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The importance of studying the social portrait of a modern manager for the formation of a methodology for preparing future specialists for managerial activities in the field of physical culture and sports

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Abstract

Purpose: It consists in studying the social portrait of a modern manager in order to form a methodology for preparing future specialists for managerial activities in the field of physical culture and sports. It is necessary to identify the modern demands of society to managers in the field of physical culture and sports, for the subsequent formation of appropriate qualities in future specialists.

Methods: In the course of the research, the following methods were used: pedagogical observation, the method of sociological research (questionnaire), methods of mathematical statistics. The survey was conducted in an online format, after which the data of the survey was analyzed.

Results: The profession of a manager in the field of physical culture and sports is considered as a unity of social, legal, managerial, technical and organizational and certainly economic aspects. These approaches are a guideline for the prospects for the development of professional training of students, taking into account the expansion of management processes in the field of physical culture and sports.

Conclusion: Thus, it can be assumed that our research provides theoretical prerequisites for the formation of a methodology for preparing future specialists for management activities. The results of the data analysis of the conducted research revealed the need for certain managerial skills, the importance of professional and business qualities in the work of a manager in the field of physical culture and sports.

Keywords: Specialist in the field of physical culture and sports, sports manager, management activity, management.

Introduction

The transition to a market economy, the processes of democratization of public life required the higher school to make significant changes in the structure of training specialists in physical culture and sports. Today it becomes obvious that it is necessary to train specialists in universities of physical culture taking into account changes in the social environment, its new requirements, new socio-economic opportunities and socio-cultural and psychological climate. To do this, it is necessary to make the system of training specialists more dynamic and mobile, able to respond to the changing demand of the market economy, intelligence and culture, inextricably linked with the requirement of differentiation of the educational process, the desire to overcome the orientation of training to a certain average representative of the profession.

The Republic of Uzbekistan is pursuing a policy aimed at improving the existing educational system, as evidenced by the adopted Law "On Education" of September 23, 2020. In light of the implementation of the requirements specified in the Decree of the President of the Republic of Uzbekistan dated November 3, 2020 "On measures to improve the training system and increase scientific potential in the field of physical culture and sports", foreign teaching methods and new terms will increasingly be introduced into our lives, and therefore the specialist has to work tirelessly on his horizons and professional knowledge in order to keep up with innovative developments. One of these new terms was the concept of "management". Now there is no doubt about the obvious truth: management is not just an experience that everyone can acquire, it is a field of scientific knowledge that needs to be mastered, and an art that requires natural inclinations, special talent, leadership qualities. The bearers of the management culture are those managers who introduce modern information technologies, convey to their employees ideas "About values and beliefs".

The purpose of managing the physical culture and sports sphere is to achieve and maintain stable, functional maintenance of socio-cultural and socio-pedagogical conditions that ensure the active involvement of various groups of the population in the physical culture and sports sphere.

The creation and development of such conditions is associated with the optimization of general, particular and specific factors of the development and functioning of physical cul-

ture and sports, with the solution of relevant problems (Rashidov, 2021).

Currently, not only the quality of the manager, but also the skills and abilities of the manager as a professionally trained manager are the subject of serious discussions. Considering the fact that management as a science originated in the West, it must be said that it was there that the image of the manager as a professional with a special education was created (often in addition to engineering, jurisprudence, economic). Such scientists as Frederick Taylor, Frank and Lillian Gilbreth, Henry Gant, G Emerson, G Ford have invested a lot of money in creating infrastructure for management in the form of business schools, advisory firms, extensive public information networks, diverse scientific research and publications in the field of management, diversified business services.

The term "manager" refers to the affiliation of a particular person to professional activity as a manager of a company, regardless of the level of management, as well as his professional training and practical work experience (Rashidov, 2020). Professional management as an independent type of activity presupposes the presence of a specialist manager as the subject of this activity and as an object - the economic activity of the company as a whole or its specific sphere (production, sales, finance, research and development work).

