

The job market and educational challenges of sporting co-operative program for sporting profession in German Sport University

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Abstract

The commercialisation of sports in recent years has led to an increased importance of sport management. As a result sport management has become a distinct profession and therefore the development of an adequate educational programme is of great importance. In order to develop these educational programmes, implications for an adequate curriculum design are derived from the results of sport management competency studies in Germany. This research is based on the concept of investigations, which were carried out in the United States in the 1980s and referred to as competency-based education (CBE). Furthermore, a theoretical overview is granted about how managerial work research can be structured and differentiated. However, the knowledge and experience of current managers seemed to be very important as well. Thus, the majority of the data was obtained through questioning persons and their assessment of the relevance of various activities and competencies needed in management. These persons were managers from each of the three sectors: the for profit, the non profit, and the public sector. Apart from particular differences between the sectors, there were also common structures of the competencies needed as leading, motivating, and controlling employees were of great importance for all of them. However, it is stated that in addition to the classical functions of management, communication plays an important role as well. A general training with special modules was suggested to be appropriate in order to provide an adequate educational programme. Nevertheless, a cluster analysis was conducted identifying three characteristics: the all-rounder, the administrator, and the delegator. Finally, it has to be emphasised that, when learning from managers, it has to be taken into consideration that these are subjective perceptions and interpretations.