

A Study on the Construction of High-level Basketball Teams in Private Universities

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Abstract

As an important part of China's higher education, private colleges and universities play an important role in cultivating qualified graduates. As an indispensable educational content of private colleges and universities, physical education should play its role in the construction and development of private colleges and universities. In this paper, the construction of high-level basketball teams in private universities will be analyzed. It is regarded that private universities haven't got clear targets, and have deficiencies in cultivating reserve forces of basketball teams, obvious contradiction between learning and training still existed, and a perfect incentive guarantee mechanism is needed. And this paper endeavors to propound some solutions after analyzing these problems, in the process of constructing high-level basketball teams, private universities should set clear goals, strengthen cultivation of qualified graduates, optimize cultural education of athletes, establish comprehensive incentive and guarantee system, so as to better promote the development of high-level basketball teams in private universities.

Keywords

High-level sports team, private colleges and universities, the development of athletes.

1. Introduction

In 1987, the Ministry of Education issued the *Administrative Measures on Training High-level Athletes in Pilot Universities (Trial)* [1], which for the first time systematically stipulated the management of high-level sports teams in China. In 1995, the Ministry of Education promulgated the *Notice of the General Office of the State Education Commission on the Trial Establishment of High-level Sports Teams in Some Ordinary Colleges and Universities*, which further elaborated the management of high-level sports teams in colleges and universities [2]. More than 3 decades have witnessed that China's high-level sports teams have grown from scratch and become a beneficial supplement to the development of China's sports. In the process of building high-level sports teams, colleges and universities have increased investment in stadiums, equipment, teachers and other aspects, providing good conditions for college students to participate in physical training, which not only plays a positive role in students to participate in physical training, but enriches the content of extracurricular activities, and promote the development of campus culture.

As members of the CUBA league basketball, high-level sports teams in universities play an exemplary role. For one thing, they can greatly enhance the university basketball athletic level. For another thing, they can popularize the sport of basketball in colleges and universities, and lead students to participate in the activities of basketball. Not only students' after-school life will be enriched, but students will form positive and healthy sports values when they are watching the basketball game. What's more, basketball team also helps the better growth of high-level basketball players.

As an indispensable part of China's higher education, private colleges and universities play an important role in cultivating qualified graduates. At present, there are more than 700 private colleges and universities in China, which are beneficial supplement to higher education, and have some competition with each other [3]. How to face the competition, give play to the characteristics and advantages of private colleges and universities, and then form the brand effect is one of the problems that private universities must address. As a requisite part of higher education, the progress of college physical education is one of the important standards to measure the overall work of colleges and universities and it is also the basic requirement of social development for cultivating qualified graduates. Private colleges and universities can take physical education as one of the means of differential development, especially basketball, which enjoys high popularity and is prevalent among students. The establishment of high-level sports teams not only can make up for their shortcomings in development, but enhance the popularity and brand effect of the school, and contribute to the cultivation of qualified graduates.

2. The Problems of Establishing High-level Basketball Teams in Private Universities

2.1. Unclear Goal Setting

According to their actual conditions and the relevant requirement of sports organization, private universities should set goals based on the principles made by that organization when establishing high-level basketball teams. In 2007 the Ministry of Education issued *On Further Strengthening the Construction of High-level Sports Teams in Ordinary Colleges and Universities*. It pointed out when discussing the general goal of high-level sports teams in colleges and universities: High-level sports teams in universities need to create various goals at different levels, such as cultivating high-level and qualified athletes, participating in major sports events at home and abroad, and displaying the spirit of college students[4]. Private colleges and universities should implement the idea of setting goals from the state to schools, from schools to athletes, and then realize the goal of cultivating high-level and qualified basketball players and the goal for students' future development, according to the relevant requirements of the Ministry of Education.

However, in the development goal setting of high-level basketball teams in private universities, restricted by their own school-running conditions, the scale of qualified basketball players and social influence, the goal setting does not reflect a certain level, but puts the goal above the school level. These institutions do not cultivate high-level athletes, nor do they supply higher level basketball teams with qualified basketball players, and students are less likely to participate in high-level leagues. Therefore, to bring honor to the school and obtain the corresponding resources become the first option in the goal setting. Under the influence of such "extreme utilitarianism", the team's goals at the school level tend to bring benefits to the school rather than serve students. There are still great deviations in goal setting and specific efforts.