Methodology

The object of the study is the study of the activities of the head in the field of physical culture and sports. The purpose of the study is to compile a model (social portrait) of a leader in the field of physical culture and sports.

The study was conducted in the period 2020-2021 on the basis of institutions located in the structure of physical culture and sports of the Republic of Uzbekistan. The organization of the study was of a phased nature.

At the first stage (2020), the general direction of the study was determined, a selection and study of literary sources were made, innovative research methods were selected, work was carried out on the formation of a hypothesis, theoretical data were accumulated for subsequent processing.

When conducting the study, it was decided to use the expert evaluation method, namely the questionnaire method. This method has a number of advantages compared to other forms of surveys:

- the possibility of conducting mass research;
- efficiency in obtaining results;
- minimal labor costs in the preparation, conduct and processing of research results;
- impartiality to the personality of the respondent;
- no need for training the interviewer (respondent);
- no special requirements for the person conducting the survey.

Taking into account the objectives of this study, we have formed the main objectives of the questionnaire:

- get theoretical information about the model of a modern leader in the field of physical culture and sports;
- to identify the most significant business qualities of a modern leader in the field of physical culture and sports;
- to identify the most important personal qualities of a modern manager in the field of physical culture and sports.

At the second stage (2021), a survey was conducted among specialists working in the field of physical culture and sports. To conduct the survey, we need to calculate the required sample size, for its calculation we need to establish a general population (the total number of respondents). The general population was established taking into account statistical data. According to the data of the State Committee of the Republic of Uzbekistan on statistics, as of October 28, 2020, 352 sports educational institutions operate in the Republic of Uzbekistan, each of them has an average of five heads of higher and middle levels, and therefore the approximate number of the general population in our questionnaire will be 1,700 people. There is a special calculator to calculate the required sample size. We calculated that, in order to conduct the survey, we will need to interview about 186 managers, subject to a confidence probability of 85% and a confidence interval of ± 5%. A total of 235 people were interviewed. The main category of respondents were the heads of various state organizations (the management staff of children's youth sports schools, specialized children's youth sports schools, Olympic reserve colleges). Among non-governmental organizations, respondents were employees of the administration of sports federations, commercial sports organizations providing their services and goods in the field of physical culture

Table 1. **Areas in which managers wish to acquire additional knowledge.**

Indicators	Government organizations	Non-governmental
1 – in the field of managerial knowledge and skills;	45.5	31.3
2 - in the field of legal knowledge;	33.3	6.3
3 - in the field of economic knowledge;	18.2	12.5
4 - in the field of organizational skills and abilities;	39.4	56.3
5 - in the field of pedagogy, psychology;	45.5	50
6 - in the field of professional training of employees in the	57.6	50

