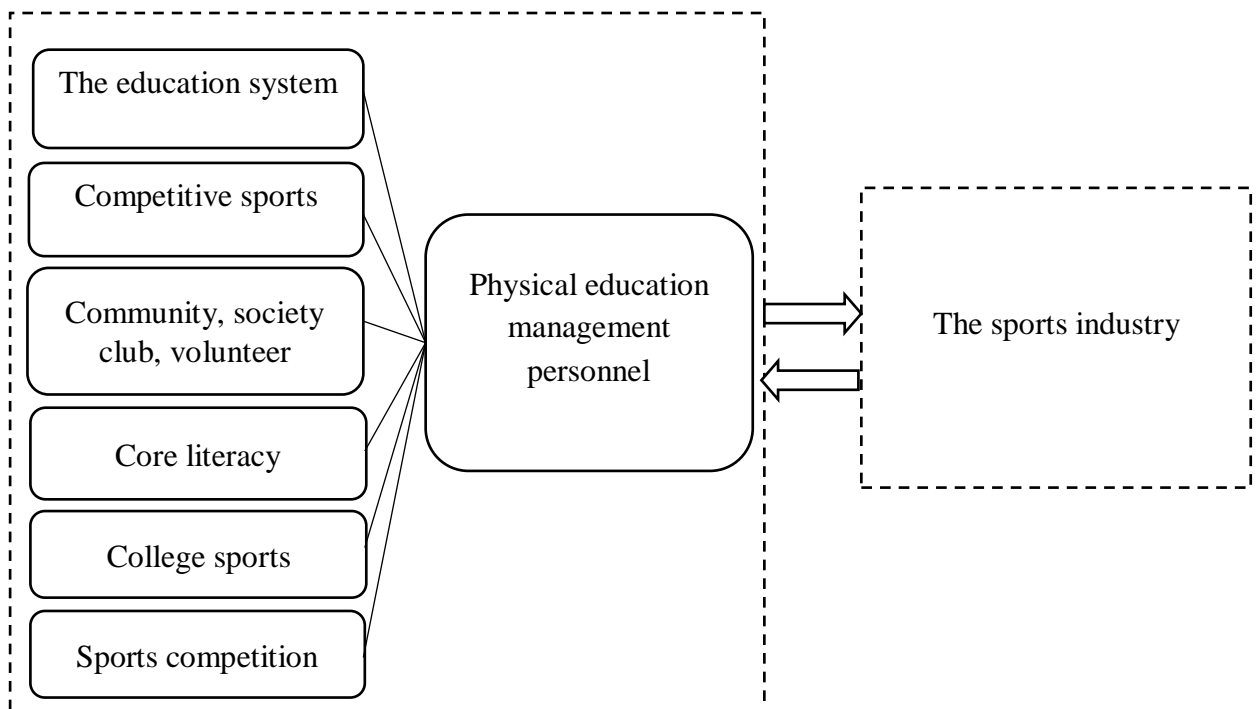


Figure 3.3 - Physical education management talents in colleges and universities boost the sports industry

Source: prepared by the author

Trandis (H., 1988), a psychologist, explored from the dimensions of individualism and collectivism, defined and explained culture based on the model of individualism and collectivism, and used it to solve problems such as differences in

human behavior, social interaction and personality (Markus, 2009). The sports management mode and school competitive sports management mode in Western Europe, the United States and Canada are social dominant management mode and belong to individualistic culture. However, the former Soviet Union and China adopt the government-led management mode and belong to collectivism culture with different cultural backgrounds, which is a kind of cultural complementarity. Similarly, institutions and development models can be complementary. An important factor influencing the management model of competitive sports in schools in the United States, Canada, Japan and Germany is the cultural foundation of individualism and collectivism. They are trying to complement the advantages of another culture into their own model, which is not the combination and assimilation we usually think. Cultural complementarity leads to the emergence of the complementary phenomenon of school physical education management models. The development of the globalization of sports industry also requires internationalization, harmony and complementarity, and common development to meet the needs of the global human beings for a happy life.

The common development of sports management personnel training and sports industry is beneficial to the development of our universities and sports strategies, and is the realization of the innovation mode of facing science frontiers, regional development and cultural inheritance and innovation. The government should take the lead to establish the international exchange platform and strengthen the cooperation and exchange between universities and international enterprises in sports industry. Unified development ideas and clear division of labor; Build sports enterprises and colleges sports communication bridge; At the same time to provide policy support and packaging; Attach great importance to the development and utilization of physical education resources. Further perfect the school sports management system, adjust the management structure, improve the management efficiency, establish the effective operating mechanism, in order to promote the development of Chinese colleges' sports. Combined with advanced experience and China's reality, guided by the government, the international market and global culture

complement each other, and the management system can learn from each other and be improved according to the national conditions, so as to jointly boost the development of the sports industry in all countries and make positive contributions to the prosperity of the global sports economy.

At present, the advantages of the development of sports industry in China are that the improvement of people's living standards increases the proportion of sports industry consumption and the rapid development of sports industry infrastructure. The disadvantages are that the internal structure of the sports industry needs to be optimized and upgraded, the scientific and technological innovation and research and development capacity is insufficient, the sports industry regulations are not perfect, the awareness of the sports industry is weak, and the management personnel is scarce. The threats are the gap between the development of sports industry and developed countries, the reform of the management system and operation mechanism of sports industry, and the huge sports market demand for national fitness in the post-epidemic period. Our sports industry should make full use of the favorable environment of domestic sports industry, and vigorously develop sports, fitness and entertainment industry and other sports ontology and related industries; Cooperate with colleges and universities to cultivate talents; Improve the management system and operation mechanism of the sports industry, eliminate the institutional obstacles restricting the development of the sports industry, and start to make a comprehensive plan for the development of the sports industry in the post-epidemic period (Cui et al., 2007). The management system and operation mechanism OF the sports industry in China are not perfect, the necessary policy support and planning guidance are lacking, the sports structure is single, the utilization rate of stadiums is insufficient, and there is a lack of high-quality talents in the sports industry. For the cultivation of talents in the current sports industry, a series of outstanding talents in the industry are selected and trained to learn advanced western experience, broaden the vision of sports talents, learn the latest concepts, and finally cultivate versatile talents who understand management and the development of the sports industry (Chen, 2017). Urban agglomeration has polarization effect, regional innovation function, urban

agglomeration has radiating and driving effect on surrounding areas, and contributes to functional complementarity among cities. The standardization degree of sports industry is low, the theoretical research lag leads to the lack of government macro management. The integration degree of sports resources is low, the financing method of sports industry needs innovation, lack of local sports brands, lack of compound sports industry management talents (Wu, 2011). There is an intrinsic relation between the development of urbanization and the development of sports industry. The development level of sports industry in a region is directly subject to the urbanization level determined by the development of industrialization in the region. Sports industry is not only germinated and subject to the urbanization process, but also contributes to the urbanization process. China's national conditions determine that the vast rural areas do not have the conditions to develop the sports industry, and the development of small and medium-sized towns is also limited (Liu, 2007).

In the world, industrial investment funds in countries such as the United Kingdom and the United States mostly adopt the corporate form, which is conducive to fund owners' supervision and control over managers. China's sports industry investment fund can adopt the organizational form of corporation system to realize the rights of shareholders.

Most sports associations at all levels in China are based on the needs of the government, and the sports industry association is also the product of the government's choice. For a long time, the problems of the construction of China's sports industry association are mainly manifested as the insufficient construction of the association itself, the insignificant function, the insignificant scale efficiency and agglomeration efficiency of the industry, and the lack of cohesion and centripetal force. The legal system is not perfect, the system is not perfect; In the process of development, the division of responsibility management scope between government and association is not clear; The macroeconomic management department does not pay enough attention to the sports industry; The number of trade associations in sports industry is small; The funds of sports industry association are insufficient and so on. It is necessary to promote the development and reform of Chinese sports

industry association by the government driving force and perfect social supervision system to promote the external path and strengthen the association itself construction, innovation and practical internal path combination. In the new period, our sports industry trade association establishes a «cooperative» model. The operating mechanism under this mode mainly includes: self-discipline mechanism, dynamic mechanism, competition mechanism and supervision mechanism (Huang, 2006). The industry management system of sports industry is shown in the following figure 3.4.

