

THE STUDY CURRENT SITUATION OF SUSTAINABLE MANAGEMENT IN UNIVERSITY BASKETBALL LEAGUE

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Abstract

With the continuous development of sports, the sustainable management of university basketball leagues is increasingly valued. This study aims to deeply analyze the current situation of sustainable management in university basketball leagues. Through investigation and analysis of multiple universities at home and abroad, it has been found that current university basketball leagues have achieved certain results in sustainable management. For example, some universities have begun to attach importance to the scientific maintenance and rational utilization of venue facilities to extend their service life and reduce operating costs; The coaching team is gradually paying attention to the scientificity of player training and competition arrangements, avoiding sports injuries caused by overtraining and frequent participation. However, there are still some problems, including the lack of stable channels for some universities to raise league funds and excessive reliance on school funding; The management mode is not flexible enough and fails to fully mobilize the enthusiasm of all parties; The promotion of the event is insufficient, and the social attention and influence need to be improved. In response to these current situations, it is proposed to strengthen cooperation with enterprises to broaden funding sources, optimize management models, and increase promotional efforts for sports events, in order to promote the sustainable development of university basketball leagues.

Keywords: Current Situation , university basketball league ,sustainable management

Background introduction

Basketball has a long history and great influence. Basketball originated on campus. In 1891, Dr. James Naismith of Springfield College in Massachusetts, USA, created the prototype of basketball after multiple preliminary experiments and summarizing failed experiences. The original intention of designing basketball was to create a game that could be played in physical education classes, so that students could free themselves from the boring training of sports equipment and form a new fun way of physical education exercise. This model quickly became popular in Christian youth organizations' gyms across the United States. It can be said that basketball culture is rooted in universities (Wu, 2020, p.82-84). The rapid development of basketball and basketball culture in China is also closely related to higher education. Before the liberation, Chinese universities were the main places for cultural exchange between the East and the West, and Western basketball culture was initially introduced into Chinese campuses. After the establishment of the People's Republic of China, the campus culture of Chinese universities developed rapidly, and campus sports activities received increasing attention. Basketball took advantage of this opportunity to develop rapidly. Nowadays, college campus basketball has become an indispensable part of college campus sports culture (Wang, 2005, p.128.).

The vigorous development of university sports industry. With the continuous updating of educational concepts and the comprehensive promotion of quality education, the university

sports industry has ushered in new development opportunities. As an important platform for cultivating high-quality talents, universities are increasingly emphasizing the role of sports in the comprehensive development of students. Basketball, as a widely popular sport, has a large participation group and a strong mass base in universities. The college basketball league is not only a stage for sports competition, but also an important carrier for promoting students' physical and mental health, cultivating team spirit, and enhancing campus cultural atmosphere.

The concept of sustainable development has deeply penetrated into people's hearts. In today's society, the concept of sustainable development has penetrated into various fields. The field of sports is no exception, as people have begun to pay attention to the sustainable management of sports events, including sustainability in multiple aspects such as economy, society, and environment. For college basketball leagues, how to achieve sustainable management and ensure the long-term stable development of the competition has become an important issue facing college managers and sports workers.

The challenges and problems faced by college basketball leagues. Despite the rapid development of college basketball leagues, they also face a series of challenges and problems. In terms of management, there are problems such as inadequate management system, unreasonable resource allocation, and low efficiency of event organization; In terms of economy, the single source of funds and tight budget have limited the development and improvement of the league; In terms of talent cultivation, there is still a lack of effective mechanisms and measures to better discover and cultivate outstanding basketball talents in the league; At the same time, social attention and influence need to be further improved, and the connection and cooperation with social resources need to be strengthened. The existence of these problems prompts us to conduct in-depth research on the sustainable management status of university basketball leagues in order to seek effective solutions.

Literature review

1. University basketball league

University basketball league refer to a basketball tournament initiated and coordinated by education authorities, college sports associations, or related sports organizations, aimed at universities within their respective regions or scopes. Each university forms a basketball team to register for the competition based on their eligibility and requirements. The competition adopts a group round robin and elimination format, and takes place during the designated season. It is not only a platform for the competition of basketball levels between universities, but also provides opportunities for university students to showcase their sports skills and comprehensive qualities. It is of great significance for improving the overall level of basketball sports in universities, enhancing students' physical fitness, and creating a positive and healthy campus sports atmosphere.

