IMPROVING THE MANAGEMENT OF PRIVATE SPORTS CLUB USING THE “LAGUNA” IT APPLICATION

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Abstract
In terms of professional, economic and institutional stability, the success of a private sports club is determined by the manager’s strategic thinking as the result of matching the smart thinking with the creative thinking, thus achieving a direct synergic effect and dynamic readjustment which is ensuring the competitive advantages.

The evolution stage analysis of the ratio between the sports products provided by “Laguna” Private Sports Club in Constanta and the national and local sports market has indicated that in order to match sports services, to apply uniform training guidelines depending on age and training level, an own and innovative system is required to be designed. The starting premises of this strategic projection were the economic and functional thinking of the club, at the same time seeking to develop the specific skills and to maximize sports potential for each discipline. Basically, this relates to developing a web-based online application with an extension for tabs and Android mobile phones, generally known as the “Laguna” App.

“Laguna” App includes a complex database with information regarding the athletes, coaches, training centers, value training classes, training schedule, attendance to training sessions, training plan, sport results, parents contact data, generation of financial documents for the parents.

This application will be accessed by three categories of users:
- The management of the “Laguna” Sports Club - with direct access to all categories of data.
- The teachers/coaches/trainers - with access to the data of children included in their training groups, attendance data and training schedule data.
- The parents - with exclusive access to their child data: training session attendance, financial status, online notices and communications automatically generated by the application.

Keywords: strategy, management, competitive advantage, performance, IT solution.
Abstract

Problem Statement: This study is part of more extensive research which was conducted with the aim of creating a development strategy for a sports organization. Promoting systemic vision within the management of sports organizations conditions management diagnosis of the sports organization through the use of instruments and methods specific to scientific management. Diagnosing the activities of a sports organization requires, without doubt, the use of the methodological advantages of a systemic approach.

Purpose: This diagnosis was aimed at making an intricate analysis of the sports club in order to detect any deficiencies / problems which appear in the management process.

Methods: The evaluation of the management system was carried out by means of an investigation based on the use of a questionnaire, in which the sample, made up of subjects from the management department and technical department were invited to evaluate 10 items, each on a scale of 1-5. As well as this, a PEST analysis and MFSOA matrix were carried out, based on a SWOT analysis.

Results: This endeavor lead to the evaluation of their system of management and, at the same time, to actions which can improve the management system of the sports club.

Conclusions: Management without solid theoretical foundations and without a systemic vision can lead to syncope within the management system.

The organization must have the ability to maintain itself and evolve under the demands of the external environment, as well as the ability to adapt / re-adapt to the changes of the internal environment.

Key words: management, organization, vision systems.
This paper deals with a very important current topic. Current, due to the active Romanian participation in the work of the experts groups set up by the European Union and the implementation of their recommendations. Important, as the topic is reflected in the legal framework regulating our field. Although sport is one of the most complex activities, due to the objective and subjective, biological, psychological, economic, cultural, managerial, etc. spheres of interest it drives, given its specificity as a process and phenomenon, its management raises complex issues from design to evaluation. The main goal of our work is to highlight the level of harmonization of our specific activity with the European Union recommendations and guidelines for sport. The main research method was critical review of Romanian sport legislation and European Union official documents. The objectives of our research target consistency with the Romanian Olympic and Sports Committee and its main task is to develop operating standards on the status of coaches, athletes, technical groups and establishment of a special work group. This requires the establishment of the sports and physical education field and expected results are related to this issue and its legal framework.

Keywords: sport, legislation, harmonization, economy
STUDY REGARDING THE IMPACT OF BOLOGNA PROCESS ON SUPERIOR STUDIES OF PHYSICAL EDUCATION AND SPORTS FROM ROMANIA

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Abstract. Bologna process, the result of several studies regarding organization of university programs, has determined a number of activities, measures and actions to implement resolutions taken by European countries decision makers. We believe that our study is an interesting synthesis of the impact caused by the implementation of decisions related to Bologna process, now 10 years after its initiation. The aim of this study is to highlight directions, openings, transformations, and trends for future, determined by the implementation of Bologna process in Physical Education and Sports domain. For this study, SWOT method was used as the main method of the research. Obtained data and analysis lead us to believe that the goal was achieved. Thus, it was found that there were developed and approved several documents which were the legislative package regarding education, systematization on three cycles of study programs on university-level (Bachelor, Master, PhD studies), new standards were developed for Bachelor and Master, the code for PhD studies was elaborated and implemented, etc. The instructional-educational process has been updated by student-centered approach. We appreciate as particularly beneficial the results regarding internationalization of studies, students and teacher mobility, the emergence of community programs, the development of cooperation area between universities and research institutes from Europe, European Economic area and Swiss Confederation.

Keywords: Bologna process, Physical Education and Sports, higher education.