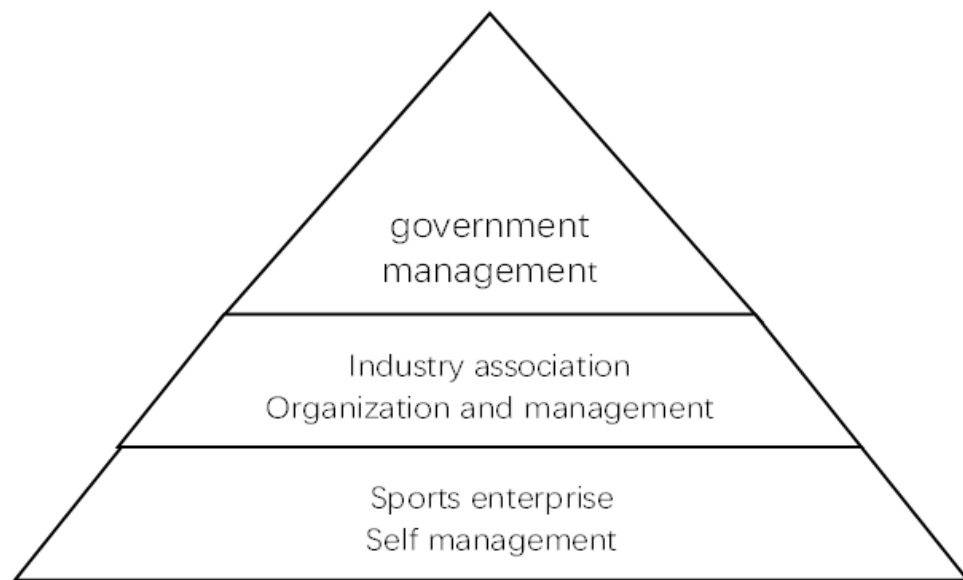


Figure 3.4 - Schematic diagram of sports industry management system

Source: prepared by the author based on Huang, Y. (2006)

To sum up, the operation mechanism of sports industry and sports undertaking under the development mode of collaborative mechanism theory is an inevitable mode to innovate the operation mechanism of sports. Foreign governments attach importance to basic research; Having a sound service system for the transformation of scientific and technological achievements; Attaching importance to the protection of intellectual property rights; Enterprises, research institutions and universities are the source bases of scientific and technological achievements. According to the statistical yearbook of sports undertakings, the Cobb Douglas production function is

established, and the calculation model shows that the total amount of scientific and technological achievements in China is small and the level is low. The distribution of science and technology resources is not balanced within the sports cause and between regions. Based on the theory of collaborative management, the transformation of scientific and technological achievements in sports industry should focus on three aspects: supply, demand and service support: pay attention to management, and strengthen the collection, sorting, classification and evaluation of scientific and technological achievements. Strengthen research on independent intellectual property rights, and formulate measures for identification and management of independent intellectual property rights. We will innovate the mechanism for popularizing scientific and technological achievements and establish a new system for volunteers to popularize them. Strengthen research on industry-university-research consortiums and formulate guidance mechanisms to promote industry-university-research consortiums. Integrate scientific and technological resources, and formulate a linkage mechanism for the transformation of scientific and technological achievements in sports industry (Zhao, 2012).

At present, many colleges and universities in our country are developing their own sports industry. We should rely on the opportunity of the sports industry chain to deeply integrate majors and sports industry, innovate the mode of professional enrollment and employment and personnel training for the sports industry, and build the school brand through the sports operation to promote the prosperity of the sports industry (Ma, 2016). In terms of the operation of the sponsorship mechanism of high-level sports teams in colleges and universities, the administrative departments of the Chinese government have changed the concept and positioning of sports sponsorship, learned from foreign experience, protected the interests of sponsors, brought them into line with international standards, formulated corresponding policies and regulations, encouraged sports sponsorship, and ensured the rights and interests of sponsors. Policies support schools and sports management departments to formulate incentive and restriction operation mechanisms, and encourage enterprises to sponsor school sports by formulating some policies (Dou & Zheng, 2011). To form an

effective corporate governance structure and strengthen the function of the board of directors. Establish internal management system and supervision system. to all sorts of management activity plan, manage money, management and other management mechanism, it is the most close to a kind of management means of management object. At the same time, the use of morality, public opinion and other behaviors to implement flexible governance mechanism. Guide the scientific and sustainable development of sports industry in Chinese universities (Pang, 2008).

1. Construction of dynamic mechanism of China's sports industry. On the premise of doing a good job in epidemic prevention and control, combined with the actual situation. To strengthen the construction of sports industry teams, the economics departments of colleges and universities and comprehensive universities should offer courses and majors related to the sports industry, set up high-level sports economics sites, attract outstanding talents from the society and the world, and accelerate the training of professional management and management talents needed by the sports industry. Building and cultivating college sports industry market.

2. Construction of the realization mechanism of China's sports industry. Higher sports industry in China should be guided by the demands of social and economic development, to promote the development of physical education for the purpose, through sets up the new sports education conception, straighten out the relationship between physical education and economy, the transformation government function, the construction of sports education investment and benefits within operation mechanism, vigorously develops the higher physical education, promoting the coordinated development of training industry and school, Establish a new system of operation mechanism and management mechanism of higher physical education industry. Explore the sports industry project and development mode suitable for the development of colleges and universities, perfect the structure of sports industry; To develop sports industry in colleges and universities, we should change management concept and introduce market mechanism. Developing sports clubs and providing paid services to the society; Make use of the advantages of scientific and technological talents to strengthen the transformation of scientific research

achievements; Organizing competitive sports training and competitions; Rational use of the material advantages of colleges and universities. Strengthen the training of applied talents in sports industry; Increase the degree of integration of college sports resources with social and community resources. Actively encourage colleges and universities to develop the sports industry. Gradually improve the legal system of college sports industry. Promote the internationalization of the sports industry.

According to the public goods theory put forward by American economist Samuel Johnson, IT is a kind of mixed goods, its service should be provided by the market, or the market and the government together, which determines the inevitability of the industrialization of college sports. The establishment of secondary management system as the premise; The strategy is to establish the pilot colleges of sports industry; The core task of training talents in sports industry; Perfect the high-level sports team management and operation mechanism as the breakthrough; Actively promote the national fitness campaign and strengthen the construction of campus sports culture; Gradually standardize the market order of college sports industry; Improve the legal system of college sports industry as the focus of work and a series of countermeasures. Seize the opportunity, vigorously develop the sports industry in colleges and universities, make college sports quickly go to the market, and realize the supernormal and leapfrog development of the sports industry in colleges and universities (Yang, 2008).

3.3 Comparative study of Physical education management between China and Ukraine

In recent years, under the background of One Belt and One Road, education exchange between China and Eastern European countries is constantly increasing, which has provided a huge space for the development of our education system. For promoting the cooperative development of education between Chinese and Eastern European countries, guaranteeing the scientific management of educational personnel in Chinese universities, and finally promoting the development of Chinese sports. By

studying the comparison of the management systems of physical education in colleges and universities of China and Ukraine, this paper aims to provide valuable scientific information for the development of higher education and sports in China and Eastern European countries, jointly build a sports culture industry community, and accelerate the integration of frontier science and technology and sports industry.

The cooperation between China and Ukraine under the framework of the Belt and Road Initiative has roughly gone through three stages: the initial consensus stage during the Yanukovich period, the anti-crisis stage during the Ukraine crisis, and the action implementation stage since 2017. At present, the political conditions for bilateral cooperation are basically in place. Leaders of the two sides spoke highly of the strategic significance of bilateral relations. On the economic front, both sides recognized the constructive role of the Belt and Road Initiative in promoting win-win economic development. Ukraine recognizes the positive significance of the Belt and Road Initiative for social stability, job creation and tax revenue. In the diplomatic field, both China and Ukraine have spoken positively of the importance of their bilateral relations, setting the tone for their cooperation at the regional and global levels. From the unification of ideas to the implementation of actions reflects that the relationship between the two countries has entered a new stage of stable development (Zhang, 2018). The concept of the Belt and Road Initiative is closely related to China's focus on inclusive development and Ukraine's desire to join the ranks of countries that make necessary contributions to the common development of mankind in the 21st century. Therefore, it is of great benefit to consider the current situation and prospects of China-Uzbekistan cooperation (Aleksandrova, 2019). As a discipline, Ukrainian studies is a third-level discipline under political science (first-level discipline) and international relations (second-level discipline), and is a country study. In 2017, the discipline of Ukraine was identified as a special discipline by the Chinese Academy of Social Sciences and given great support (Zhao, 2018). China's higher education has been in-depth study in Europe, but the study of Ukraine is still in its infancy, especially on the inheritance and development of the former Soviet union, Ukraine to Europe, the western developed countries for reference and

innovation, higher education legislation and the guiding ideology for Ukraine exploration research the important issues, such as less literature in the present stage (Zhang, 2010). Sports management system is the general term of the organization setting, authority division, operation mechanism and system of sports management, and is the organizational guarantee to achieve the overall goal (Yang & Chen, 2013).

