165 - SEQUENTIAL COURSE OF SPECIFIC FORMATION IN COMMUNITARIAN SPORTIVE MANAGEMENT: A STUDY IN MANAGEMENT OF SOCIAL INITIATIVES

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1. Introduction

Sports are an universal phenomenon, with impact in almost all the sectors of our society, such as economic, social, cultural order and politics. It has in itself, the capacity to give to reply the individual problems and necessities, mainly of it allowing to take off advantages in different domains such as the health, the leisure, physical, psychic well-being, the adventure, the education, auto-esteem and the personal valuation, the friendship, the physical form (Bento, 1991).

The sport conquered in our Country its constitutional space from the promulgated Federal Constitution in 5 of October of 1988, and, consequently with its insertion in the Constitutions of States, as example of the State of Amazonas.

A duty of the State consists to foment the practice of sports and not-deeds of division formal, as a right of each one, particularly for the actions of the Executive Government, any that is its administrative nature.

A Public Administration has the duty to foment the practice of the educational sport, either in its pertaining to school source (especially in this), either also in the university source destining public resources that they aim at to guarantee the right to the practical one of the sport.

The manifestation income sports (professional and not-professional) has for objective to discover and to foment politics and programs made compatible with the discovery and support to the sportive talents, guaranteeing the ways to it necessary to develop with technology its aptitudes and good to represent Amazon in the national scene and Brazil in the international scene.

The manifestation participation sport, that prioritizes the social actor citizen, aims to develop and to keep the social values, to the preservation of the health and the improvement of the quality of life. In the participation sport (free recreation and times) - the hygienical tasks are emphasized, of health and of catarse, it is minimized formality and the typical severity of the institutionalized regulations and confides chance for modification in the form, the space, the technique and the participation (Bento and Meinberg 1990).

Therefore, the present study it is centered in sportive management in the participation sport, where we objectify the conception of a Sequential Course in Communitarian Sportive Management of Specific Formation, distance-based and destined to leaders of Communitarian Sportive Leagues and Associations of Quarters of the city of Manaus, with future possibility of its extension for the other cities of the State of Amazonas.

2. Characterization and legal aspects of the sequential courses.

In accordance with the Secretariat of Superior Education - SESU the sequential, courses constitute a modality of superior education, in which the pupil, after to have concluded average education, can extend its knowledge or its professional qualification. The attainment or the update of qualifications is destined to techniques, professionals or academics. Defined for "field of knowing", the sequential courses do not confuse with the courses and traditional programs of graduation, post-graduation, or extension. They must be understood as an alternative of superior formation, destined to who it does not desire to make or it does not need a course of full graduation.

In accordance with the legislation, fits to the agencies of classroom and professional advice, the regulation of the professions and the qualification for the professional exercise. Thus, the professional attributions of the egresses of sequential courses of areas whose professions are regulated will be defined by the respective regulating agencies of the exercise of the profession.

The sequential courses of specific formation are related to the processes of authorization and recognition on the part of the MEC, and follow specific, definite procedures in the legislation.

The institution that desire to offer them must have recognized course of graduation in the MEC, in the area of the knowledge the one that if ties the sequential course. The load could not be inferior the 1,600 hours, to be integrated in not inferior stated period the 400 period of learning days. They are excused to obey the regular school year, but the effective general norms for the graduation courses are submitted it, such as the verification of frequency and exploitation.

The institutions are excepted of the requirement of previous authorization as the university universities and centers, that enjoy of prerogatives of university autonomy, in the terms of the effective norms. However, these institutions will have to require from MEC, by means of the SAPIEnS, recognition for the sequential courses of specific formation that they offer.

3. Promotional and Collaborating Institutions

The Federal University of Amazonas - UFAM will be the Promotional Institution of the future project and the College of responsible Physical Education for its execution.

For the conception of the project we count on the contribution of Prof. Dr. Roberto Dos Santos Bartholo Jr, Coordinator of the Laboratory of Technology and Social Development and of the Program of Engineering of Production - COPPE/UFRJ.

And, for the full achievement of the project, is essential to count on the contribution of the City department of Education and the State Secretariat of Education, both having a significant part in school net, as well as of a good infrastructure of computer science in the schools and with projection for its expansion in the capital and provincial cities.

4. Excellent aspects of the composition of the project

Nature of the Course

The course is centered in the discipline area of sportive management in the participation sports, where we objectify the conception of a Sequential Course in Communitarian Sportive Management of Specific Formation, distance-based and destined to leaders of Communitarian Sportive Leagues and Associations of Quarters of the city of Manaus with future possibility of its extension for the other cities of the State of Amazon.