2.2. Insufficient Cultivation of Reserve Forces

Different from the echelon construction of professional basketball clubs, the construction of high-level basketball teams in private universities faces a more serious problem of qualified players cultivation, especially the cultivation of reserve forces. The most important point is that it is difficult to select potential students. Compared with the public universities, the overall level of private universities is lower, which means that the students' physical quality is different from that of public universities. Private universities will not able to enroll eligible team members when enrolling freshmen, which seriously affects the cultivation of reserve forces of sports teams. It is known that high-level basketball teams of private universities in China mainly

participate in CUBA's 2nd and 3rd level basketball league, that is, the sunshine group formed by ordinary university students and the higher vocational colleges and universities. The competition level determines students' attitude towards joining high-level basketball teams. Due to the influence of traditional ideas, great examination pressure and heavy cultural course learning tasks, physical education plays a very limited role in college students' daily life. Both the school and parents have limited support for their children to play basketball, let alone encourage them to spend a lot of time and energy in professional basketball training. Moreover, most of the team members in private colleges are students of grade one and two, only a few of them are students of grade three and grade four. Adding to the training cycle

is short, the spots foundation of first and second grade students is week, so the best effect is hard to be achieved in the competition. It is the above reasons that make it difficult to select potential members for basketball teams of private universities and result in fault in echelon construction, which is very unfavorable to the long-term development of basketball teams.

2.3. Contradiction between Learning and Training

The development of high-level sports teams in universities for a long time has been restricted by various conditions, among which the most prominent one is the "contradiction between learning and training". The development of high-level basketball teams in private universities is also facing such problems. The "contradiction between learning and training" not only reflects the weakness in the development of high-level sports teams, but also highlights the management deficiency in the development of competitive sports in China. As mentioned above, due to the dual status of athletes, athletes not only have to complete the goals that universities set for them to cultivate qualified graduates, but also must realize the goals to be qualified and high-level players. Given time and energy are limited, how to find balance between the two goals is an inevitable "game" during the cultivation of qualified graduates and players. However, the reality is that private universities do not find the balance between the two goals, which makes the identity of high-level basketball players and the identity of ordinary college students not reasonably combined into one. Under the state of dissociation, it is inevitable to have contradiction between learning and training.

At present, even though the corresponding policies have been issued and implemented, there are still some unsolved practical problems in the management of the high-level sport teams in China. The disconnection between theory and practice is still serious. In addition, the cultural quality of the athletes themselves does not reach a higher level which leads to low learning efficiency. Learning and training cannot be taken into account both, which leads to the "contradiction between learning and training" become more prominent.

2.4. Imperfect Incentive Guarantee Mechanism

As a special sports organization, the main participants of high-level basketball teams in private colleges and universities are coaches and athletes. But in its development, many aspects of power are involved, such as policy, capital, ground, incentive, guarantee and so on. Only when all aspects are coordinated, can the orderly and healthy development of sports teams be ensured. Due to the limited funding sources of private colleges and universities and the imperfection of various systems and other objective reasons, in the construction and development of high-level basketball teams, there are still some problems in terms of incentive and guarantee measures, which are mainly reflected in the following aspects: there is no corresponding incentive measures or the incentive measures update speed is slow, which does not adapt to the development speed of the school. As a result, coaches undertake a lot of training work besides the basic work, but do not get the corresponding incentive, and athletes receive less training subsidy, which directly affects the training effect and achievement of sports teams. Coaches focus on training and have no time for scientific research. In the future, promotion channels are not smooth. The athletes' learning of cultural courses is not well taken into account,

and their future development or rise space is limited. The lack of corresponding guarantee measures and systems and the insufficient investment in training funds directly affect the enthusiasm of athletes and coaches in training, etc., all of those restrict the benign development of high-level basketball teams in private universities to some extent.

3. Strategy for the Construction of High-level Basketball Teams in Private Universities

3.1. Clear Goals Setting

Only with clear development goals and reasonable team positioning can high-level basketball teams in private universities be guided to achieve long-term development. Therefore, private universities should make sure their own conditions from both subjective and objective aspects, make clear target positioning, and set up realistic development goals of high-level basketball sports teams. For example, a high-level basketball team whose competitive level is in the middle should focus on the goals of provincial level and school level. For one thing, it should be based on the school itself to constantly improve and optimize its comprehensive development level; for another thing, it should focus on training several excellent athletes while fully driving the school's basketball participation, so as to make contributions to the competitive basketball level of provinces and cities. High-level basketball teams, which have but moderate competitive level, should set the primary goal of team building at school level and enhance the popularity and influence of the school through participating in some provincial or national basketball invitational tournaments and exchange competitions, etc. Meanwhile high-level basketball athletes lead to the development of internal school basketball sports, aiming to increase the students' participation in basketball sports.