In the future, the leading role of the government cannot be changed in the Chinese sports management system, let alone the cancellation of the government sports administrative institutions. First of all, from the global perspective, most western developed countries have set up special institutions to manage national sports undertakings, except for the United States, Germany, Italy and other countries that have not set up special institutions in the central government or federal government to manage sports undertakings. Secondly, at present, most developed countries attach great importance to competitive sports, and the political tendency of competitive sports is very obvious. Therefore, most of the governments improve the international competitiveness of national competitive sports by means of government support. With the exception of a few economically developed countries such as the United States, it is difficult to maintain the international competitiveness of competitive sports without government support. Thirdly, our country has a tradition of centralized rule for several thousand years, which makes people have a cultural identity with the authority of the government. Other organizations do not have this authority and appeal. Because our country is a vast region and a large population, it is still in the primary stage of socialism at present, the economy is underdeveloped and the development is unbalanced, only the government can regulate the sports development in our country from the macro perspective, to ensure the balanced development of sports in the national all areas.

Basic Principles of the reform of China's sports management system A. The leadership of the Party must always be adhered to in the process of the reform of China's sports management system. B. Adhere to the principle of «steady progress and gradual implementation». C. Adhere to the principle of institutional innovation. D. Adhere to the socialization principle of sports. The ultimate goal of China's sports

management system reform is to meet the people's growing demand for sports culture as much as possible and greatly improve the production and supply capacity of sports products, especially sports public products. Objectives of China's sports management system reform: Innovative sports management system and operation mechanism in line with the law of modern sports development, efforts to improve the efficiency of sports management, transparent and democratic decision-making level, and efforts to improve the sustainable development of sports in China, so that China will become a world sports power in the 21st century in terms of the overall level of sports. The most important thing for China to establish a legal management mechanism is to transform the traditional administrative management relationship and administrative order management mode into a protocol-based relationship, which requires the relationship between the State General Administration of Sport and the local sports bureau, as well as between the sports administration and sports organizations, to be transformed into a protocol-based relationship (Lin, 2016).

After its independence, Ukraine implemented a two-level management system combining the central federal government and local federal subjects, and all levels of management had clear authority. The central government is responsible for formulating the policies and training objectives of higher education, and controls the enrollment scale of colleges and universities. It does not make specific unified requirements for the methods and standards of student enrollment by states and colleges, but is decided by colleges and universities independently. Although the central government is in charge of overall planning, universities have gained some autonomy. In addition, Ukraine has changed the pattern of single-run schools by the government. While the government mainly runs schools, local autonomous organs, enterprises, social organizations and other non-governmental organizations can run schools independently or jointly, allowing the existence of various forms of ownership. Education reform in as many as 12 running forms, such as Glenn day school, a school, two systems, national, public and private schools appeared, appeared with Ukraine national characteristics of teaching courses, reflect the nation's education culture, history, books, education system and the former Soviet union's

obvious contrast to the unified teaching material system.

Comparative analysis of historical background. Under the contrast and transformation of the state and social management of sports, the construction of sports undertakings in China presents different trends and produces different management and reform effects. Sports management in China presents characteristics according to different time periods. After the initial formation of the sports management system (1949 - 1978), the initial vitality of the reform of the sports management system (1979 - 1999), the continuous progress of the reform of the sports management system (2000 - 2008), and the deepening of the reform of the sports management system (2009 - now) «four major changes. In these four stages, the strategic positioning and management concept of national sports development have undergone fundamental changes, leading to the transformation of the overall thinking of sports management system (Ye & Fan, 2018).

Ukraine is the former Soviet Union science and technology, culture and education center. The Soviet Union had a quarter of the world's scientific and technological talents, and Ukraine had another quarter of the Soviet Union's. Historically, the Kiev Academy of Sciences was founded 100 years earlier than the Russian Academy of Sciences. It is home to many universities and famous brands. A country with a population of 50 million has 1,037 universities, roughly the same as China. And many of them are more than 100 years old. After Ukraine declared independence on August 24, 1991, it completely abandoned the original national polity and established the «separation of powers» of the legislature, the executive body and the judiciary, modeled after the West. Ukraine's education system is relatively developed, with a complete range of schools and diverse forms of ownership (Zhang, 2015).

Comparative analysis of political system. The Chinese political system refers to the laws, systems, rules and practices that have been implemented in the Chinese mainland since the founding of the People's Republic of China in October 1949 to regulate the state power, system of government, state-society relations and other fundamental issues of the People's Republic of China. China's modern political

system mainly includes the socialist system, the system of people's congresses, the system of regional ethnic autonomy, the system of grassroots people's autonomy, and the system of multi-party cooperation and political consultation under the leadership of the Communist Party of China.

Ukraine follows the political principle of separation of powers. On June 28, 1996, the Parliament of Ukraine adopted the first Constitution after independence, which defined Ukraine as a sovereign, independent and democratic state of law and a republic. The President is the supreme head of state; The Verkhovna Rada (Parliament) is the legislature; The government is an executive branch, answerable to the president. On December 8, 2004, the Uzbek Parliament adopted an amendment to the Constitution, stipulating that the system of government of Ukraine will be changed from the presidential-parliamentary system to the parliamentary-presidential system from January 1, 2006. On October 1, 2010, the Constitutional Court ruled that the 2004 amendments to the «political reform» Constitution were unconstitutional, stipulating the full restoration of the 1996 constitution and the return of the country from the parliamentary-presidential system to the presidential-parliamentary system. On February 21, 2014, Ukraine signed an agreement to resolve the Ukrainian crisis. Shortly after the agreement was signed, the Ukrainian parliament quickly passed laws restoring the 2004 constitution and returning Ukraine to a parliamentary presidency.

Comparative analysis of economic systems. The socialist economic system of the People's Republic of China is based on socialist public ownership of the means of production, that is, ownership by the whole people and collective ownership by the working people. Socialist public ownership eliminates the system of exploitation by man and implements the principle of each according to his ability, distribution according to his work, and coexistence of multiple systems of distribution. In the primary stage of socialism, the state upholds the dominant position of the public sector and encourages, supports and guides the development of the non-public sector of the economy.

In 1992, Ukraine enacted the first Law on Foreign Economic Activities after independence, which established the reform and development direction of the foreign

trade management system: implementing foreign trade liberalization and integrating into the world trade system. The law stipulates the implementation of the registration system of the right to foreign trade, that is, all legally registered enterprises in Ukraine, after applying to the Ministry of Economy of Ukraine for relevant registration procedures, automatically obtain the right to foreign trade.

Comparative analysis of sports system. The development of Chinese sports system focuses on the reform of sports management system. Since the reform and opening, our sports management system has carried on a series of reforms and got a big result. Chinese sports management system has unbalanced development of sports and mass sports, one-sided emphasis on the centrality of sports and so on. To establish a modern sports management system with Chinese characteristics, from the perspective of organizational structure, straighten out the relationship between various sports organizations and give full play to their respective roles. From the central government to local governments, we will form a new system with clear levels, clear functions, and a scientific and orderly structure. To build a multiplex sports service system for the public and a competitive sports system conducive to «winning glory for the Olympic Games». Transform government functions, clarify the relationship between government and market, government and society. Pay attention to the socialization development of sports, the industrialization development of sports and the legalization development of sports (Wang, 2006).

Sport in Ukraine, like sport in any other country in the world, plays an important role in shaping popular perceptions of Ukraine and Ukrainian popular culture to its inhabitants and to the rest of the world. Hundreds of gymnasiums, swimming pools, gyms, and other sports facilities in Ukraine after the collapse of the Soviet Union, Ukrainian sports or sports were greatly affected. Sport in Ukraine is largely governed by the 40 federations of different Olympic sports, all of which belong to NOC Ukraine, which in turn belongs to the International Olympic Committee (IOC).