Structure of the Team

Due the importance of the pedagogical aspect that must all be part of any project of courses in EAD on-line, is essential to present the team of development and accomplishment of the course being detached characteristic, responsibilities and functions:

General coordination: To integrate the diverse internal and external activities, in the direction to disarticulate and to make possible one institutional politics in EAD and to define operations and taking of decisions to reach the basic objectives of the courses.

It competes all following the process of development of the didactic material of you discipline them.

Secretary: Act of receiving, expedition, organization and maintenance brought up to date of the relative archive to the course, execution of all the necessary works of digitations, to give has supported to all the administrative activities.

Administrative coordination: Responsible for the strategical and operational activities, transforming plain generalities into procedures and methods of work, placing the available resources for the development and functioning of the courses.

Pedagogical coordination: Responsible for following uncurling of the lessons always verifying the performance of the professor and/or tutor; the acceptance of the pupils with relation to the material, content, level of interaction; the functioning of the virtual environment; etc. The team must congregate to redirect and to reevaluate positions, materials, or to carry through any others adjust that they reveal necessary. Responsible for the formation and accompaniment of the tutors.

Graphical coordination: To organize the pedagogical project of the contents selected by the professor to be presented in the course in agreement the necessities of the technologies to be used in the learning, to mediate the work of all the team of specialists. Esthetics/Arts of the content from the potentialities of the digital language their final creation, as well as, of the development of storyboard.

Analyst of Human resources: To plan formations, to convoke the leaders, to divulge the courses, in the distance to spread the culture of education in the institution, to map the demands for formation and to identify the abilities for the inherent tasks to the course.

Manager in Education in the distance: To analyze the impacts of the technologies in the exploitation of the learning, to evaluate the effectiveness of virtual environments of learning, to identify the technological necessities to make possible the training and in the distance to analyze the factors of success in the education.

Professor Author: Responsible for the election of the content to be presented in the course; for the division of this content in lessons, modules and/or topics; for the elaboration of activities; for the definition of types of evaluations and when and as they will happen.

Tutorial Professor: they answer for the activities of accompaniment, actual communication, lessons and too much activities of interaction and mediation of the together educative process to the conteudistas professors.

Copyholder: Its function is to verify all the problems related with the ortográfica revision in the materials produced for the nucleus.

Programmer: It has as main attribution to develop, together with the graphical coordinator, the vestibule of disciplines.

Desenvolvedor: Responsible for design and the visual programming of all material produced by the nucleus, it works in set with the programmer and the graphical coordination.

Support Technician: To supply to the necessary support to the installation of the environment and maintenance of the net structure intranet/Internet. Since those professionals who go to offer to support technician to the archivists of data, to the specialists in different medias. The responsible person for the support technician must be always intent to whom she is happening to guarantee that the course is not wronged for problems as, for example, imperfections in the connection with the InterNet, server it are of air, etc.

Help desk: To assist the pupil in the navigation for the page of disciplines, taking off necessary doubts techniques the access, equipment referring and softwares, at last, in the aspects technician that facilitate navigation enters too much resources technician.

4. Aspects of the production of the course

For the effective production of the course the development of a cronograma of action is important, elaborated jointly with the coordination of the course, institution, professors and team of support and the envolvement of the following stages:

Elaboration of contents: The elaboration of contents must initiate from the previous knowledge of the white public and of the to be used media, as well as, the professor must have accompaniment of the team to multidiscipline.

Choice of the Medias: Choice of the media is mentioned to it to be used (printed matter, on-line, video...), the same one must be made from the analysis of the white public and the objectives defined in the pedagogical project.

Pupil's Guide: He constitutes basic reference for the pupil, supplying essential information to the companhamento of the course, assisting in the diverse stages and procedures, as facilitador element of the independent learning.

Complementary materials: One consists in materials that go to give complementary support to the knowledge acquired with the content developed for the professor and, can be: books, articles, links of InterNet, films, music...

Copyrights: One mentions the copyrights to it for the publication of the contents of them you discipline and courses in the EAD. It is necessary and advisable the accompaniment of the legal department of the Institution.

Revision of the content: All content developed for the professors, must be revised by specialists of the similar area of the course, as well as of writing and grammatical revision.

Editing and diagramming: It is made by professional specialists in Education in the distance and technologies and, the instructional drawing of the content is mentioned to it.

Impression: All material printed matter must have a rigorous quality control, as much in the impression as in the type of the paper to be used for this.

Production of CD-ROMs, videos, tele or videoconferences: Such productions require work of specialists, therefore when developed for education in the distance, must carefully be planned, therefore beyond the quality the cost is bigger.

