



Murad Pakhuridze
Doctor of Business Administration
Invited Lecturer of Georgian State Teaching
University of Physical Education and Sport

MANAGEMENT AND ADMINISTRATION IN SPORT EDUCATIONAL INSTITUTIONS

Abstract

Experts working in the field of education believe that ignoring the importance of management causes personnel problems in educational organizations. This problem is motivated and organizational in nature. They are related to the rejection of labor changes in the organizations, incompetence, irresponsibility, lack of initiative of the participants in the activities, unproductiveness of the company and internal organizational conflicts. Many experts are actively discussing about the solution to this acute, actual and urgent problem, which lies in management vision, human resource management and other important issues related to it.

In the context of the educational standard, one of the important tasks of management is to transform the participants into a community of actors, to be actively involved in the development and implementation of the new educational standard. They will be motivated to achieve a result that will be socially and personally important for them. The article explains the fact that in educational organizations, priority is given to personnel – oriented management, their involvement in general organizational activities, active process of establishing their relationships, positions, worldview, interests, ways to solve problems, motivation and focus on achieving the organization's goal.

Keywords: Organizational culture, motivation, human resource, education administration, management.

Introduction

A higher educational organization is an institution that has one main goal, to deepen and spread knowledge in society, which serves to educate future leaders, to promote and support the economic, cultural and social well-being of society. It is noteworthy factor that in higher education institutions there was a nontransparent and obsolete management system, which was causing the weakness of administrative means and the possibility of spreading corruption, whatever directly affected the quality of education. However, in tendency of recent years, the methods of management and administration have been highlighted in the educational system, as a result of the planned and implemented changes were aimed at correcting the existing difficult situation, returning the quality and authority to the society that it should have, which implies the deepening and dissemination of knowledge in the society.

In the modern worlds reality, the important role of the sports educational institution at the stage of the formation and development of a democratic society, as the most important and large-scale course of its activities, requires the return of answers to more in-depth and complex issues, which is related to the long-term and short-term, planned and unplanned activities, impacts and results of the implementation of the action plan based on the management and administration of the organization.

Since the assessment of the activity of sports educational organizations and monitoring the effectiveness of implementing the institution's strategic plan, determining the high quality and effectiveness, the

scope of the impact and the relevance of the existing standards should become a stage of the systematic disciplinary process. The existence of an objective evaluation and monitoring system should ensure high public trust in the management of the organization and the activities carried out and the existence of the system should contribute to the proper motivation and concentration of attention of all those interested in the institution and outside it, which will make the basis for the implementation of the values and tasks, which is the most important factor for the improvement and further development of the organization's activities.

Management and administration are important components of social management in education organizations. However, the common trend of recent years is not fully adapted to management issues. Unfortunately, in many cases this comes into conflict with the motivations and interests of staff in educational relationships, which hinders and prevents the implementation of new standards. The main task of management is to ensure teamwork and efficient work of people, which will allow them to realize their strengths and work to eliminate their weaknesses. This should be the main task of any organization, on the basis of which management gains the most important factor in solving this problem.

Main text

Administration is a necessary component of managing a sports educational organization. For development, it needs to become a co-organization of all employees, which is characterized by self-organization, which in turn increases the efficiency of the company. In all educational organizations as well as in sports, the most common and urgent problem is working with personnel. These problems are precisely organizational in nature. It is caused by lack or absence of motivation, irresponsibility to work, incompetence, organizational complications, which leads to the inefficiency of the company. The key to solving this acute problem lies precisely in the proper functioning of management, because here we are talking about personnel, management and administration are assigned a leading role in the organization's activity and its productivity.

Management is to manage of team activities of individuals, whose purpose is to achieve desired result for the organization. The difficulty and importance of management lies in that its main function not only the coordination of structural units and work with a common plan, but it also promotes teamwork and joint activity of all participants in educational relations and connections. Management is a mechanism, which coordinates joint activities. The goal of education management is to create a competent educational organization, which are represented by pedagogical, parents and children societies, which consists of a contingent of staff, parents and students. The aim of management helps the state to solve the tasks assigned to educational organizations by the state.

Management and administration is an important component of social management. They do not have different visions in the management system of sports educational organizations. Both of these components combine efforts and manage in the same facility. To verify this, we can use examples of solving human resource management issues, what is called personnel management in management, and working with personnel in administration. In the case of personnel management arise circumstances such as responsible and efficient activities, Motivation, group formation and development, organizational culture, behavior, collective and individual competence development. Functional issues come to the first place in administrative work, which is related to receive new personnel, their development, transfer to another job, with dismiss, incentive models, qualification improvement, etc.

In human resource management, complex professional tasks are defined and solved, which aims to develop personnel in the organization and they are responsible for the result of the activity. In sports educational institutions, the object of management for administration is the functions of the organization, which must be performed. But management organizes joint activities in management facilities, whose



tasks are involvement, purpose, objectives, motivation, solving organizational and administrative tasks. Motivational management includes management of educational activities, developing and implementing a suitable and qualified educational program for each listener, norms of organizational behavior and image, all this changes in the activity of the participants.

Motivational management has a long and difficult path in the development of sports education and it differs from administration, where the main driving force is the demands of the performers. One of the most difficult tasks of management is the implementation of state educational standards, because it is defined by clear teaching emphases and detailed requirements in relation to learning outcomes in previous programs. The current situation is characterized by uncertainty and unclear goals for the staff. The functioning and development of the sports educational institution and the analysis of the performance of the set goals are discussed in the practice of administration.

A similar analysis is performed to increase efficiency. Administrators rarely think about the fact that the analysis will not help to increase the motivation of the staff, Identifying existing problems and setting tasks to solve them.

Administration identifies and defines main goals and objectives for performers. A complete set of subjective tasks is presented for motivational management, including:

Goal and expectation (what goals are desired to be achieved for the organization and what main results are expected);

Goal and presentations (what goals can be achieved for the organization and what expected results can be represented);

Achieving a set goal, which includes aspects such as determination, hard work, persistence, skills, abilities, and task difficulty. An important factor for motivational management is not only looking for ways to solve the problem and assessing the competence of the participants, but ability development considering the difficulty of previous tasks. In administration practice, along with analysis, it is necessary to have motivational management. One of the most important tasks of motivational management is by using determination and effort, it is ensured that the results of the activity are achieved at the desired level.

Conclusion

Motivational management is a kind of managerial bridge, which connects the actual managerial competence and the field of sports educational institutions and strategic development. Competent and highly qualified organization begins by planning the right activity and developing the competence of the staff. For motivational management, which sets the company's development plan and goals, It is important that in the process of doing common work, each person knows the goals of the organization. For this, proper administration of management is required in sports educational organizations.

In the new conditions of organizational activity It is important to integrate staff effectively. The administrative and motivational resource of the organization creates conditions for the involvement of each employee to achieve the common goal of the organization, which means that the right hand of company managers, administration and management – They should help each other in answering the new challenges of the sports educational institution and solving the tasks.

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