Comparative analysis of the position of sports in the country. In combination with China's establishment of socialist market economic system and the reality of the

development of sports in China, the sports management system chooses the combination management system of the government and sports organizations. China's competitive sports affairs are mainly run by the Chinese Olympic Committee. Mass sports, sports industry and sports education, especially sports affairs at the grassroots level, are mainly run in the name of the All-China Sports Federation. The functions of the Chinese Olympic Committee are to provide public sports services to all the Chinese people without any difference. The main functions of the Chinese Olympic Committee include: the management of national sports associations and other sports organizations; The selection, training and cultivation of high-level athletes; To participate in the Olympic Games, Paralympic Games, World University Games, Asian Games and other major events; The organization and management of high-level sports training base; The organization and management of physical education and scientific research; The organization and administration of mass sports; Sports industry standardization management, etc.

The sports authorities of Ukraine attach great importance to the development of competitive sports, attach importance to the combination of sports and education, and give full play to the role of various sports schools and colleges in the training of reserve talents for competitive sports. The sports departments all pay attention to the training of reserve talents for competitive sports. Based on the education of all kinds of primary and secondary schools and supported by all kinds of sports organizations, they have built a pyramid-style management system for young athletes. At the national level, special sports colleges (universities) have been set up, taking into account the training culture and education of national team athletes and the training of social sports talents (General Administration of Sport, 2015).

Comparative analysis of educational methods. The Education Law of the People's Republic of China is the fundamental law for China's education work and the administration of education according to law. The promulgation of the «education law» is the relationship between the Chinese education reform and development and socialist modernization construction of a big deal, to carry out the strategic position of the prior development of education, promote the reform and development of

education, building socialist modernization with Chinese characteristics education system, safeguard the legitimate rights and interests of education relation between the main body, accelerate the education legal system construction, provides the basic legal protection. On December 27, 2015, it was amended for the second time in accordance with the Decision of the 18th Session of the Standing Committee of the 12th National People's Congress on Amending the Education Law of the People's Republic of China) (New Law column, 2016).

Ukrainian President Leonid Kuchma in education reform, in the first stage in China under the policies of President Leonid Kravchuk, its core is separated from the former Soviet union unified administration pedagogy inertial thinking, young nationalism indoctrination banner, Ukraine pedagogy subject status and independent consciousness, after the independence of Ukraine textbooks, pedagogy and educational history book printing, Let more people know about Ukraine's new achievements. All Ukrainian educators of the former Soviet Union were reintroduced under the title of Ukrainian national educators, and their anthologies and critical monographs were published, and the Ukrainian Education Law was formulated, which initially created the Ukrainian national education system within 4 years after the independence of Ukraine (Han, 2015). From the dialectical point of view of history, the traditional Chinese sports management system «the lack of systematic management» and «system management» absence of sex has its produce and the problem of the inevitability and the rationality of the existence, caused the mass sports, especially the problem of rural sports development limited, of course, the problem isn't just for a simple sports management system problem, Nor can it be completely solved in a short period of time. In the final analysis, sports management system cannot be carried out independently from the reform of the whole social political and economic system, let alone run counter to the reform.

At present, the direction of sports management system reform is not in rural areas but in urban areas. At the same time, we strive to transform the government from «all-purpose» to «service-oriented», attach importance to the organizational development of government, folk and market management and services, and promote

the formation of an organic institutional structure (Sun & Yuan, 2010).

Table 3.8 - Size and Organization of Sports sector in China and Ukraine

	China	Ukraine
The central government	General Administration of Sport, Chinese Olympic Committee	Ministry of Family, Youth and Sports
The local government	Provincial and municipal Sports bureaus 10 departments (1 director general, 4 deputy directors general, 36 leading positions at department bureau level)	27 states have sports departments, as well as municipal sports departments At the end of 2010, the number of officers was reduced from 10 to 2 and 3
Establishment of the Ministry of Sports	The general office of Policy and Regulation Division Mass Sports Department Department of Competitive Sports Youth Sports Division The personnel department External Liaison Division Science and education department Press and publicity department Party Committee of directly affiliated organs	Department of Competitive Sports Mass Sports Department Youth Sports Division

Source: General Administration of Sport of China, Ministry of Youth and Sports of Ukraine

The Ministry of Family, Youth and Sport of Ukraine has been established at the central government level as a functional ministry for sports. Local provinces (prefectures) and cities also set up sports administrative departments. Sports on behalf of the state sports laws, regulations and policies of the development of the system, making the sports department management at all levels of government step by step, to be responsible for the budget and management work for the development of undertakings of physical culture and sports, also by the sports stadium construction department is responsible for, is also responsible for the movement of the national investment base construction and the cultivation of the national team athletes work. The administrative departments of sports attach great importance to the development

of mass sports work, and highlight the connection between mass sports and association management, community management, social tourism and so on in the internal organization setting. In terms of the development of youth sports, governments of various countries have been increasing their input, focusing on closer integration with school sports and the promotion of Olympic culture. The Olympic Committee is in partnership with the government sports department. Its main responsibility is to promote the Olympic movement, select and train Olympians, and provide data analysis, information consultation and decision-making reference for government sports departments. Government sports administrative departments participate in the management and supervision of other social sports organizations through project management, certification management and other forms, so as to realize the division of responsibilities of «small government, big society».

Comparative analysis of sports management system

The main contents of China's sports system reform: transformation and upgrading, the sports industry ushered in explosive growth; Jointly build and share mass sports onto the fast track of development; Neither break nor stand, the full reform of institutional reform; Change the train of thought and explore the pluralistic function of competitive sports.

Ukraine implements an educational management system that combines state administration with social autonomy. The Ministry of Education and Science and Technology is the state department in charge of education, participating in the formulation of national laws and regulations on education, science and vocational training for cadres, formulating the outline of education development, national education standards and specific policies for education, and coordinating the educational work in Ukraine. Local education is managed by local power executive organs and local self-government organs, and special educational administrative organs have been established. Preschool education, basic education, outside education institutions and secondary normal schools are all subordinate to the above institutions. The educational system consists mainly of pre-school education, general secondary education, vocational and technical education and higher education. In

addition, it also includes external education, continuing education and self-study education. Ukrainian citizens have the right to free education in public educational institutions, regardless of gender, race, nationality, social and economic status, type and nature of activities, world view, party affiliation, attitude towards religion, religious belief, state of health, place of residence, etc. Ukraine has reformed the talent training structure, changed the contract system in the arrangement of graduates, adjusted the professional arrangement, adjusted and merged colleges, established the teaching complex, adopted modern information technology and education quality standards in education, and established a complete humanistic education system, etc. (Bai, 2013).

China is a «state-collective-individual» model. Modern sports in Western society has formed a three-way system structure of «market, government and folk», while China has formed a unified and highly centralized government administrative system structure (Qi, 2014). The current sports enterprise faces the diversification of the people's growing sports demand and the contradiction between the relatively weak public sports service products, sports management system and social development, the contradiction of the environment and the request does not adapt to the internal development of undertakings of physical culture and sports balance the contradiction, sports enterprise resource allocation were not adapted to market economy development request contradiction (Qiao & Xiao, 2016). At present, the focus of China's sports management system reform is to reform the vertical division of labor organization structure with single nature and overlapping functions, and to establish a horizontal division of labor organization structure with multiple nature and equal status (Song & Gong, 2008). With the continuous development of China's economy, the management mode of sports management system in colleges and universities is also changing. To study the management mode of physical education in colleges and universities in the new era, further find out the relationship between physical education teaching and physical education management system. It is concluded that the most direct way to optimize the management mode of college sports management system is to improve the management of physical education (Qi, 2017). Teaching

mode of such problems as incomplete management system, the need to strengthen the university sports club teaching model required equipment and venues, sports curriculum project, to strengthen the physical education and narrow the gap in different regional teaching resources and sports as well as build university sports club teaching mode with Chinese characteristics and other methods to solve (Zhang & Tang, 2018).