3.2. Strengthening the Cultivation of Qualified Players and Graduates

Members of high-level basketball teams in private universities have dual identities, that is, athletes and college students. This means that in the process of cultivating qualified players and graduates, the influence of two different roles should be considered as a whole, and targeted measures should be taken to strengthen cultivation of qualified players and graduates. First of all, strengthen the echelon construction of sports teams and solve the problem of talent sources. There should be a good connection between the "retirement" of an old member and the "service" of a new member. Secondly, colleges and universities should introduce more specific, operable policies and measures to stimulate students' enthusiasm in joining in high-level basketball teams. Expand the "range" of talent selection and pay attention to the quality of talent selection. Then, further optimize the favorable policy of cultural examination under the difference of sports levels and timely eliminate the influence that the pressure caused by academic study exerts on basketball training and competition. Finally, strengthen and perfect the construction of sports team management system. The reward policy should be given to the players with good performance, to help them prolong their "sports career" as much as possible, and to encourage them to put more energy into basketball. For example, to recommend jobs for excellent athletes, to award extra points for excellent athletes, or to set special scholarships for sports competitions, so as to solve the worries of athletes and help them grow better.

3.3. Optimizing the Cultural Education of Athletes

The core of the "contradiction between learning and training" of high-level basketball players in private colleges and universities is the little attention or even neglect of academic study owing to basketball training and competition. Therefore, the key to solve the problem is to improve the learning ability and learning level of athletes and to strengthen the cultural education of athletes. Private universities should start from the actual situation of high-level basketball players, practice the ideology of seeking truth from facts, and arrange corresponding

cultural learning according to the characteristics of college basketball players, so as to optimize the cultural education of athlete. First of all, schools should have a targeted response to the problem of insufficient learning of cultural courses caused by athletes' training and competition. Corresponding make-up lessons or make-up examinations should be arranged for students' delayed courses and examinations and a reasonable make-up time should also be set reasonably. Schools need to ensure that students are able to take cultural courses with adequate rest. Secondly, in the course teaching or make-up lessons, the difficulty should be reduced appropriately so that basketball players can better understand and learn relevant cultural knowledge. At the same time, it is also necessary to set examination questions consistent with the learning difficulty of the course, so as to inspect the cultural knowledge learning of high-level basketball players more objectively and truly. Thirdly, a linkage mechanism should be established between coaches and teachers to monitor the cultural learning of athletes. Coaches should

have regular communication with teachers about athletes' learning and daily training, reasonably arrange athletes' learning and professional training time, and make timely adjustment according to the actual situation. It is necessary to choose learning content cultural course which can as far as possibly help athletes in the future employment or further study.

3.4. Establishing a Comprehensive Incentive Guarantee System

The development of high-level basketball sports teams in private colleges and universities is inseparable from the comprehensive incentive and guarantee measures. This requires all departments concerned with the development of sports teams to work together to build a relatively complete incentive guarantee system, which can provide a foundation for the construction and development of basketball teams. Schools should establish a comprehensive incentive and guarantee system to ensure that each content is effectively beneficial to coaches and athletes and can be put into practice. First of all, schools should complete the corresponding incentive guarantee policies, starting from the study of cultural courses, training, scientific research, medical conditions and other aspects, formulate detailed and operable guarantee rules, and guide the incentive guarantee of sports teams with policies. Secondly, a long-term monitoring and evaluation mechanism for comprehensive guarantee should be established, which can not only guarantee the treatment and promotion of coaches, but also provide them certain spiritual and humanistic care while meeting the material needs of coaches, and also guarantee the study, training and life of athletes, so as to solve their worries at home. It is necessary to establish the evaluation mechanism of comprehensive incentive guarantee based on semester and academic year, track the effect of incentive guarantee in real time, and make timely adjustment according to the evaluation results, so as to ensure the implementation of various policies and measures. In addition, during the construction of the comprehensive incentive guarantee system, it is necessary to coordinate the work of all departments comprehensively and give full play to the enthusiasm and initiative of different departments in the construction of the comprehensive incentive guarantee system.

4. Conclusion

For private colleges and universities, the construction of high-level basketball sports teams is beneficial in many aspects, such as enhancing their own popularity, expanding their influence in running schools, and realizing the benign development of running schools. But how to build a high-level basketball sports team without any other projects providing useful lessons? It is a systematic project, which needs the cooperation of many parties to complete. Therefore, based on their own needs and actual development, private colleges and universities should carry out the research and construction of high-level basketball sports teams to better realize their value.

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