

8 - SPORTS MANAGER PROFILE - ANALYSIS FOCUSED IN BELO HORIZONTE'S METROPOLITAN AREA.

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INTRODUCTION

The management is reflected in fashion as an area of excellence in all areas, is characterized by interdisciplinarity and intersectionality. Brand decisively established work by networks, whether public or private. Management is a crucial tool for the development of sport, however this must be in harmony with society, economics and technology which is at the service.

The theme of management, especially the social sport is a major societal issues of today. Good management is a very coveted. With significant marks of competitiveness among nations. This appeal is determined by the scarcity of preparation and training for strategic performance.

The models of organization and management are a central concern to cover the costs of the program and the impact on recipients.

The management is a critical tool for the development of the sport, leading to today as an area of excellence in all areas, so should be in line with society, economics and technology which it operates.

It is still marked by an environment of complexity, uncertainty, transformers paradigms in this context the manager has to face every day in all relevant organizations, public and private sector of any opportunities, challenges, victories and defeats.

Manage means to coordinate and establish parameters facilitators in daily actions of human resources involved, solve problems, implement policies and execute planned actions. In addition to the operation, the manager takes a strategic management and seeks to provide conditions for the realization of a process in which cultural diversity, globalization and the involvement of various actors directly influence the establishment of changes to be promoted.

Management is also achieving the targets, be enterprising, to seek strategic mechanisms of visibility and above all to transcend the challenges, barriers and prohibitions.

According to Carneiro (2004), "to shape policies, managers mediate between the intentions declared in the project design and products, outcomes and impacts expected from the intervention."

As the system CONFEF / CREF, which regulates the professional practice of Physical Education, incumbent managers to diagnose, identify, plan, organize, supervise, coordinate, implement, manage, advise, encourage, plan, administer, develop, prescribe, provide consultancy, advise, evaluate and implement methods and evaluation techniques in the organization, administration and / or management of institutions, bodies, agencies and corporations whose main activities are physical activities and / or sports.

One of the mechanisms of management, based on current paradigms is called Participative Management, in which the involvement and participation of people directly involved in decisions related to your professional field is essential to generate greater commitment and shared responsibility to achieve better results and greater job satisfaction.

Provides health care professionals and the community the opportunity to learn to participate, allow them to exercise the right to contribute to social change that need to be implemented.

Believing that participation is the best way to motivate, involve and engage people with the desired results and to bring the community organization. It also means believing in the operative capacity and creative team work and it takes persistence and a willingness to build on day-to-day process of collective learning in which everyone learns to talk, think, challenge, argue, compromise, and propose act within ethical principles such as respect for differences, tolerance, solidarity and cooperation.

In this sense, this study aimed to know the profile of the sport manager in the metropolitan area of Belo Horizonte, identifying their skills, their relationship with the profession and the field of higher performance of physical education professionals who have opted for sports management.

MATERIALS AND METHODS

Methods

Questionnaires were sent by mail to Sports Managers of the three sectors (1st sector - Government, 2nd sector - Capital and Private 3rd sector - nonprofits), plus a cover letter. The questionnaires were analyzed using nonparametric statistical principles (CASTELAN and SIEGEL, 2006).

Sample

123 questionnaires were sent, of which 73 forms were answered and returned, 60 of these were considered valid. The 13 questionnaires were discarded by incomplete information or failed of containing any response, which would undermine the reliability of the results.

Ethical Care

Research and Informed Consent were submitted for approval by the Ethics Committee and the Federal University of Minas Gerais upon the advice number SISNEP CAAE - 0376.0.203.000-08.

All participants signed an informed consent (IC).

Data Collection

Data were collected through a questionnaire adapted from SARMENTO (2006) and were analyzed using nonparametric statistical principles (SIEGEL and CASTELAN, 2006), by percentage and average responses and grouped into tables based on the proposed questions.