Europe has always been a strong sport continent, especially represented by Russia, Germany, England and France, which play an important role in world sports. Taking Ukraine as an example, this paper analyzes the current situation, department composition and management system of physical education institutions in Ukraine, shares advanced management ideas, arouses thoughts on higher education of physical education in China, and discusses the road of higher education of physical education in China (Wang, 2011). China has made great efforts to explore and reform the sports system of higher education, but has not found a more suitable and powerful method and way. We should strengthen the exchange and study with the sports powers of Europe and America, effectively combine the national conditions, and put them into place, so as to make due contributions to the construction of a harmonious society (Ye & Wang, 1995).

In the face of the global pandemic, at the historic juncture of the two centenary Goals, China is about to embark on a new journey to fully build a modern socialist country with Chinese characteristics. The new round of scientific and technological revolution has created a historical opportunity for realizing the goal of building China into a «sports powerhouse» by 2035, and the concept of leading the country's sports development through innovation has put forward new requirements for the cultivation of innovative sports talents in China. Our country sports development should be based on a new era, to grasp the new opportunities, based on new technology and its application field, strengthen scientific and technological innovation drive, the sports consumption as a new pattern of sports development in China in the endogenous variable, speed up the modernization and the governance structure of sports management system in our country is open and interconnected, leading our country

competitive sports better, faster, higher, stronger, To break through the bottleneck of the development of Chinese higher education institutions with new science and technology, comprehensively deepen the integration of sports education, promote the all-round development of Chinese youth students, fully realize the unique functions of sports on the cultivation of innovative talents, cultivate the innovative consciousness and ability of Chinese young people, and help the growth of innovative talents. To seize the opportunity of a new round of scientific and technological revolution and boost the development of our sports cause to lay a solid talent base (Zhong & Li, 2021).

3.4 Development strategies of physical education management in Chinese colleges and universities

To innovate the management thinking of physical education in colleges and universities, optimize the allocation of physical education management resources, and investigate the category of «organizational resources» from the perspective of school management, actually refers to teachers and teaching facilities and equipment. Among them, teachers are in a key position. Therefore, IN the exploration and innovation of physical education in colleges and universities, we should explore the feasible strategies to realize the optimal allocation of resources, and lay a solid foundation for the realization of multiple functions. As for the teachers of physical education, the innovation of curriculum teaching needs their participation and promotion, and the effectiveness of curriculum teaching innovation needs to be tested by them in practice. Through the innovation of management thinking, combined with the realization of multiple functions of physical education needs, the existing teacher resources are reasonably allocated. Besides being responsible for the teaching of physical education, we should organize special teachers and carry out theoretical research work, including compiling and researching the school-based curriculum of physical education and formulating the assessment indicators of physical education. Only by realizing the integration of «teaching» and «research», can the multiple

functions of physical education be brought into play under the background of promoting the continuous improvement of teaching level. To promote the orderly development of physical education management, the realization of multiple functions in physical education, on the one hand, cannot do without the efforts of the majority of physical education teachers, on the other hand, education managers need to do a good job in organizing and planning at the macro level. Therefore, education managers need to supplement and improve the existing education management plan from the perspective of «physical education» on the premise of conducting in-depth research, so as to guide the better development of physical education. For example, in view of the previous single physical education teaching mode, the new education management plan highlights the function of physical education in «cultivating students' lifelong sports consciousness». According to this management plan, physical education teachers can innovate the teaching mode and carry out various sports activities in the future, so that college students can have fun in sports and develop the habit of independent sports. On the basis of accomplishing the goal of physical education with high efficiency, we should promote the orderly development of physical education management. Realize the overall consideration of teaching and education. For education management, education of sports to the pursuit of the realization of multiple functions, real let college students in physical quality, will quality, moral character fully in aspects of ascension, must implement principle of «teaching» and «education», the educational work into daily physical education, to achieve the effect of osmosis. Therefore, it is necessary for physical education administrators to set a general goal and several sub-goals of physical education, so as to provide a directional guidance for the development of physical education. The target positioning can be summarized as follows:

1. Cross-departmental linkage. Under the personal care of the management of colleges and universities, the inter-departmental linkage mechanism with the physical education department as the core should be established. Through the linkage of Youth League committee and student affairs department to better promote the construction of campus behavior culture, and finally cultivate students with positive ideological

quality.

2. Coordination of physical activities. The coordination of sports activities mainly involves the supply of sports equipment, as well as the staffing and training of referees. Among them, the latter is mainly responsible for the training of department and class members, so as to promote them to fully carry out sports activities under informal procedures (Sang, 2020).

It is necessary to construct a health management service system for college students. Based on the analysis of the current situation of the body shape, function and quality of college students, the necessity of constructing a health management service system for college students is studied, such as the service functions of physical education department, mental health center, university hospital and nutrition department. We should also analyze the health intervention experiment in college students' health management service system, and carry out health intervention through health consciousness education, health book education, health knowledge short article education and health lecture education. It is also necessary to implement sports intervention by learning sports skills and mastering exercise methods, so as to construct a trinity health management service system for college students of society, school and family. Improve the new mechanism for students' health information sharing, give full play to the advantages of colleges and universities to establish a new mechanism for the integration of physical education and medicine in colleges and universities, add health education general courses, develop online health intervention system, and use scientific and technological means to innovate the service system. Adopt the physical education management mode of flexible management. The application of this management mode should focus on internal over external, positive over negative, example over speech and individual over group, and construct a student-oriented teaching mode to improve the social adaptability of college students. Construct sports information management mode. Through the management of physical education courses, sports information materials, sports network resources, students' information results, sports scientific research activities and sports teachers, the implementation of effective management measures. The

sports information management mode is helpful to improve the students' learning enthusiasm, promote the interaction between teachers and students, and improve the teaching ability of physical education teachers and students' athletic ability. It is necessary to change the traditional view of physical education curriculum and subject, develop the network teaching of college physical education and implement the strict management mode of network physical education. In addition, the implementation of the «credit system» teaching management mode can deepen the reform of physical education in colleges and universities, mobilize the enthusiasm of college students to participate in physical exercise, cultivate their lifelong sports habits, and build a physical education system matching the credit system management mode (Rong, 2021).

To optimize the equipment and training of sports venues in colleges and universities, it is necessary to set up an organization and management organization with efficient operation to manage sports venues in colleges and universities. In the management organization, the status of each member must be equal, and their responsibilities should be relatively clear. Universities, government and communities should form a certain joint force in the actual process of sports site optimization, so that each other's advantages can complement each other in the optimization of sports site, which can make a good foundation for the sustainability of the resource supply of college sports site. College sports venues need to maintenance regularly, when there is a problem of timely processing, which can ensure the integrity of the university sports venues and also can prevent because of space problem makes the students' sports training and some safe hidden trouble, so colleges and universities in the process of sports related optimization, The maintenance of the site should be placed at a higher level. It is very important to optimize the management of college sports equipment. First of all, it is necessary to improve the management system of sports equipment in colleges and universities, so that the daily use, maintenance and management of sports equipment in colleges and universities can have rules to follow. Under the situation of problems, the relevant responsibilities can be implemented to the individual level, which fully improves the effectiveness of sports

equipment management in colleges and universities. In addition, under necessary circumstances, also need to hire a professional sports equipment management in colleges and universities, because part of the equipment of colleges and universities sports equipment construction and use are relatively complex, if there is a problem not timely maintenance and repair work would be limited to training activities conducted, in this perspective, The existence of professional management staff of sports equipment in colleges and universities is quite necessary, and it also avoids serious economic losses in high value sports equipment in colleges and universities (Zhang, 2020).

To promote the development of colleges and universities sports education career, to strengthen the sports resource utilization,, fine management should be carried out on sports resources, one of the informatization reform is a means of fine management, through the informationization reform to strengthen sports resources information, upload all sports resources information summary to network platform, to enhance operation efficiency of colleges and universities, With the help of information technology system to promote the rational use of sports resources (Yuan, 2022).

Measures and Approaches for the Development of sports venue Equipment Schools should open wide doors and vigorously develop school venue equipment. First of all, the construction of stadiums and the purchase of equipment should be increased with the investment of the superior departments in education, so as to solve the shortage of equipment. Second, fully mobilize the enthusiasm of students, homemade sports equipment. Third, we should strive for sponsorship by holding events, vigorously promote school-enterprise cooperation, and introduce funds. Fourth, the use of waste equipment, the development of new textbooks. Enhance the utilization of equipment (Liu, 2012). The development of equipment resources of sports venues in colleges and universities is an indispensable part of higher education. Whether the development of resources is completely and directly related to students' physical learning and exercise, is related to the quality of college physical education. Therefore, colleges and universities should strengthen the development of sports

equipment resources, and finally effectively improve the physical quality of students.

