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**RESEARCH THE PROJECTS CHARACTERISTICS IN THE SPHERE OF UNIVERSITIES'  
PHYSICAL EDUCATION AND SPORTS ACTIVITIES**

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**Abstract**

The purpose of the study is to develop methodological tools for assessing the projects effectiveness in terms of network interaction strategies of universities. The authors, sequentially summarizing the value, process and resource approaches to the formation of a methodology for assessing projects of sports and athletic activities of a university offer a comprehensive methodology. The results of the study show that the universities of the Sverdlovsk region (Russian Federation) are characterized by network interaction projects related to regional events, while there is no network interaction in the field of training students and the formation of common competencies in the field of physical culture and sports.

**Keywords**

Project – Networking strategy – Physical education – Sport

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## Introduction

The complex nature of the managerial processes of the university's sports and athletic activities necessitates the development of a methodology that takes into account the dual goals of network interaction of subjects and resource limitations of the university's physical education and sports strategy.

In modern science, only general approaches to solving this problem are developed. Summarizing the works of various researchers, we can identify several basic approaches to solving the methodological problems of assessing the university's physical education and sports strategy.

## Research background

In the context of the value approach, an assessment of the university's physical education and sports strategy is proposed from the position of satisfying the needs of people in physical education and sports, the results of training and physical improvement.

In particular, the work of Zh. A. Mingaleva and M. V. Igoshev<sup>1</sup> noted "An attempt to revise the unilateral approach to the health of the Russian nation was made in the Concept of long-term socio-economic development of the Russian Federation for the period until 2020, where the role of physical culture and sport in the formation and development of the human potential of Russia was also determined."

Thus, the value-based approach to developing the university's physical education and sports strategies is focused on the parameters of students' satisfaction with physical education and sports, however, this approach leaves without proper attention the issues of compliance of this activity with the requirements of the main educational programs and does not provide any resource tools for providing the strategy.

The process methodological approach to the university's physical education and sports strategy implies the mandatory compliance of the development of the strategy with the stages of its formation and implementation, in particular by using the well-known method of SWOT analysis.

So, in the article by Yu. D. Yakubov<sup>2</sup>, the need to use the effectiveness assessment of the physical culture and sports strategy through a seven-point assessment corresponding to the use of a seven-stage order of strategy formation is noted. In the work of E. A. Savenkova, S. A. Simkachev and M. V. Tikhomirov<sup>3</sup>, the emphasis is placed on the possibility of using official statistics in the methodology for assessing the effectiveness of indicators.

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<sup>1</sup> J. A. Mingaleva & M. V. Igoshev, Institutional conditions for the formation of a regional strategy for improving public health. Scientific and technical statements of St. Petersburg State Polytechnic University. Economic Sciences. 2010.

<sup>2</sup> Yu. D. Yakubov, Criteria for the effectiveness of regional sports policy. Power. 2014.

<sup>3</sup> E. A. Savenkova; S. A. Simkachev & M. V. Tikhomirov, An expert methodology for selecting criteria for assessing the development of physical education and sports in the subjects of the Russian Federation. Bulletin of sports science. 2010.

So, the use of the process approach in the methodological support of the analysis of the university's physical education and sports strategy allows to streamline the individual stages of developing a network interaction strategy, but there are currently no ready-made algorithms in the database of scientific papers. Our proposed methodological approach will allow to adapt existing practices to such an object of management as physical education and sports activities of the university.

In turn, the resource concept in the strategic management of various objects is represented quite widely. In the works of A. A. Popova<sup>4</sup>, it was noted that "Technological (or resource) efficiency is understood as the degree of intensity of the use of commercial resources of physical education and sports organization in terms of the relationship between the output of various types of products and the size of the expended resources.

This characteristic can be measured in the general case by vector indicators such as the return of various types of resources or the output of various types of products (goods, services) in physical terms per unit of expended resource."

Most authors emphasize the importance of the material and technical base and staffing for the physical education and sports activities of the university. We fully share this point of view, while proceeding from the hypothesis of increasing the resource base for the implementation of sports and athletic activities of universities through the use of a network interaction strategy with both higher education organizations and other organizations with the ability to provide sports infrastructure facilities.

## **Methodology**

The methodology presented in Figure 1 combines the methodological provisions described above while allowing to detail the value and resource indicators of the university's physical education and sports activities in the context of individual projects, which significantly increases the manageability and efficiency of implementing the network strategy, improves the efficiency of managerial decision-making and forms the basis for subsequent iterations strategic planning by selecting appropriate projects to launch.