5. Implementation of the Course

For the implementation of the Course administrative procedures, didactic and technological, such as:

- Spreading
- Selective Process
- School registrations
- Distribution/presentation of the didactic material and organization of the activities and guardianship
- Accompaniment: professor, tutor, monitor.
- Evaluation of the learning
- Closing of the course
- Emission and sending of the certificates

6. Evaluation of the Course

It must be elaborated a system of accompaniment and evaluation of all the activities carried through, the planning until the closing of the activities, with the following evaluation:

- Material
- Professor in classroom
- Content
- Guardianship and monitory

-Attendance for the EAD team (administrative)
- Physical Ambience/structure...

7. The geopolitics of the city of Manaus.
In picture 1, we quantitatively present for zone the geopolitics of the city of Manaus.

Chart 1 - Quarters by zones in the City of Manaus

Zones	Nº of Quarters
Zona sul/centro sul	21
Zona oeste/centro oeste	14
Zona leste	10
Zona Norte	10

Having as reference the map of the city we can verify through the picture above that Manaus is constituted by 55 quarters, distributed on the diverse zones.

8. The geopolitics of municipal sportive leagues
The Chart 2 if relates to the Municipal sportive Leagues and the geographic localization of the same ones.
Chart 2 - Sportive Leagues by Zones in the city of Manaus

Zones	Nº de Leagues
Zona sul / centro sul	27
Zona oeste/centro oeste	18
Zona leste	16
Zona Norte	10

It is in the south zone and south center that meet the biggest number of Municipal sportive Leagues (71), being same the responsible ones for the sportive and recreational development of its communities.

9. The Geopolitics of the Associations of Quarters
In chart 3, is about the Associations of Quarters distributed in the city of Manaus through the respective zones.
Chart 3 - Quarters associations by zone in the city of Manaus

Zones	Nº de Leagues
Zona sul / centro sul	51
Zona oeste/centro oeste	35
Zona leste	61
Zona Norte	64

In contrast of the quarters and the leagues, the Associations of Quarters (211) had expanded of significant form, having its bigger expression in the zone north and zone east. Perhaps this expansion must for the fact of the communities be found in the organized entities the best way to demand its necessities together to the Public Power.

10. Initial Projection of Beneficiaries
The Sequential Course in Communitarian Sportive Management of Specific Formation, is destined the controllers of Communitarian sportive Leagues (71) and Associations of Quarters (211) of the city of Manaus, in number of 4 participants for Entity, having been that the respective participants have already finished high school and not yet graduated from college.
With the projection of 4 representatives for Entities, the course intends to reach in its first version about 1128 participants

11. Schools/Laboratories of Computer Science and Localization for Zone
In picture 4, we present the Municipal Schools and State that have laboratories of computer science in the city of Manaus, through the respective zones.

Zones	Nº of Schools	Net	Nº of laboratories	Nº of machines
Zona Sul /	11	Municipal	11	121
Centro Sul	30	Estadual	30	570
Zona Oeste/	18	Municipal	18	198
Centro Oeste	16	Estadua	16	320
Zona Leste	31	Municipal	31	341
	11	Estadua	11	220
Zona Norte	12	Municipal	12	132
	14	Estadua	14	210

For the development of the course in that it says respect to the actual and virtual activities we count on 143 schools and laboratories of computer science, with a total of 2112 of machines. Such infrastructure is of basic importance, what it will provide to the participants of the course to carry through its academic activities next to its residence.
We understand that such infrastructure already is enough for the development of the activities. But, we were informed by controllers of both the Secretariats that are in execution an expansion plan in that it says respect to the laboratories consequently and the increase of the number of machines.

12. Curricular Organization
The discipline that will compose the curricular structure will have its origin in the area of the sportive management, with a schedule load of 1640 hours/classes and its payment in full will not be inferior the 400 period of learning days.

Profile of the Egress
The Sequential Course in Communitarian sportive Management of Specific Formation, a specific formation of character, with bedding humanist and will make possible a professional intervention of critical form, based on the ethical behavior, assuring still

the theory-practical itogether by means of the practical use of as component the curricular one.

13. Final Considerations

From the conception of the Pedagogical Project and consequently the future implementation of the Sequential Course in Communitarian Sportive Management of Specific Formation, we believe that the adequate formation of the controllers of the Municipal Sportive Leagues and of the Associations of Quarters, it will provide a management of the sportive activities of more harmonious and efficient form, without losing its informal character.

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SEQUENTIAL COURSE OF SPECIFIC FORMATION IN COMMUNITARIAN SPORTIVE MANAGEMENT: A STUDY IN MANAGEMENT OF SOCIAL INITIATIVES

ABSTRACT

The present study is centered in the discipline area of sportive management in the participation sports, where we objectify the conception of a Sequential Course in Communitarian Sportive Management of Specific Formation, distance-based and destined to leaders of Communitarian Sportive Leagues (71) and Associations of Quarters (211) of the city of Manaus, in number of 4 Entities in a total of 1128 participants, which must have finished high school and not yet have graduate from college. The course intends to offer a formation of specific character, humanist and will make possible a professional intervention of critical form, based on the ethical behavior, assuring still the theory-practice are indissociable by means of the practical use as a curricular component. It will be developed in 5 periods and with a load of 1640 hours/classes. In addition to their curricular structures, the participants will have to fulfill activities as component curricular and at the end to deliver a conclusive paper.