Colleges and universities should expand the channels for raising educational funds. The government should appropriately increase the capital investment in physical education in colleges and universities, improve teachers' welfare, help colleges and universities to buy physical education equipment, and build a physical education environment. In addition, the government should guide all sectors of society to donate for the progress of physical education management services and bear certain education costs. Colleges and universities should also strengthen the relationship with the society, cooperate with various sports enterprises, accept the help provided by enterprises in the construction of physical education, and provide high-quality sports talents or professional and technical guidance for enterprises. In addition, colleges and universities can also use their own resource advantages to increase the channels of capital income, such as providing venues for sports events and charging rents from the event organizers (Zheng, 2021).

Under the strong impact of the tide of economic globalization, the reform of sports has become an important part of social reform in various countries. Sports competition began to the government in the field of sports management mode and management efficiency of deeper extension, how to properly and fully and effectively play the government sports management function, will the world of sports resources in the most favorable configuration, in order to better improve the efficiency of sports resources, consolidate and improve the country's international status in the field of sports, This will directly affect the development of all aspects of the country's sports field.

The main function of social organizations is to act as an intermediary bridge between the government and the grassroots people, provide an important organizational way for orderly expansion of sports participation, and make up for the failure of the government and the market (Wen et al., 2012).

Chinese government sports management function has more obvious defects, the scope and degree of market failure are more than developed countries. The government-led management model gradually exposes various disadvantages:

- the dislocation of government functions, the unlimited and regulatory nature of management;
- the supply subject and interest subject are single, which hinders the socialization of sports;
- disconnection between government supply and people's demand; The government monopolizes sports resources and manages sports affairs by administrative means;
- political functions are overemphasized, and other functions are diluted or even abandoned (Dai, 2010).

The basic conditions of China and the development basis of sports industry determine that the market-oriented development process of sports industry in China must be led by the government at the present stage. Government-led means can not only promote the development of sports industry in different stages and different industries according to the characteristics of unbalanced development, but also promote the maximization of market benefits and the formation of market scale.

Famous American political scientist, public management guru b. guy Peters in his book «the future of the government management mode, through in the developed countries, developing countries and less developed countries traditional government management mode on the basis of deep study, put forward the market type government, participatory government, flexibilization of government reconciliation system type government, four kinds of government reform governance mode. he believes that the market government emphasizes the government management of the market, the participatory government advocates more participation in government management, the flexible government attaches importance to the flexibility of government management, and the solution government requires the reduction of internal government rules. It is a powerful measure for the government to release the factors of market development and promote the rapid development of the market process through the reform of its management function to adopt the deregulatory government management mode, reduce the internal rules affecting the marketization

process, and establish the market-oriented sports intermediary operation mechanism with the market as the main body (Chen, 2006).

The government should play a leading role in the collaborative management between colleges and communities. Attach importance to public opinion orientation and information acquisition, and increase publicity and promotion efforts; With co-construction and co-management as the core, realize the sharing of sports facilities; Give full play to the advantages of university talent resources, construct the sports talent sharing system; Confirm responsibilities and strengthen prevention to ensure the safety of resource sharing; Efforts to explore and actively practice, formulate a diversified fund guarantee system. College sports and community sports resources sharing effectively, both to solve the current community sports resources, and alleviate the current community sport capital insufficiency, the lack of effective guidance, conducive to the further development of college PE teaching, to strengthen university sports scientific research ability, promoting the reform and innovation and development of colleges and universities sports teaching, Thus, the optimization of social resource allocation can be realized (Jiang, 2019).

The township government is our country government the most grassroots government organization. The major policies and policies of the state and the major work of governments at all levels must be carried out through and by the township governments. The vast majority of villages and towns have no sports work plan and development plan, no management and implementation of the sports tasks issued by the superior, not to say, no management bodies to supervise and inspect, township government organizations to carry out sports activities are generally less, contingency, irregularity. The government in the innovation of the rural sports management work, need to be further give full play to the leading role of the local government and participate in market competition's enthusiasm, speed up the rural sports public service of development of the market by upper and lower linkage to promote the reform of sports administrative service management, increasing rural sports public service funding, Improve the enthusiasm of farmers to participate in sports (Wang & Liu, 2006). China has a vast territory, and the regional economic gap

leads to uneven investment in rural sports public service funds by local governments. Comparatively speaking, the investment degree in the eastern coastal areas is much higher than that in the central and western areas. On the one hand, the township government can increase the investment of funds and broaden the financing channels; On the other hand, we can combine with the reality, strengthen sports management, develop new working methods, promote the development of rural sports, and build a service-oriented government.

From the above data, it can be concluded that the expenditure scale of Chinese sports enterprise funds increases year by year, but the relative scale decreases year by year.

Table 3.9 - Summary of Total Financial Expenditures and Sports Expenditures for 2011-2018

Year	2011	2012	2013	2014	2015	2016	2017	2018
Total financial expenditure / 100 million yuan	109247,7	125952,9	140212,1	151785,5	175877,8	187755,2	203085,5	220904,1
Expenditure on sports / 100 million yuan	365,2	388,4	315,8	333,8	354,9	247,9	270,9	281,1

Source: China National Bureau of Statistics and Statistical Yearbook of Sports

On the structure, mismatch of local financial powers and responsibilities, the local government revenue less spending more, gross domestic product (GDP), the education level and efficiency of fiscal decentralization financial input to Chinese public sports service were positively correlated, population density, sports expenditure scale of China's public sports service influence negatively correlated with financial investment efficiency. At present, China's per capita sports ground area is less than 1,5 square meters, compared with Japan per capita sports ground area 19 square meters, the gap is remarkable; there are only 1,28 social sports instructors per thousand people in China, with a low level of guidance and popularization rate (Qiu, 2019).

As the COVID-19 epidemic has entered the period of normalized prevention and control, the establishment of optimization and normalization mechanism of college physical education management will be the trend of reform of college physical education management in China in the future. The optimization countermeasures of college physical education management under the normalization of the epidemic are aimed at innovating college physical education management model and improving the physical health level of college students. As an important way to enhance the physical quality of college students and improve the health level of the whole people, physical education in colleges and universities highlights its basic position in higher education teaching. However, due to the practical and interactive characteristics of physical education teaching, the traditional management of physical education in colleges and universities has also encountered realistic difficulties and challenges, mainly including the following aspects: epidemic prevention and control management status. The coronavirus continues to spread around the world. With a dense population, a wide range of sources and high mobility, the prevention and control of the epidemic is a daunting task. The people involved in colleges and universities are characterized by diverse sources and frequent collective activities. Most of the teachers and students in colleges and universities come from all over the country and even the world. Both the infected and asymptomatic infected people in the incubation period are infectious, and the spread of the novel coronavirus has a certain degree of concealability. Once the protective measures fail, they are vulnerable to the novel coronavirus infection, which increases the difficulty of epidemic prevention and control. In addition, most of the public places such as classrooms, dormitories, dining halls, libraries and offices in university campuses have limited space and relatively high personnel density, so it is difficult to avoid agglomeration. These agglomeration activities inevitably increase the complexity of epidemic prevention and control (Jiang, 2020). Current situation of sports site management. Sports teaching activities carry out most of the time on outdoor venue, the lack of school sports venues and students daily sports activities carried out on site demand contradiction more prominent, especially some large

colleges and universities, limited space, the indoor venues, under the normal form of epidemic prevention and control to carry out sports activities, the demand of the sports venues proposes a bigger challenge (Chen & Xu, 2020). Present situation of physical education teaching management. Physical education is a process of imparting sports skills and cultivating good sports habits. The immediate feedback and atmosphere creation in the process are greatly restricted, and the monitoring of the process and effect becomes more difficult. The evaluation of teaching effect is more difficult. During the epidemic, the examination and evaluation of physical education in colleges and universities was greatly affected, and it was difficult to comprehensively and accurately evaluate the teaching effect with single and independent video feedback and written feedback (Tian, 2020). Limited by the influence of sports venues, exercise environment and sports equipment, students lack enough physical exercise, and the amount of activities of college students is not sufficient. According to the data of the physical health test of college students in 2020, the weight of college students increased, the endurance quality decreased significantly, and other physical qualities declined to a certain extent. Students' physical reserves and recovery are uneven. Current situation of «Online» and «offline» teaching of Physical education course. During the first semester, according to the needs of epidemic prevention and control and the risks of cross-infection prevention and control, most colleges and universities carry out «online» physical education with the help of the network platform, and the form of physical education curriculum is relatively simple. The teaching methods of physical education teachers are mainly traditional teaching methods and demonstration methods, and students have low enthusiasm in class. During the period of «online» teaching, teachers cannot control college students in real time. After the semester begins, due to the poor connection between «online» and «offline» physical education, the effect of «online» physical education is not good, which is the disadvantage caused by the intuitionistic feeling of non-face-to-face teaching (Yang & Li, 2021).