RESULTS AND DISCUSSION

The results showed that the 60 managers who responded to the survey 76.6% were male and age average of 37.8 years, while 23.4% of managers who responded to it were female with an age average of 32.8 years.

In terms of age, It can be said that 50% of managers are females aged 20 to 29 years and that 41.3% of managers are

male aged 30 to 39 years.

There wasn't, in the sample, managers, athletic female aged 50 years or more.

By the sector operation in Sports Managers, 44.40% said that work in the private sector, and 82.14% of males.

However, the fact that the professionals participating in this study operate mostly in private – faced by males, working in private institutions (47%) and aged 30-39 years, followed by municipal institutions (24, 5%), but aged 40-49 years.

The managers were female sports agents primarily in municipal institutions with 42.9% of responses and most of them were aged 30 to 39 years, followed by 35.7% working in the private sector, aged between 20 - 29 years exclusively.

The relation between age and institution which managers operate is that 72.3% of managers develop their sporting activities at institutions of private initiative and they are aged between 20-29 years.

By the work system, 56.7% of the population develops their activities fully, and 37.2% of these work in private and in the same proportion (37.2%) in municipal initiative.

The working time in sports management was gotten in years, found an average of 8 years. When analyzed by sex, for males the figure is an average of 8.8 years of work and for females the average drops to 5.6 years.

Regarding academic issues, 78.3% of survey participants were graduated in physical education, with 66% of those with both titles Teaching and Bachelor's Degree.

Of the graduated, 67.3% had the title in public institutions, while 32.7% of managers who responded had the title in private institutions. Graduated of public institutions, 35.1% work in private institutions and 32.4% in municipal institutions.

Related to the 32.7% of graduated in private institutions 66.7% work in private companies, while 22.2% of those work in municipal initiative.

In 60 questionnaires obtained, 54 sport managers, 90% of the sample stated that respond directly to a work team. When it was done an analysis by gender and age, we got that 100% of male sports managers who report directly to a work team were in the age groups 20-29 and 50-59. The women, 100% of sports managers aged 30-39 and 40-49 respond directly to a work team.

From the data obtained, it is important to note that in the age groups 50-59 and 60 or more sports managers we did not identify any female, thus the age group that has a higher percentage, 94.1% of sports managers responding directly by a work team in both sexes is 20 - 29.

In relation to the work area of sports managers, 15.3% were inserted in the management of social projects, these 76.2% were males and 23.8% were females.

As a greatest area of activity between the sexes, it was found that 14.4% of males working in the area of social project management and in equal proportion in the private management. For females 19.2% work in management of social projects and in equal proportion in the management of sports institutions.

There are, in the sample, female managers in the areas of Sports Tourism and others.

CONCLUSION

The current concern of physical education is to empower and provide ample opportunities for the professional to act on all areas that involve physical activity and sport. The management, in particular, public management and social development is a new area of professional performance. Once, this area was occupied exclusively by professional management. From the regulation of the profession in 2001 / 09 / 1998 through 9696 law opened up this field of work and has increased the interest of these professionals.

In this context, as the researchers found, the fields, such as business, sports, Leisure and Recreation, Administration and Practice of Sport, Third Sector, Education, Public Administration, Health and Aesthetics among other segments show the magnitude of the possibilities of professional insertion.

Based on survey data, to increase opportunities for professional performance is significant in both the public and private sector in identifying the real need for training of professionals to work in this field.

It was concluded from this study that the three sectors of society are qualified and experienced sports administrators.

The qualification of the manager in most sports is specific to physical education in undergraduate and graduate or undergraduate degree, which can be considered as evidence and a need to include in the curriculum of physical education training courses in management and sports administration.

We reaffirm the need to provide the graduate student in physical education opportunities for working in, direct and practical content of courses to prepare it to enter in this market.

We suggest that further studies in order to identify in undergraduate courses in Physical Education courses in management since the market has absorbed professionals with theoretical and practical knowledge in sports management in three sectors of the society.