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<sup>4</sup> A. A. Popova, Assessment of the effectiveness of the commercial activities of a sports organization. Economics and business: theory and practice, 201|5.

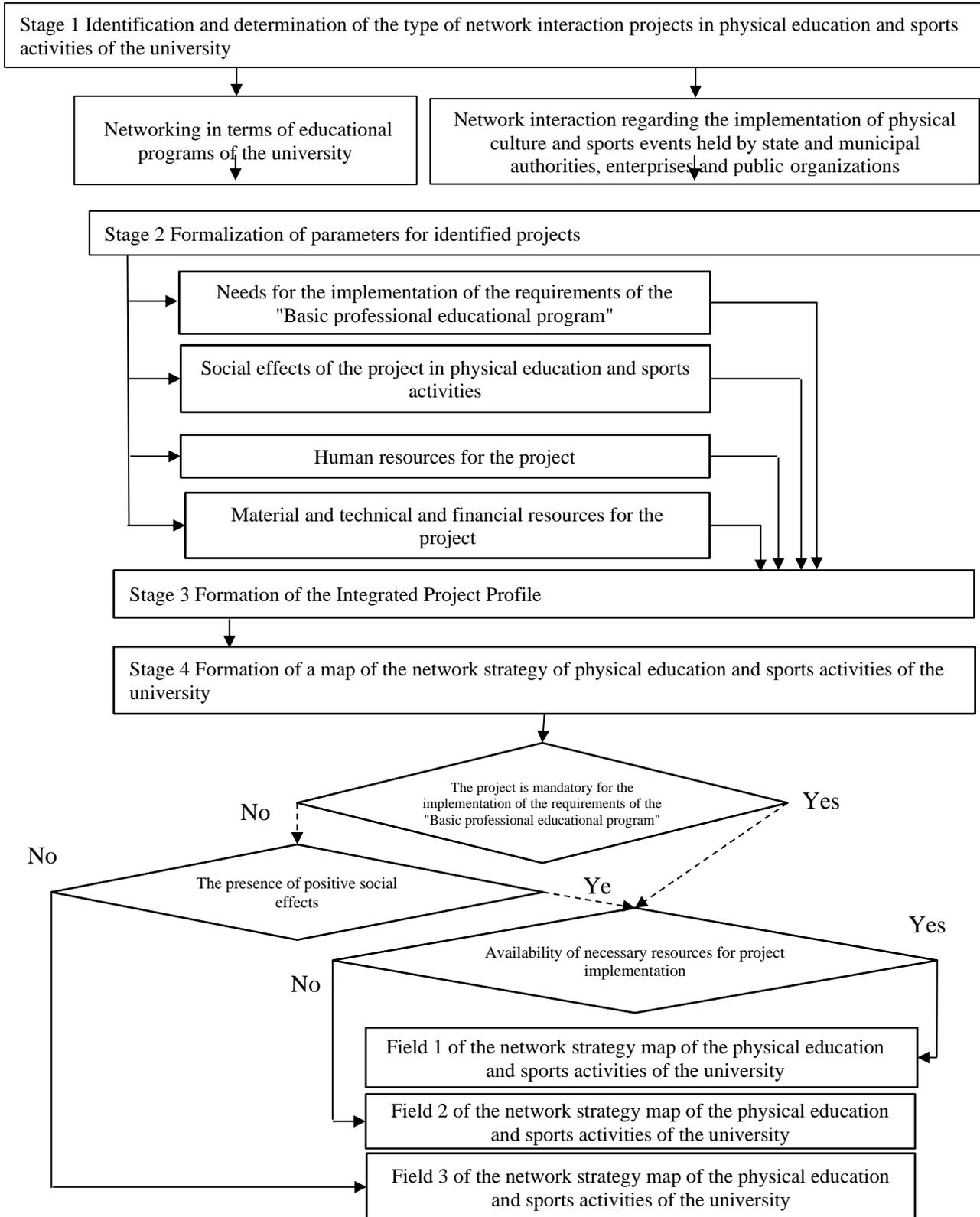


Figure 1  
Methodology for assessing projects in a network management of the university's physical education and sports strategy. Source: Compiled by the authors

The first stage of the proposed methodology involves the allocation of individual projects in the physical education and sports activities and determining the type of network interaction projects based on the following options:

- networking in terms of educational programs of the university;
- network interaction regarding the implementation of physical culture and sports events held by state and municipal authorities, enterprises and public organizations.

Typologization of projects allows to indicate the priority of the educational activities of the university over the implementation of sports events held by state and municipal authorities, enterprises and public organizations.