The optimizing path of physical education management in Chinese colleges and universities

Strengthening epidemic prevention and control. On the one hand, anyone entering a university campus should strictly implement the identity check, registration and temperature check. On the other hand, it is advocated that students do not go out of school unless it is necessary, but those who really need it can apply to go out of school. Schools should simplify the application approval procedures for students to go out of school by means of information technology, and guide students to take good personal protection. Adhere to the long-term health screening of school personnel. Establish and improve the epidemic prevention and control organization system. Strengthen the routine cleaning and disinfection of public places. We should not relax our efforts to normalize epidemic prevention and control.

Promote the unification of «online» and «offline» physical education courses. Make full use of information technology means. Taking students as the center, we should actively develop curriculum resources, implement blended teaching, and enrich teaching resources and teaching means. The blended teaching method is applied. According to the teaching design and resource construction, the physical education course implements the blended teaching mode reform of «online» and «offline» combined with theory and practice (Wang, Y. & Wang, H. 2020).

To innovate the teaching idea of physical education with the integration of physical education and medicine. Physical education in colleges and universities should not only continue to cultivate students' consciousness of lifelong physical education, achieve a targeted goal, innovate the teaching idea of physical education, form a new teaching attitude, so that students can gradually learn scientific exercise in daily physical education class and learn to live a healthy life. The 21st century is the century in which human beings pursue health. Under the environment of «integration of physical education and medicine», our concept of physical education and health elements cannot be ignored.

Set up sports evaluation mechanism scientifically. In the era of big data application, it is necessary to further strengthen the establishment of student health data index system, form a long-term mechanism of students' annual health examination, and incorporate students' physical health data into the physical

education evaluation system.

Improve the professional ability of teachers. School sports work and sports teaching activity due to the circumstances, the development of the sports management work in college and universities should also take this opportunity to actively explore new models of sports teaching in the network school-based research, set up school sports resource, actively research new way to the school sports work, realize the change in the way of teaching, and promote sports teachers' professional skills to learn and improve, Realize the professional development of physical education teachers.

The outbreak of normalized background, puts forward the new requirements of China college sports management, the management of college sports and evaluation to follow changes in the form of epidemics and the demand of the college students' physical and mental development, innovation in colleges and universities sports teaching mode, improve sports teachers' professional quality, to be able to in the normalized epidemic of colleges and universities sports education corresponding change, Meet the different sports needs of university students, fully realize the unique function of sports in cultivating innovative talents, cultivate the innovative consciousness and innovative ability of Chinese young people, and boost the development of Chinese sports cause to lay a solid talent foundation.

At present, the management of physical education in colleges and universities urgently needs to start from multiple aspects such as management objectives, management methods and management evaluation system, and finally provide high-quality physical education management framework for colleges and universities. The establishment of diversified physical education management objectives; Explore flexible physical education management methods; Perfect the physical education management evaluation system (Zhong, 2019). Establish the student-oriented guiding ideology; To improve students' satisfaction in study and life from both theoretical and empirical aspects; An appropriate expansion of the student affairs staff; Optimize the organizational structure of the student affairs department (Li, 2013), and form a more scientific, reasonable and effective systematic management method.

Strategies to improve the management level of physical education in colleges and universities in China:

1. Taking competitive sports as the central force. With the introduction and implementation of the «state-run sports system» in competitive sports, our country has achieved remarkable results in the field of competitive sports and has ranked among the sports powers. The development of competitive sports provides a great help for the construction of Chinese sports international visibility and discourse power. Competitive sports is undoubtedly the most and most concerned field in the world for the power of discourse, so it will still be the primary field for China to strive for international sports status in the future. The priority should be to have a considerable position in the field or to have the advantage of reserve talents. Actively bear the cost and responsibility of sports aid and cooperation, unite and unite with China's regional friendly countries, actively strive to enter more decision-making levels of international sports organizations by means of multilateralism coordination, and gradually change the current situation that the number of Chinese sports organizations does not match the national strength and status.

2. Sports goods manufacturing industry is one of the important pillar industries of sports in China. Due to large labor resources and low wage labor costs, China occupies a large share of the world in sports clothing manufacturing, athletic shoes production and other fields, and becomes the largest exporter of sports goods. For countries with more developed sports, such as those in Central and Eastern Europe, we should learn from their developed management concepts of professional sports, cooperate to establish a mechanism for the joint training of talents, explore new ideas, and promote the comprehensive promotion of the commercialization of the sports industry.

3. Give full play to the role of the media, enhance the creativity, appeal and credibility of foreign sports undertakings, tell China's stories well, spread China's voice well, and explain Chinese characteristics well. Improve the construction of sports theory system, with China's own academic level and academic views to stand on the world. Under the background of sports globalization, Chinese sports media

should also actively participate in the globalization process of media industry, learn from foreign advantages, realize multi-level communication and cooperation, not only integrate into the mainstream of world sports development, but also strive to build their own cultural characteristics.

4. Enhance the influence of sports culture.

5. Attach importance to the development of mass sports and school sports. Efforts should be made to improve the development of national mass sports, strengthen the construction of mass sports facilities, coordinate the development of urban and rural residents' sports, attract and promote the nationwide fitness activities to expand the breadth and depth, etc.。

Conclusion of section 3

1. Various problems existing in the management of physical education in colleges and universities can be solved by improving the professional quality of physical education management personnel, professional sports knowledge and skills, and increasing the financial input of educational institutions for physical education in colleges and universities (Huang & Meng, 2018).

2. China's colleges and universities must constantly strengthen the construction of teachers, improve the overall quality of our physical teachers, also increase the investment in physical education, strengthen the construction of sports equipment and facilities, improve and expand the sports field. To cultivate and exercise students' consciousness of lifelong physical education, physical education must explore a more reasonable, scientific and applicable teaching mode according to its own characteristics and current situation, so as to promote the continuous improvement of the quality of physical education in colleges and universities (Chen, 2013).

3. Sports organization theory plays the function of sports management.

4. Give play to institutional advantages: Chinese sports governance is integrated into the global sports governance organization system. The most important governance issue facing the world is to rebuild and stabilize the international

political, economic and cultural environment. In the context of global governance, cultural integration, ecological protection, resource sharing and population health have gradually become the core issues of global public governance.

5. Accelerate streamlining administration and delegating power: play the role of «meta-governance» in China's administrative sports organizations.

6. Innovating social governance: Strengthening the pluralistic capacity building of sports social organizations in China. Its sports service lies in that sports social organizations give full play to their characteristics of network, hierarchy, grassroots and autonomy to carry out sports social activities that are convenient for the public to participate in, reflecting the livelihood role of sports in promoting people's physical and mental health and social integration. On the one hand, national sports social organizations are at a critical stage of deepening reform, and a sports social organization governance model with Chinese characteristics of the socialist system should be established. On the other hand, under the background of innovative social governance and the combined operation of grassroots sports administrative institutions, a network sports social organization serving the public should be constructed.

7. Building the main body of the industry: shaping the professional organization and service system of China's sports industry.

CONCLUSION

This paper puts forward the Chinese a theoretical generalization of the management of university physical education and improve the efficiency of Chinese university physical education management of scientific resolution strategy: China's colleges and universities should be comprehensive, on the basis of colleges and universities sports education management experience at home and abroad, combined with its national conditions, perfect the university sports education management system and improve the management mode.