It is believed, therefore, that this research will contribute greatly to the training of professionals in its characterization and the establishment of your profile.

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SPORTING PROFILE MANAGER – ANALYSIS FOCUSED ON THE METROPOLITAN REGION OF BELO HORIZONTE**ABSTRACT**

The profile manager is sporty little studied in Brazil. This study aimed to know the profile of the sport manager in the metropolitan area of Belo Horizonte, in order to contribute to improving the training of future professionals. A questionnaire was sent to the three sectors (1 sector - Government, 2nd sector - Capital and Private 3rd sector - nonprofits). It was found that 76.6% of managers were males with average age 37.8 years, 44.40% said that work in the private sector. It is suggested that further studies in institutions of learning of Physical Education to examine the need to include in the curriculum of physical education training courses in management and sports administration.

KEYWORDS: sports management.

DIRECTEUR SPORTIF PROFIL - ANALYSE CONCENTRÉE SUR LA RÉGION MÉTROPOLITAINE DE BELO HORIZONTE**RÉSUMÉ**

Le gestionnaire de profils est sportif peu étudié au Brésil. Cette étude visait à connaître le profil du gestionnaire de sport dans la région métropolitaine de Belo Horizonte, afin de contribuer à l'amélioration de la formation des futurs professionnels. Un questionnaire a été envoyé aux trois secteurs (1 secteur - gouvernement, 2e secteur - Capital Privé et 3ème secteur - sans but lucratif). Il a été constaté que 76,6% des cadres étaient des hommes avec un âge moyen 37,8 ans, 44,40% ont dit que le travail dans le secteur privé. Il est suggéré que de nouvelles études dans les établissements d'enseignement de l'éducation physique afin d'examiner la nécessité d'inclure dans le programme de physique des cours de formation d'éducation à la gestion et l'administration du sport.

MOTS-CLÉS: management du sport.

PERFIL DEL GERENTE DE DEPORTES: ANÁLISIS CENTRA EN LA REGIÓN METROPOLITANA DE BELO HORIZONTE**RESUMEN**

El gestor de perfiles es deportivo poco estudiada en Brasil. Este estudio tuvo como objetivo conocer el perfil del gestor deportivo en el área metropolitana de Belo Horizonte, a fin de contribuir a la mejora de la formación de los futuros profesionales. Se envió un cuestionario a los tres sectores (un sector - Gobierno, 2º sector - Capital y del sector privado tercero - sin fines de lucro). Se encontró que 76,6% de los directivos eran hombres con edad promedio 37,8 años, 44,40% dijo que el trabajo en el sector privado. Se sugiere que los estudios en instituciones de enseñanza de la Educación Física para examinar la necesidad de incluir en el currículo de la educación física cursos de capacitación en gestión y administración deportiva.

PALABRAS CLAVE: gestión del deporte.

PERFIL DO GESTOR ESPORTIVO - ANÁLISE CENTRADA NA REGIÃO METROPOLITANA DE BELO HORIZONTE**RESUMO**

O perfil do gestor esportivo é pouco estudado no Brasil. O presente estudo teve o objetivo de conhecer o perfil do gestor esportivo na região metropolitana de Belo Horizonte, com o intuito de contribuir para o aperfeiçoamento da formação de futuros profissionais. Um questionário foi enviado aos gestores dos três setores da sociedade (1º setor – Governo; 2º setor – Capital Privado e 3º setor – instituições sem fins lucrativos). Verificou-se que 76,6% dos gestores pertencem ao sexo masculino com idade média de 37,8 anos; 44,40% responderam que atuam na iniciativa privada. Sugere-se que novos estudos sejam realizados em instituições de ensino de Educação Física para analisar a necessidade de se incluir no currículo do curso de Educação Física disciplinas de formação na área da gestão e administração esportiva.

PALAVRAS-CHAVE: gestão esportiva.