

THE PLACE OF THE OPERATIONAL MANAGEMENT AT THE LEVEL OF SPORTS CLUB (SCHOOL)

TIPA Lazăr¹
*¹Economic College "Dimitrie
Cantemir" Suceava, Romania*

"Do not ask reward for your help, because help is about the act of
altruism."

Fany Rebreanu

Keywords: operational management, sports club, sport activities.

Summary: Operational management like distinguish field of organizations can be approached as a structured subsystems and its specific variables.

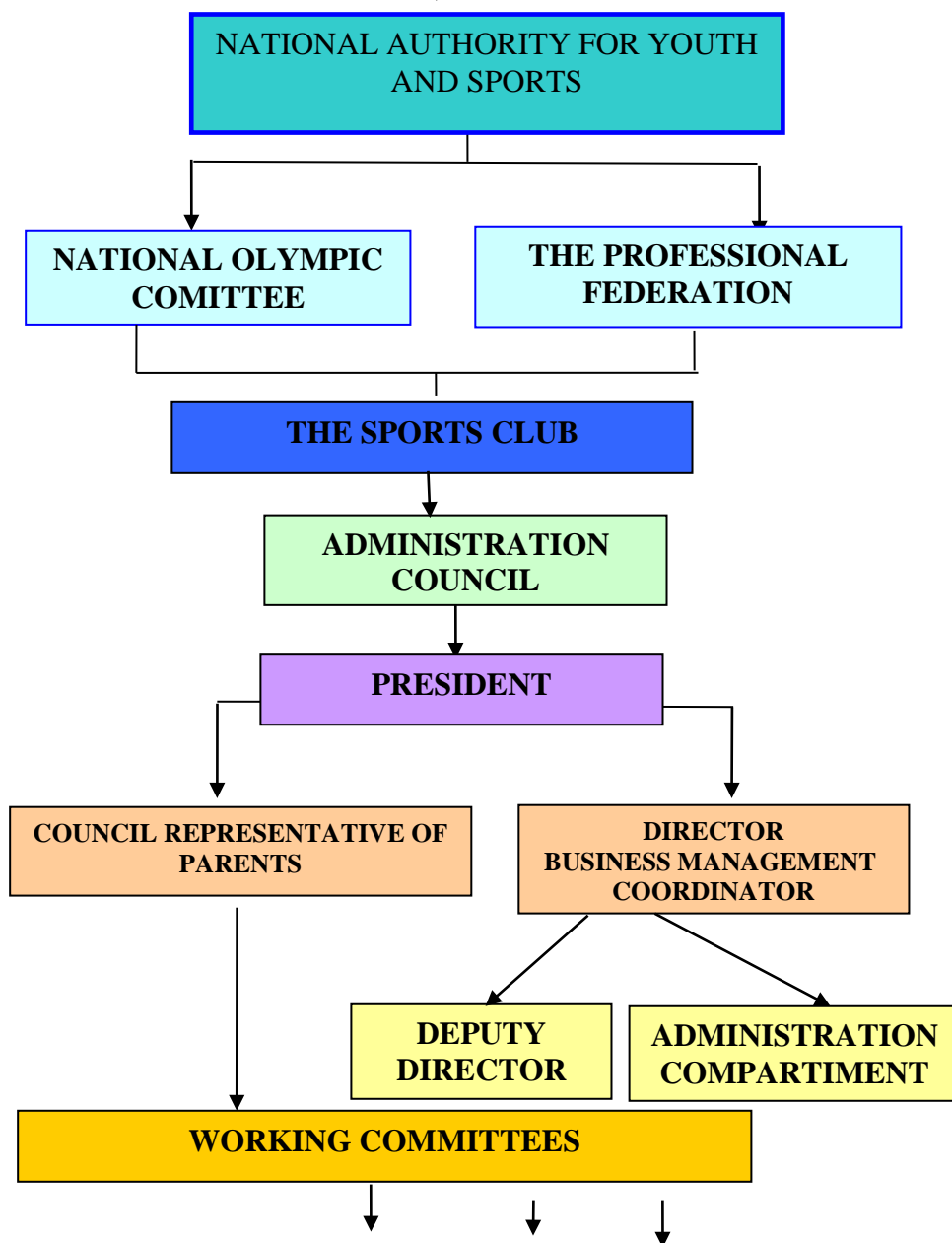
Introduction

Operational management is the process of establishing conscious, and to achieve the objectives derived using managerial functions in sports, performance preparation, metrology and quality, effectively using human resources, material, financial and information. (HI Ansoff, 1974)

Operational management is part of the management organizations, there is a close connection between them, a mutual exchange of information. Thus, the overall management of sports organizations, operating with periods more or less long (year, semester, quarter) an aims to make relations of organization (school clubs) to the outside, apart from aspects of detail performance of the preparation process. Overall objectives of management relates to all areas and sides of economico-social activities of the organization: education, purchasing, sales, development, personal.