During the research, the following conclusions were drawn:

1. The national government organizations to improve China's colleges and universities sports education management system, breaking the previous rigid, rigid management mode, let more people to participate in the decision-making of sports, democracy and the rule of law, in promoting the government-led, social organizations to actively participate in management, on the basis of further expanding the social level of independent administrative authority, Further improve and perfect college physical education management mode, management system, so that its management methods and means have been improved. Change ideas to update management theories, and promote multiple innovative approaches such as clarity of management responsibilities, precision of management content, scientific management methods, and wisdom of management strategies. Suggested that the university sports education policy makers and related management personnel can fully inherit the principle of developing theory to guide practice, closely combined with national policies and school practice and enhance the consciousness of the identity, enhance the social sense of responsibility, positive efforts to promote the progress of our country's colleges and universities sports education management, the implementation of the strategy to achieve a variety of management mode, method and, innovation and development.

2. Optimizing the management mode and strategies by trying to build the theoretical analysis framework of the management of physical education in Chinese

colleges and universities in the new era; In the process of physical education management in Chinese colleges and universities, we should adhere to the cooperation of people, finance and materials, and establish the management concept and education policy of "people-oriented and all-round development". To solve the problems of physical education management in colleges and universities by means of information technology. The management of physical education in colleges and universities should strengthen democratic management, scientific management and optimize mechanism. According to the research on the weight of physical education management personnel training index, the comprehensive weight value of moral education ability in the first-level index is 0,409, which ranks the first, the weight value of teachers' moral norms in the second-level index is 0,819, and the comprehensive weight value of role model leading ability in the third-level index is 0,178. Therefore, the training of management personnel of physical education in colleges and universities is based on "applied" practical ability and "sufficient" theoretical knowledge. It is necessary to combine skill practice with moral education in teaching practice to strengthen the training and management of management personnel of physical education in colleges and universities.

3. It explores the organizational structure, operation mechanism, sports industry and their relationship in management theory of college physical education management in the new era. China's physical education management system is in a stagnant stage of development, we must according to the direction of China's physical education reform and development, as soon as possible to establish a full of vitality and vitality of the socialist college physical education management system with Chinese characteristics. From 2015 to 2019, the total output of China's sports industry grew at an annual rate of 14,8%, and the value added growth rate was 19,6 %. Therefore, the comprehensive training of physical education management personnel in colleges and universities should promote the development of the society and the college physical education industry, and ensure the purposeful modernization and diversification of relations in the field of sports based on the management principles

of systematization, optimality, incentive, economy and meeting people's ever-increasing needs and interests.

4. To improve and perfect the management of physical education in Chinese colleges and universities with the method and theory of systematics. College sports industry is an emerging industry that needs to be considered in the management of college physical education in China. At present, the sports industry in China accounts for more than 1% of GDP, but with a large population, there is a significant gap with the average level of developed countries, where the sports industry accounts for 1%-3% of GDP. Only the advanced management mode of college physical education can promote the development of college physical education. On the one hand, we should fully absorb the advantages of the current management mode of college physical education, and constantly improve, summarize and improve; On the other hand, we should abandon the old management mode boldly in a certain stage, draw on the advanced management experience at home and abroad, absorb its reasonable, effective and advanced measures, and build a new sports management mode system suitable for China's national conditions, so as to promote the development of China's sports cause.

5. Since the outbreak of COVID-19, economic globalization has seriously affected the process of social reform in countries around the world, and the most prominent one is the reform of physical education. The influence of physical education on the development of a healthy society has been confirmed. Practice has proved that physical education, as a social system and a specific professional activity, will undergo profound changes in quantity, structure and quality. Only by giving full play to the management function of physical education in colleges and universities correctly, fully and effectively, and using sports resources in the most favorable allocation, can we better improve the use efficiency of sports resources, strengthen and improve the international status of the country in the field of sports, which will directly affect the development of the country in the field of sports.

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APPENDIX A

Table 1 - Contents and indicators of sports management modernization

content	measurable indicator
Management knowledge and theory	The degree to which managers have knowledge and theory of modern management
	Whether the managers have the consciousness of learning the knowledge and theory of modern management for a long time
management philosophy	Whether the management staff master the advanced management concept
	Implementation of advanced management concepts
management awareness	Can accurately predict future sports management tasks
	Whether to develop medium - and long-term plans around the organization's goals
	Whether to form good interaction with the external environment of the organization
	Whether it can correctly treat the advantages and disadvantages of the organization, whether it has the awareness of crisis management and innovation
	Whether has the bottom line management consciousness

Sources: prepared by the author based on Liang, J.H. et al. (2010)

Table 2 - Contents and measures of modernization of sports governing bodies and teams

content	measurable indicator
The establishment and responsibilities of the governing body	Whether the management organization is set up as required
	Manage functional areas to be streamlined
	The level and extent of management is reasonable
	Whether the functions, powers and responsibilities of the management organization are unified
	To manage whether the organizational structure is compatible with the organization's goals, status, conditions, and size
The composition and quality of the management team	The management structure is reasonable
	Political quality, professional ability and work style is good
	The degree to which managers have management skills
Governing the operation of the organization	The operation of the management organization is coordinated and efficient
	Have management ideas
	Whether there is a sound supervision mechanism
	Whether there is a scientific and sound performance appraisal system

Sources: prepared by the author based on Liang, J.H. et al. (2010)

APPENDIX B

Table 1 - Content and measurement index of sports management technology and means modernization

content	measurable indicator
Management rules and regulations	The soundness of the daily management system
	The soundness of the rules of procedure for major management activities
decision-making mechanism	Whether the decision of general problem is procedural
	Whether the decision-making of major issues is scientific and democratic
IT application in management	The hardware and software of management informatization are equipped and the degree of coordination between them
	The development degree of electronic government affairs
	The construction of management information system based on computer

Sources: prepared by the author based on Liang, J.H. et al. (2010)

Table 2 - Contents and measurement indexes of sports management effectiveness modernization

content	measurable indicator
The realization degree of sports management function	Implementation of planning, command, control, coordination, supervision, feedback
	Self-assessment, self-learning and the degree to which the innovation function is realized
	The ability of sports authorities to provide public goods and services to their areas
The realization degree of sports management performance	Whether there is a feasible system of management objectives
	Is there a scientific and timely decision for the management objectives
	Whether to achieve good work discipline and sound management system under the effective use of resources
	Whether the management has high self-realization and high sense of achievement
	Whether there is internal competition based on performance evaluation, etc
	Public satisfaction with the sports administration

Sources: prepared by the author based on Liang, J.H. et al. (2010)

APPENDIX C

Table 1 - Performance evaluation indexes of college physical education administration management

Performance measurement level	Performance measure
financial level	Effective use of funds
	How much money they get each year
	Limitation of appropriations
	Budget control
	The distribution of funds is fair
Learning and growth	The workload of the staff
	The views of the staff and the extent to which they are received
	Staff awards and promotions
	The degree of cooperation between individuals and organizations
	In-service education for staff
Internal programming layer	Detailed service flow
	The degree of coordination among units in the academic affairs office
	The overall image of the academic affairs office
	Speed of approval of applications
	External coordination of the academic affairs office
Student dimension	Service attitude towards students
	Respond to student services in a timely manner
	Student satisfaction
	Whether the quality of serving students can reach a certain level
	There is no difference in whether students are served fairly or not

Sources: prepared by the author based on Wei, W. et al. (2008)

APPENDIX D

Table 1 - Evaluation index system of management of sports venues in colleges and universities

Assessment level	measurable indicator
The customer level	customer satisfaction
	quality of service
	Sports atmosphere
Internal business level	organization mechanism
	HRM(human resource management)
	environmental quality
	informationization degree
financial level	cost control
	make profit
	investment management
Learning and innovation	employee training
	market competitiveness
	Research carried out

Sources: prepared by the author based on Hui, Y. et al. (2007)

APPENDIX E

Довідка

про впровадження результатів дисертаційного дослідження на здобуття наукового ступеня доктора філософії за спеціальністю 073 – менеджмент здобувала кафедри публічного управління та адміністрування Сумського національного аграрного університету Лі Цзунсі на тему: «Управління фізичною освітою в коледжах та університетах»

Керівництво ВСП "Сумський фаховий коледж СНАУ" підтверджує впровадження у навчальний процес результатів дисертаційної роботи на здобуття наукового ступеня доктора філософії за темою «Управління фізичною освітою в коледжах та університетах» зі спеціальності 073 – менеджмент. Розробки та рекомендації запропоновані автором впроваджено в навчальний процес при викладанні таких дисциплін як «Менеджмент» для студентів спеціальності «Облік і оподаткування», «Підприємництво, торгівля та біржова діяльність», «Фінанси, банківська справа та страхування».

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