Key words: Sequential Course; Sportive Management and Formation

COURS SÉQUENTIEL DE FORMATION SPECIFIQUE EN GESTION SPORTIVE COMMUNAUTAIRE: UNE ÉTUDE EN GESTION D'INITIATIVES SOCIALES

RÉSUMÉ

Cette étude appartient au domaine disciplinaire de la gestion sportive centrée sur le sport de participation, dans lequel nous avons conçu un Cours Séquentiel de Gestion Sportive Communautaire de Formation Spécifique, semi-présentiel destiné aux dirigeants des Équipes/Ligues Sportives Communautaires (71) et des Associations Communautaires (211) dans la municipalité de Manaus, au total de 1128 participants dont 4 par groupe. Les participants doivent être porteur d'un certifié de conclusion du sécondaire et ne pas avoir de diplôme universitaire. Le cours prétend offrir une formation de caractère spécifique, basée sur les fondaments humanistes et donnera la possibilité d'une intervention professionnelle critique, fondée par les procédures éthiques, en rassurant l'indissociabilité entre théorie et pratique, par le moyen d'utilisation de la pratique comme élément curriculaire. Il sera développé en 5 périodes/semestres et la charge horaire aura la durée de 1640h. Outre les disciplines curriculaires, les participants devront accomplir les activités comme éléments curriculaires et présenter à la fin du cours un Travail de Conclusion de Cours.

Mots-Clés: Cours Séquentiel ; Gestion Sportive et Formation

CURSO SECUENCIAL DE FORMACIÓN ESPECIFICA EN GESTIÓN DEPORTIVA COMUNITARIA: UN ESTUDIO EN GESTIÓN DE INICITIVAS SOCIALES.

RESUMEN

El presente estudio tiene como area disciplinar la gestión deportiva proyectada en el deporte participativo, donde se objetiva la concepción de un curso secuencial de formación especifica en Gestión Deportiva Comunitaria, con modalidad presencial, destinado a los dirigentes de Ligas Deportivas Comunitarias (71 Ligas), de Asociación de barrios (211) del municipio de Manaus. Para cada entidad está prevista la recepción de 4 (cuatro) participantes, totalizando mil, ciento veinte y ocho (1.128). Los candidatos deberán ser portadores de certificado de enseñanza secundaria, siendo excluidos aquellos que posean diploma de cursos de graduación (enseñanza superior) y pretende ofrecer una formación específica fundamentada en bases humanístas, lo que les facultará una intervención profesional crítica, una conducta ética que les asegure la inseparabilidad de la teoria versus práctica al utilizar la práctica como componente curricular. El curso será ofrecido en 5 (cinco) períodos con una carga horaria de 1.640 hora/clase. Aparte de las asignaturas curriculares, los participantes deberán, obligatoriamente, presentar un trabajo de conclusión del curso - TCC. **Palabras claves**: Curso Secuencial; Gestión Deportiva y Formación

CURSO SEQUENCIAL DE FORMAÇÃO ESPECÍFICA EM GESTÃO ESPORTIVA COMUNITÁRIA: UM ESTUDO EM GESTÃO DE INICIATIVAS SOCIAIS

RESUMO

O presente estudo tem como área disciplinar a gestão esportiva centrada no *esporte de participação*, onde objetivamos a concepção de um *Curso Seqüencial em Gestão Esportiva* Comunitária de Formação Específica, semi-presencial e destinado a dirigentes de Ligas Esportivas Comunitária (71) e de Associações de Bairros (211) do município de Manaus, em número de 4 por Entidade perfazendo um total de 1128 participantes, os quais deverão ser portadores de certificado do *Ensino Médio* e não ser portadores de diploma universitário. O curso pretende oferecer uma formação de caráter específica, com fundamento humanista e possibilitará uma intervenção profissional de forma crítica, fundamentada na conduta ética, assegurando ainda a indissociabilidade teoria-prática por meio da utilização da prática como componente curricular. Será desenvolvido em 5 períodos e com uma carga horária de 1640 horas/aula. Além das disciplinas curriculares, os participantes deverão cumprir atividades como componente curricular e apresentar ao final um Trabalho de Conclusão de Curso.

Palavras Chave: Curso Seqüencial; Gestão Esportiva e Formação.