Organization presented by us, specific to a certain sports club, includes a number of specialized departments defined on good directions and fully guarantee the efficient functioning of the entire management program, as follows (Figure 1): Board of Directors of

the club, President, Council representative of parents of athletes, director responsible for coordinating the activities of the clubmanagement, deputy director, administrative department, different sections or working committees (which coordinates the athletes, sports practitioners of all, the job performance, coaches, methodists, the medical staff or the research).



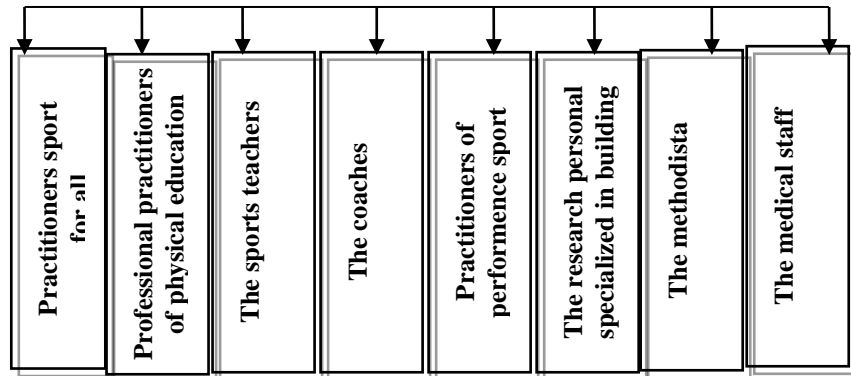


Fig.1 Organization of a sport club

Unlike general management, operational management refers only to internal organizational links (departments, services), operates with short periods of time (month, decade, week, day, and sometimes work shift hours) and deals detail special aspects of the management process.

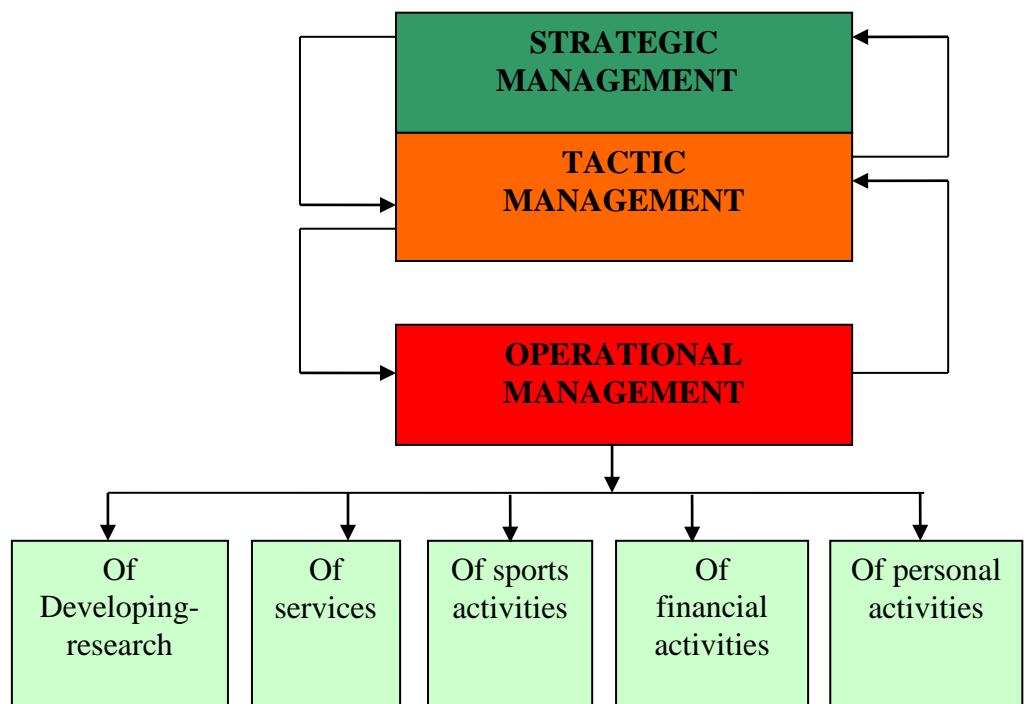


Fig. 2

Due to the timeliness of management work by establishing leadership in the functions and activities in sports clubs can be identified: operational management of research and development, operational management services, operational management of sports, financial and operational management activities accounting, personnel management operational activities. Substantiation of operational management is achieved through strategic management and tactical objectives to ensure unity in economic efficiency. (Fig.2).

