

**COMPETITIVENESS OF EDUCATIONAL FAVOUR IN THE DIRECTION OF THE SPECIALITY “SPORT MANAGEMENT” IN THE EDUCATIVE MARKET OF UKRAINE**

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**Annotation.** *Purpose:* In this article the nature of the concept of sport management was studied, the main trends of the speciality “Sport Management” was analyzed, supply and demand of the education market was determined. *Material:* the Ukrainian educational market in the direction “Sport Management” was studied. *Results:* the possibility to implement this direction in the educational process was reviewed. It was found that the training of the sport managers is based on the basis of four universities and the analysis of the attractiveness for applicants of each university was done. *Conclusions:* studying the capacity of the Ukrainian market to give educational services in the direction “Sport Management” indicates that the educational service of this direction does not satisfy the demand of applicants, and the market of educational services in the speciality “Sport Management” in Ukraine is opened and promotes competition.

**Key words:** sport, management, demand, competition, market.

**Introduction**

Recent time Ukraine has started to develop professional sports. Modernization of sport infrastructure was a forced one in connection with preparation for and conducting of Football European Championship. In 2015 Ukraine will conduct on its territory also basketball continental tournament. Such decision was adopted by members of FIBA council, headed by Olafur Rafnsson.

Considering accelerated development of sport industry in Ukraine, soon specialists in sport management will become popular. At present stage this profession is a new one and little known. But in conditions of increasing quantity of sport establishments, facilities, clubs, training bases and teams in different kinds of sports managers of such kind will become demanded (<http://zakon2.rada.gov.ua/laws/show/z1133-11>) [5, 8, 15].

The urgency of the present work is in demand in popularizing of sport manager profession, in development of proper education, increasing of market of offers in this direction [2, 7, 14], as well as in solution of tasks of purposeful sport managers’ training in the process of their studying at higher educational establishments [6, 9, 10].

**Purpose, tasks of the work, material and methods**

*The purpose of the research:* analysis of market of educational services in direction “Management in sports” and evaluation of this educational service’s compatibility at educational market of Ukraine.

*The tasks of the researches:* to study conception “sport management”; analyze main trends of development of specialty “sport management” at leading higher educational establishments of Ukraine; to evaluate market of educational services in this direction: determination of demand, offer and leading universities in rendering of such services.

*The object of the research:* the process of sport management’s development in Ukraine, analysis of demand and offer for it.

Theoretical and methodological base of the research are works of M.V. Dutchak, I.I. Prikhodko, O.M. Elbreht, I.I. Pereversin, G.G. Abramishvili and other domestic and foreign authors [4, 14, 21, 22], materials of Internet portals. Information basis of the research are data of Internet-portals of Ukrainian and foreign higher educational establishments, legislative acts, in particular Law of Ukraine “On physical culture and sports” in new edition, dt. 17.11.2009 (<http://zakon4.rada.gov.ua/laws/show/1724-17>), monographs, articles, publications in periodicals.

**Results of the research**

Modern management in sports is an independent kind of professional activity, which is oriented on achievement of targets of physical culture and sport organization and in conditions of market – by means of rational usage of material, labor and information resources. In other words, sport management is theory and practice of effective managing of sport organizations in market conditions [6, 9, 10, 12, 13]. The subject of sport management is represented by managing relations, which form inside organizations of physical culture orientation and in the process of such organizations’ interaction with environment in the process of producing and distribution of physical culture- sport services.

We analyzed curriculums and determined that only four universities in Ukraine have discipline “Management in sports” (<http://www.osvita.com.ua/>). They are: Kyiv national university of physical education and sports of Ukraine (<http://www.uni-sport.edu.ua/>), Crimean faculty of physical culture, sports and tourism of Zaporozhye national university (<http://www.znu.edu.ua/rus/university/filialy/krym>), Kharkiv state academy of physical culture (<http://hdafk.kharkov.ua>) and National technical university “Kharkiv polytechnical institute” (<http://www.kpi.kharkov>). For determination of competition conditions at market of educational services in this direction the author fulfilled analysis of attractiveness of every of university for applicants [3, 11]. On the base of the obtained data we studied potential capacity of educational services’ market in direction “Management in sports”. Potential capacity was

calculated as quotient of total quantity of licensed places for applicants in university and quantity of applications for one licensed place by results of entering of 2012/2013 academic year. This indicator reflects total quantity of applicants, who liked to have higher education in this direction. Results of the research are presented in table 1.

Table 1.

*Calculation of market potential capacity for specialty "Sport management"*

HEE	Quantity of licensed places	Share of market %	Quantity of applications for one place	Potential capacity of market, persons	Share of market (potential) %
National university of physical education and sports of Ukraine (NUPESU)	60	47.24	3	180	43.48
Kharkiv state academy of physical culture	30	23.62	3.5	105	25.36
NTU "Kharkiv polytechnical institute"	25	19.69	3	75	18.12
Crimean faculty of physical culture, sports and tourism of Zaporozhye national university	12	9.45	4.5	54	13.04
Total	127	100	3.5	414	100.00

Results witness that demand in educational services in "Management in sports" is much higher than offer. The highest part of actual market of offers is taken by National university of physical education and sports of Ukraine (47.24%), the least – by Crimean faculty of physical culture, sports and tourism of ZNU (9.45%). These indicators were calculated in compliance with licensed quantity of places for this specialty in every HEE. In order to check up if this market is a monopoly of NUPESU, we calculated index of Jeany [3, 22], using the following formula:

$$G = \left| 1 - \sum_{i=0}^{n-1} (X_{i+1} - X_i)(Y_{i+1} + Y_i) \right| \times 100\%$$

Where:

$X_i$  – accumulated part of HEE;

$Y_i$  – accumulated part of offer;

$n$  – quantity of educational establishments;

$i$  – serial number of HEE;

For calculations we used software MS EXCEL. Results are given in table 2.