The second stage of the developed methodology provides a sequential description of the selected projects in a four-phase section (Figure 1). Primarily, it is necessary to provide indicators describing the needs of the implementation of the requirements of the "Basic professional educational programs" implemented by the university. For this, an indicator is used - the planned number of classroom hours of work. Detailing the process of forming the necessary competencies is carried out in accordance with the programs of disciplines including sports and athletic activities of the university and aimed at the formation of sports competencies, which most researchers, in particular I. V. Manzheley, S.N. Chernyakova<sup>5</sup>, A. V. Khutorskoy<sup>6</sup>, A. L. Deryabina, A. V. Stafeeva<sup>7</sup>, E. O. Rybakova, T. N. Shutova<sup>8</sup> and a number of other researchers define as the required readiness of a person to carry out various kinds of physical culture and sports activities (a given requirement for educational preparation of a bachelor degree), and athletic competence - as the ability to put this readiness into practice (held personal quality is a characteristic).

In a broad sense, athletic competence contributes to personal self-realization, students determining their place in the space of physical education and mass sport. Physical culture competency characterizes not only the level of acquired knowledge, skills and methods of action, but also reflects the orientation and willingness of a modern person to carry out active physical culture and sports activities on a regular basis, the ability to deeply analyze and choose from a large number of options for physical activity programs the most appropriate and acceptable in specific conditions, a way to solve motor problems, which is especially relevant in the mode of self-isolation to prevent infection coronavirus (CoViD-19) in 2020. Formalizing the unit for assessing the physical culture and sports activities of the university, dedicated to the implementation of the main professional educational programs, we cannot also ignore the indicators of official monitoring of the activities of universities.

Some indicators of the physical culture and sports activities of universities are already included in the official monitoring of the activities of educational institutions of higher education in the Russian Federation. Therefore, these indicators should be necessarily

<sup>5</sup> I. V. Manzheley & S. N. Chernyakova, Sports competencies of bachelors: content and conditions of formation. Bulletin of Tula State University. Physical education. Sport. 2014.

<sup>6</sup> A. V. Khutorskoy, Modern didactics. Higher school. 2007.

<sup>7</sup> A. L. Deryabina & A. V. Stafeeva, The formation of professional competencies of bachelors in the direction of "Physical education" in the process of teaching the discipline "Designing recreational and leisure technologies." Bulletin of the Buryat State University. Pedagogy. Philology. Philosophy. 2011.

<sup>8</sup> E. O. Rybakova & T. N. Shutova, Improving the competencies of recreational orientation in the professional training of bachelors of physical education. Bulletin of Tula State University. Physical education. Sport. 2016.

included in the description of the identified projects of sports and athletic activities of the university, including:

- 1) the number of students professionally engaged in various types of sports activities;
- 2) the number of students engaged on a regular basis in sports sections;
- 3) the number of physical education and sports events at the university;
- 4) the number of reasons for informational activity on the results of physical education and sports activities at the university.

The second group of indicators characterizing the physical education and sports activities of the university should be an assessment of its social effects. Firstly, the physical education and sports activities of the university should be characterized in terms of students' value perception of this activity<sup>9</sup>. Secondly, it is necessary to take into account the general list of indicators characterizing the implementation of the development strategies for physical education and mass sports in the territory of the university. This approach will ensure the coherence of the entire unit of higher education in the implementation of regional and federal tasks of development of physical education and sports and will create a synergistic effect due, on the one hand, to students' participation in various events conducted by state and municipal authorities, enterprises and public organizations, and on the other – increase the performance of indicators characterizing the development of physical education and sports in the relevant territory.

So, in the works of M. G. Polukhina<sup>10</sup> it was noted that the situation in the field of physical culture and sports at the regional level can be assessed using a number of indicators, such as “The share of citizens of the Russian Federation involved in physical education and sports at the place of work in the total population employed in economy”; “The proportion of pupils and students systematically involved in physical education and sports in the total number of pupils and students”; “The share of persons with disabilities and people with disabilities systematically engaged in physical education and sports in the total population of this category of population.” In the studies of A.M. Starostenko and K.V. Starostenko<sup>11</sup>, it was noted that the criteria for evaluating the effectiveness of regional government bodies in the field of development of physical education and sports are, inter alia, the effectiveness of the local development strategy of institutions of physical education and sports that correspond to the interests and needs of all population groups and aimed at implementing federal and regional target programs, as well as fixing trends and dynamics of changes in leisure time of youth, their level of involvement in measures developmental activities in the region of youth sports, especially in secondary schools and other educational institutions. Thus, the block of social effects in the projects implementation of the university's physical education and sports activities, first of all, should include indicators that emphasize the quantitative assessment of the population's involvement in physical education and sports with the obligatory accentuation of youth subgroup.