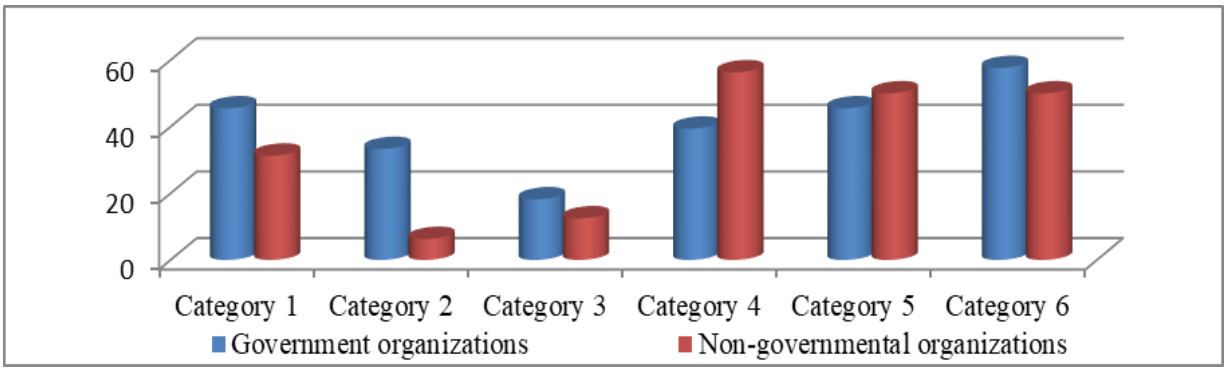


Figure 1. **Areas in which managers wish to acquire additional knowledge.**

Table 2. **Objective difficulties in the work of a manager.**

Indicators	Government organizations	Non-governmental organizations
1 - bureaucracy;	69.7	43.8
2– the need to improve the management system in the work of organizations;	57.6	50
3 - instability of the economic and legal system of the state;	30.3	18.8
4 – low level of interest in sports among the population;	30.3	31.3
5 - lack of government support in work.	54.5	56.3
6 - a large amount of work, due to a lack of specialists	39.4	31.3

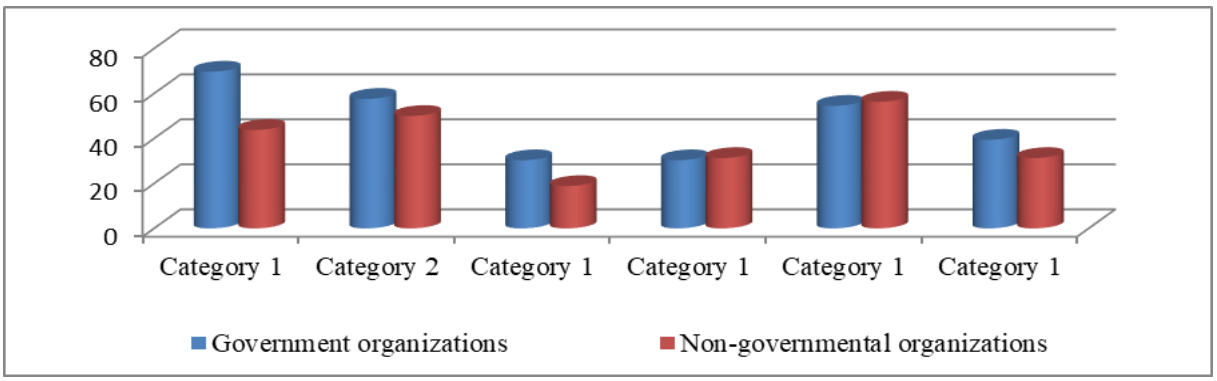


Figure 2. **Objective difficulties in the work of a manager.**

Table 3. The qualities most needed by the manager.

Indicators	Government organizations	Non-governmental organizations
1. Authority	30.3	37.5
2. Organizational flair, the ability to understand people	60.6	50
3. Knowledge of management science, competence	39.4	50
4. Firmness, determination, courage in making a decision	33.3	12.5
5. The ability to check and control	15.2	31.3
6. The ability to act not by force of an order, but by persuasion	21.2	25
7. The ability to provide a system and order in work	48.5	50
8. Efficiency and enterprise	3	6.3
9. Responsibility and independence	21.2	43.8
10. Ability to adapt to new conditions	12.1	12.5
11. Ability to deploy initiative and activity of team members	54.5	43.8