As per the formula, Jeany's index is:

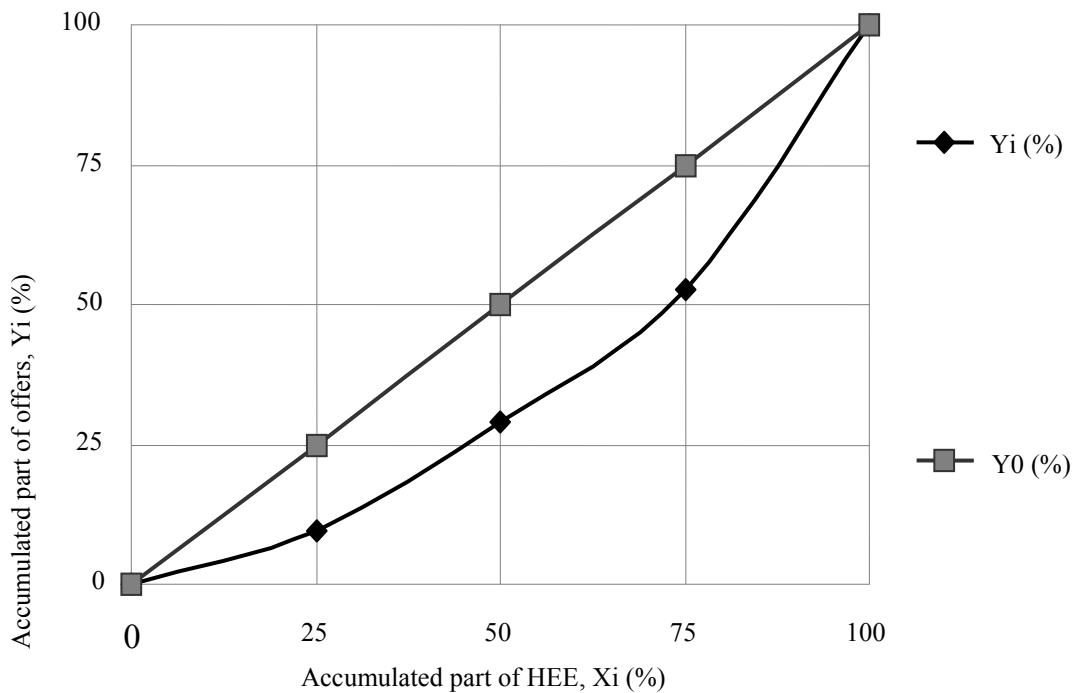
$$G = |1 - 0.707| \times 100\% = 29.3\%$$

Thus, 29.3% witness about low level of market's monopolization on direction "Management in sports", though 47.24 % of this market belong to NUPESU. Such non compliance is explained by high demand in this direction, which is not satisfied by only one educational establishment. For more vivid interpretation of results the author built Lorenco-curve on the base of table 2 data [22] ( fig. 1). The area of space between diagonal and curve equals to Jeany's index, but in other units of measurement (for example in cm<sup>2</sup>). The closer the curve is to diagonal the closer is market to clear (free) competition.

Table 2

*Results of calculation of Jeany's coefficient*

HEE	Share of market. %	accumulated part of offer, $Y_i$ (%)	accumulated part of HEE; $X_i$ (%)	$X_{i+1} - X_i$ (part)	$Y_{i+1} - Y_i$ (part)	$X' \cdot Y'$
National university of physical education and sports of Ukraine (NYPESU)	47.24	100.00	100	0.25	1.528	0.382
Kharkiv state academy of physical culture	23.62	52.76	75	0.25	0.819	0.205
NTU "Kharkiv polytechnical institute"	19.69	29.13	50	0.25	0.386	0.096
Crimean faculty of physical culture, sports and tourism of Zaporozhye national university	9.45	9.45	25	0.25	0.094	0.024
Total	100	0	0	-	-	0.707



$Y_i$  (%) – actual accumulated part of offer,  
 $Y_0$  (%) – accumulated part of offer in conditions of free competition,

*Fig.1. Lorenco-curve*

Lorenco curve in point, which characterizes functioning of NUPESU moves away from bisectrix. This fact points at significant influence of this HEE on market of educational services in the researched direction. But, nevertheless in the whole this market is sufficiently free for entering of new HEEs with new offers.

### Conclusions:

Owing to quick development of sport industry in Ukraine, specialists in sport management will become popular soon. At present stage this profession is new and little known. But in conditions of increasing quantity of sport establishments, facilities, clubs, training bases and teams in different kinds of sports there will appear demand just in such specialists.

Thus, modern management in sport is an independent kind of professional; activity, which is oriented on achievement of targets of physical culture-sport organizations and in market conditions – by means of rational usage of material, labor and informational resources. In Ukraine this direction is becoming popular, as far as recent time development of professional sports in our country has become of first importance.

After analysis of curriculums it was found that in Ukraine only four universities has specialty “Management in sports”. They are: Kyiv national university of physical education and sports of Ukraine, Crimean faculty of physical culture, sports and tourism of Zaporozhye national university, Kharkiv state academy of physical culture and National technical university “Kharkiv polytechnical institute”.

Studying of capacity of Ukrainian market of educational services in direction “Management in sports” shows that low level of monopolization of market in this direction does not satisfy applicants’ demands; this market in specialty “Sport management” in Ukraine is open and facilitates development of competition.

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