Thirdly, each selected project in the university's physical education and sports activities should also be characterized by indicators of personnel, material, technical and

<sup>9</sup> G. V. Astratova; V. A. Gnevasheva; M. R. Chashchin & M. A. Kocherian, Coordinate-environmental portrait of the values of students of higher educational institutions of Russia. Practical Marketing. 2019.

<sup>10</sup> M. G. Polukhina, The state and prospects of development of the sphere of physical education and sports at the regional and local levels. Bulletin of Rural Development and Social Policy. 2016.

<sup>11</sup> A. M. Starostenko & K. V. Starostenko, Management of physical culture and sports in the Oryol region: state and ways of improvement. Central Russian Bulletin of Social Sciences. 2012.

financial provision. It should be agreed with the research of Z. S. Varfolomeeva, G. A. Pavlova, Yu. P. Sharkova and S. E. Shivrinskaya<sup>12</sup>, where it is noted that physical culture and sports activities must be analyzed in the context of the following factors "... the material and technical base of the sports complex, personnel, financial and informational provision, the level of involvement, interests and needs of students and academic staff in the field of physical culture and sports. "

## Research results

The results of the study of network interaction projects of universities of the Sverdlovsk region (Russian Federation) according to the developed methodology are presented in Figure 2.

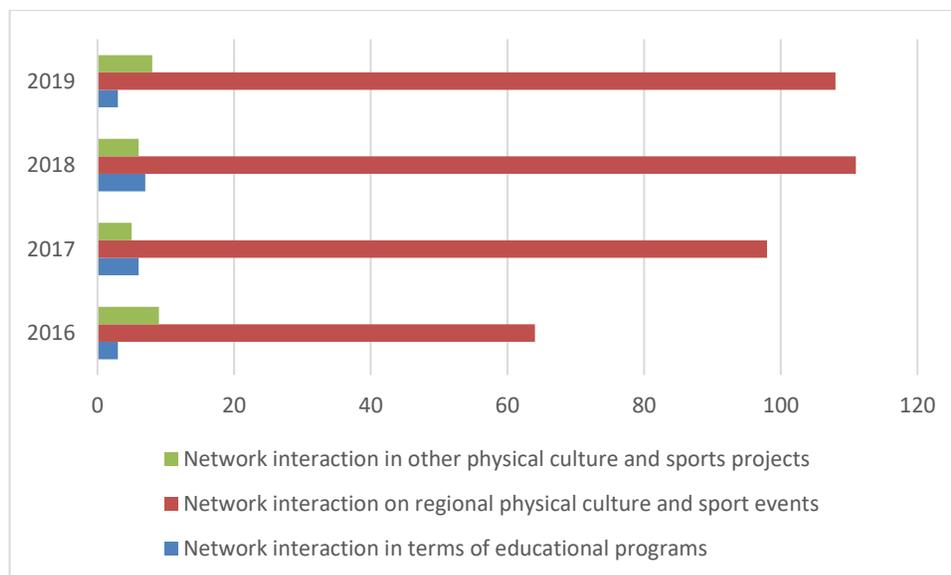


Figure 2

The study results of network interaction in projects of universities' physical culture and sports activities in Sverdlovsk region  
Source: Compiled by the authors

The results of the study show that universities of the Sverdlovsk region are characterized by network interaction projects, most often associated with regional sports events. At the same time, networking in the field of training students and the formation of common competencies in the field of physical culture and sports is practically absent, which indicates of significant potential for the development of this direction in the universities' physical education and sports strategies.

## Conclusion

Thus, the developed methodology is an effective tool for analyzing the network relationships of participants in the context of the implementation by universities' physical

<sup>12</sup> Z. S. Varfolomeeva; G. A. Pavlov; Yu. P. Sharkov & S. E. Shivrinskaya, "The program for the implementation of the "strategy for the development of physical education and sports in the Russian Federation until 2020" in the context of university education", International Journal of Applied and Basic Research. Num 9 (2013): 37-40.

education and sports strategies. The results of the technique application make it possible to form the basis for making managerial decisions regarding the formation of a pool of projects that allow expanding the resource base for physical education and sports activities of universities. The use of this technique not only includes methodological approaches to assessing the performance of physical culture and sports activities, but also extends the methodological support of the network interaction processes of the university in providing sports training for students. The presented methodology formed the basis for a study of the effectiveness of network interaction strategies in the context of physical culture and sports activities using the example of universities in the Sverdlovsk region.

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