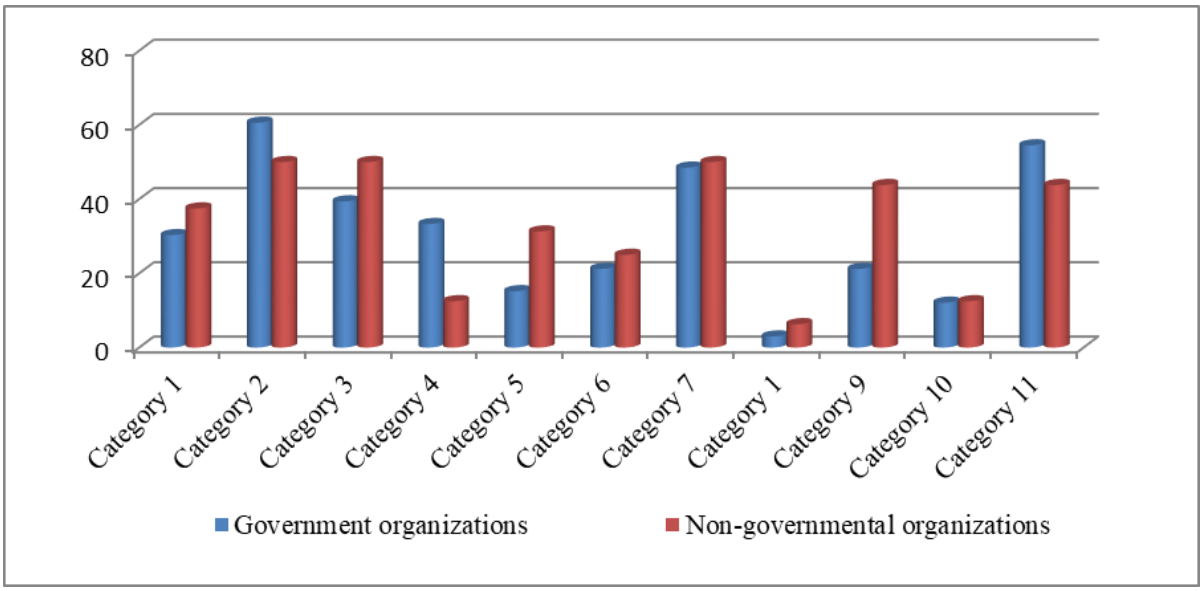


Figure 3. The qualities most needed by the manager.

(fitness clubs, private sports clubs, companies selling sports goods and equipment).

The field of professional training of employees in the field of physical culture and sports is noted as the areas of knowledge in which the heads of state organizations want to acquire in-depth knowledge. Sports leaders of non-governmental organizations also noted the lack of knowledge in the field of professional training of workers in the field of physical culture and sports, and also in the field of organizational abilities and skills, and in the field of pedagogy, psychology (see table 1 and figure 1). Analyzing this issue, we conclude that the preparation of future specialists for managerial activities in the field of physical culture and sports is an urgent task. This is evidenced by the data, namely category 1 and category 4.

Representatives of non-governmental structures perceive the head in the field of physical culture and sports as a sports business manager with a wide range of contacts, responsible for the profitability of the enterprise, the implementation of sports and economic projects, responsible for the prosperity of the organization.

It is revealed that the heads of state organizations and non-governmental structures put forward different requirements to the head. The first group perceives the sports manager as a teacher and a social personality, and the second group values economic, organizational and psychological indicators in the manager (see

Table 4. The ratio of the various contingent of managers according to the degree of risk of decisions made.

The level of risk appetite	Government organizations	Non-governmental
1 - pessimistic behavior;	9.1	0
2 - careful;	39.4	25
3 - behavior of medium degree of risk;	27.3	25
4 - risky behavior;	9.1	31.3
5 - high-risk behavior;	6.1	18.7
6 - gambling	9.1	0

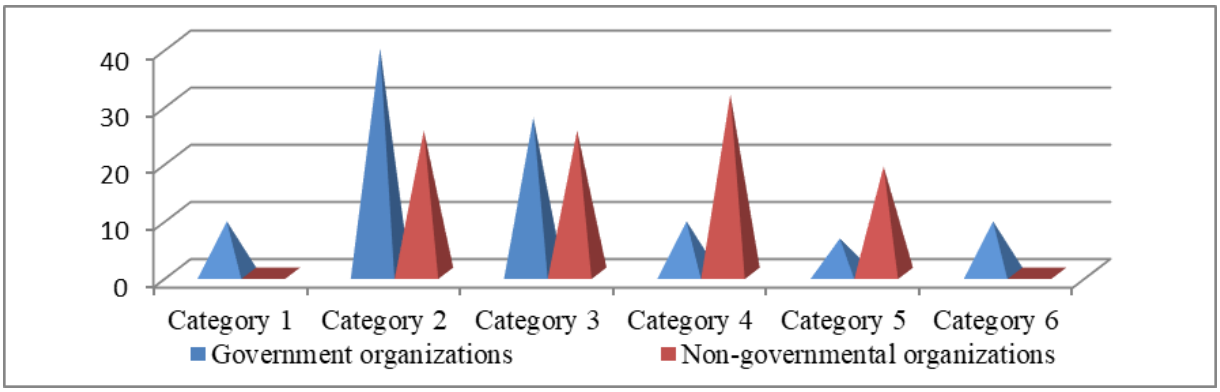


Figure 4. The ratio of the various contingent of managers according to the degree of risk of decisions made.