Operational management is carried out in stages that can interface and condition each other. (Fig. 3).

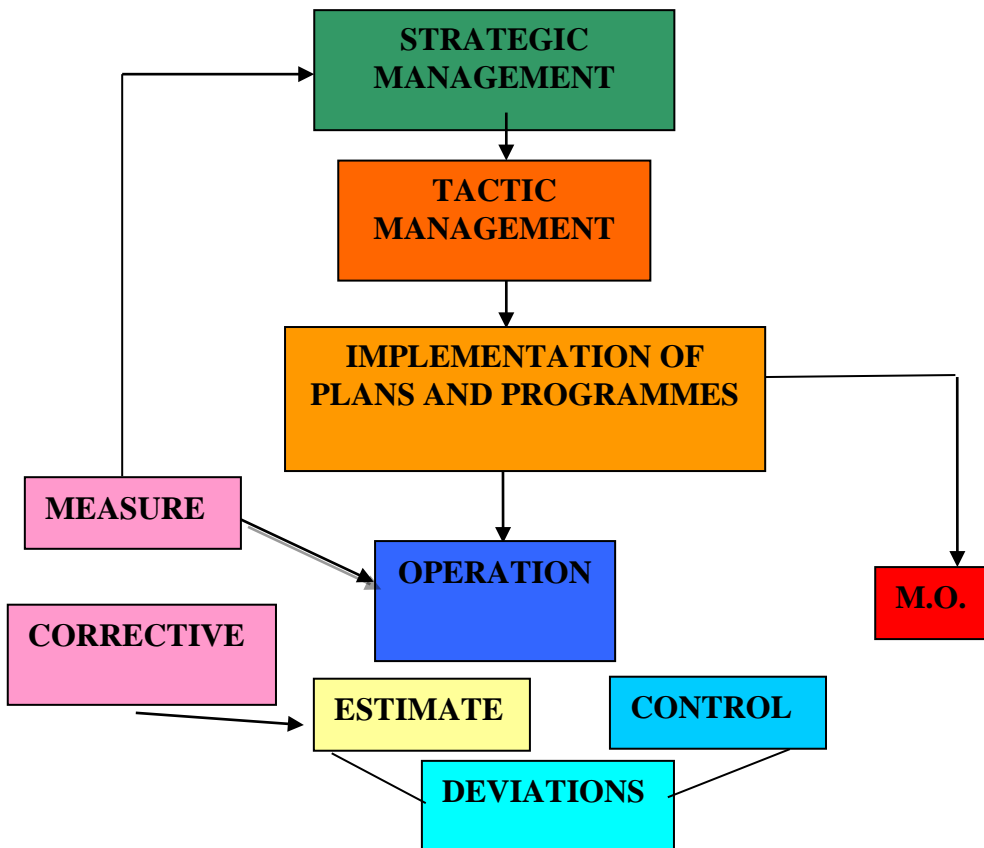


Fig. 3 Operational management and interference-stage strategic and tactical management

In the context of actions consistent, complementary or converging, oriented towards achieving goals, operational management of the following functions: information function, the function underlying the regulations needed time and space distribution of sporting objectives set, the function of preparation of the operational training , change control and operational function of the educational process.

Information function refers to the flow of information upward and downward between compartment that is established programming, training and control services and other departments of sport organization.

Function underlying the regulations needed time and space distribution of sporting targets set. These acts are the foundations and contractors while sharing the educational tasks.

Function operative training program development include issues relating to the performance objectives of the annual program of sports training organizations for short periods of time and its links.

Control function and modifying the educational process has a preventive character and is that based on a systematic time discover the causes that generate deviations from normal development of program and educational process. The activity control, operational programs are updated in terms of volume, timing and execution order. Also be made for the recovery delays in improving operational phases.

In conclusion, we can say that the operational management, as distinct field of sports organizations can be approached as a system (called system operational management) structured its subsystems and specific variables. Referring to the structure of the system, can be distinguished in its three subsystems: subsystem management and educational program development; subsystem to launch services in physical culture and sport, sports organization control subsystem. (Lazar Tipa - 2012)

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Titlu: Locul managementului operațional la nivelul cluburilor sportive (școlare).

Cuvinte cheie: Managementul operațional, club sportiv, activități sportive.

Sumar: Managementul operațional, ca domeniu distinct al organizațiilor poate fi abordat drept un sistem structurat pe subsisteme și cu variabilele specifice acestuia.

Titre: Lieu de la gestion opérationnelle des clubs sportifs (l'école).

Mots-clés: la gestion opérationnelle, de sport club de sport.

Résumé: la gestion opérationnelle que les organisations de distinguer champ peut être considéré comme un sous-systèmes structurés et ses variables spécifiques.