table 2). It is worth noting that representatives of both groups equally highlight the problem of improving the management system in the work of organizations and put it in second place (category 2 in Figure 2).

Respondents, when describing the most significant qualities of a manager, note the following (see table 3). Heads of state organizations value organizational flair most of all, the ability to understand people (60.6%), the ability to deploy initiative and activity of team members (54.5%), the ability to ensure system and order in work (48.5%). The respondents consider businesslike and enterprising (3%), the ability to adapt to new conditions (12.1%) to be the least significant among this contingent.

The heads of non-governmental structures identified several other important qualities: organizational flair, the ability to understand people (50%), knowledge of management science, competence (50%), the ability to ensure system and order in (50%). The respondents consider businesslike and enterprising (6.3%), firmness, determination, courage in decision-making (12.5%) to be the least important among this contingent.

This point of our survey makes it clear that the manager must necessarily be effective. He should take into account that real-time management implies the availability of administrative and administrative skills, knowledge about accounting and analysis, reporting and control, maneuvering reserves and adjusting plans (Yarashev, 2020).

Results and discussion

In the process of activity, the manager chooses the most rational among the acceptable solutions to the problem, forms criteria for selecting effective solutions, and then, based on the analysis, makes the only correct decision. Often in their activities, the manager is faced with a choice to take risks in the current situation or not (Rashidov, 2021). According to the degree of risk in the decision-making process, we divided all managers into six groups.

We used the methodology of the scientific researcher in the field of innovation management Vergileova Eleonora Vadimovna as

Table 5. The principles of creating a good organization of work according to various contingent of sports managers.

Principles	Government organizations	Non-governmental organizations
1. Unity of management	48.5	56.3
2. Transfer of authority	3	12.5
3. Unity of subordination	18.2	12.5
4. Compliance with the level of responsibility and authority	51.5	43.8
5. The superiority of qualitative indicators of subordinates	36.4	43.8
6. The importance of the communication system between the	57.6	37.5
7. The certainty of the tasks set	60.6	31.3
8. Planning of economic activity	6.1	18.8

the basis for the distribution of managers by categories (see figure 4).

Summarizing the material given in Table 5, let's turn to the "Principles of creating a good organizational system". Among the heads of non-governmental organizations, the unity of management, the correspondence of the level of responsibility and authority, the superiority of the qualitative indicators of subordinates over quantitative ones mainly determine the success of entrepreneurial activity in sports. Certain differences in priority in the principles of creating a good organization of work have been identified among the heads of state organizations. The heads of both structures are similar in the opinion that the manager in the process of working with people is obliged to lead them to success and self-realization. The results of the study were discussed at three international, five republican scientific and practical conferences, at extended meetings of the departments of "Sports Management and Economics".

Conclusion

The fundamental purpose of preparing a future specialist for managerial activity in the field of physical culture and sports is professional training, namely, it is necessary to prepare graduates of Higher Educational Institutions of physical culture and sports for the decision-making process. In the current conditions of a market economy, a manager working in the field of physical culture and sports has to solve professional management tasks in the process of pedagogical and professional activity. Future specialists should be trained to manage at the systemic and situational levels in state and non-state organizations in the field of physical culture and sports (Pochinkin, 2016).

Of course, we must remember that the sphere of physical culture and sports has its own specific features, therefore, there is a need for special training of managers who are able to work in this industry. The development of entrepreneurship in our country also determines the social order for highly qualified specialists. At the same time, the fundamental basis for training future specialists for managerial activities in the field of physical culture and sports is in its infancy.

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