2. Sustainable management of university basketball league

Sustainable management of university basketball league refer to the effective integration and allocation of human, material, financial, and information resources involved in the organization and operation of college basketball leagues using scientific and reasonable management concepts, methods, and means. While ensuring the normal operation and development of the competition, it also focuses on planning and achieving long-term development goals. By establishing a sound event management system, continuously optimizing the quality of events, enhancing the influence of events, cultivating basketball talents, and promoting the dissemination of basketball culture, university basketball leagues can develop in a long-term, stable, healthy, and orderly manner under the coordination and promotion of various factors such as economy, society, culture, and environment.

Research methodology

The study current situation of sustainable management in university basketball league by documentary research method/ interview experts and stakeholders analyze with content analysis.

The study current situation of sustainable management in university basketball league

1. Existing management tools

- (1) Event management software: used for arranging schedules, recording game results, statistical data, etc.
- (2) Online registration system: facilitates registration for various university teams and collects information on participating teams and players.
- (3) Financial management system: used to handle financial matters such as budget, revenue and expenditure, sponsorship funds, etc. for the event.
- (4) Social media platforms: used for event promotion, interaction and communication with participating teams and audiences.
- (5) Referee Management System: Register, train, assign referee tasks, and evaluate their performance.
- (6) Player Registration and Qualification Review System: Ensure that participating players meet the regulations and requirements of the league.
- (7) Video live streaming and playback platforms: allowing more people to watch the game and facilitating post match analysis and summary.
- (8) Score Statistics and Ranking System: Timely release of the competition results and rankings of each team.
- (9) Data analysis tools: Analyze game data to provide tactical references for teams and decision-making basis for league management.

2. Management process

Tablet 1 China university basketball league development process

| Stage | Year | Process |
|---------------|-----------|--|
| Initial stage | 1998-2000 | It began brewing in 1996, established regulations in 1997, and officially launched the China University Basketball Association (CUBA) in 1998, with a men's and women's division. The first CUBA league featured 617 teams from 26 provinces, municipalities, and autonomous regions, with a total of 2440 matches played. In 2000, the 2nd CUBA league abolished the A and B level divisions and established new men's basketball division competitions. It also established a tournament structure consisting of grassroots competitions, division competitions, and national competitions. The division competitions were divided into four regions: Northeast, Southeast, Northwest, and Southwest. However, the women's division did not have a champion due to qualification issues. |
| Growth stage | 2001-2010 | In 2001, the 3rd CUBA league established women's basketball division competitions. In 2010, the 13th CUBA League changed its format to four stages: grassroots preliminary rounds, regional rounds, round of 16 matches, and round of 4 matches; There are a total of 4 regional competitions, including 16 men's teams and 12 women's teams; A new competition system has been adopted, with the top 4 male and female teams from each region entering the round of 16. The round of 16 is then divided |

| Stage | Year | Process |
|------------------|--------------|--|
| | | into 4 groups for a single elimination match, with the first place team from each group entering the round of 4. The 4 teams compete in a single elimination match to ultimately determine the overall champion. |
| Mature stage | 2011-2017 | CUBA's influence is gradually expanding, and more university teams are improving their strength, making competition more intense. In 2014, the University of Macau became the first team from Hong Kong, Macau, and Taiwan to participate in CUBA. In 2016, CUBA and CUBS merged into one league, ending the history of having two top leagues on university campuses; The number of CUBA teams entering the national competition has increased to 6 in each division, making a total of 24 teams; The first CUBA All Star Game was held in June of the same year. |
| Optimizing stage | 2018-present | The CUBA league continues to receive widespread attention, with the scale and influence of the events constantly expanding. In 2022, the Chinese University Basketball League (CUBA) will be renamed as the CUBA League (CUBAL). For example, in the 2018-2019 season, half of the grassroots matches in 32 provinces (regions, cities) implemented home and away system, and all the quarterfinals implemented home and away system; In the 2019-2020 season, the second leg of the final of the grassroots competition in the Sichuan region held at Southwest Jiaotong University attracted 7148 spectators, setting a record for single attendance in CUBAL grassroots competitions. At the same time, the number of college athletes entering the professional league arena through the CBA draft has gradually increased, and the league has cultivated and transported many talents for Chinese basketball. In addition, the cooperation between the education department and the Chinese Basketball Association continues to deepen, exploring and improving policy guarantees and the integration of sports and education, promoting the development of campus basketball, especially college basketball. |

3. Existing management models

(1) Organizational structure: Hosted by the Education Department of Sichuan Province and the China University Sports Association, coordinated by the Sichuan Basketball Association and related cost units, a league organizing committee is established to be responsible for overall planning and decision-making.

(2) Event arrangement: Develop a detailed schedule, including competition time, location, rounds, etc; Considering the arrangement of university teaching, it is usually necessary to avoid important national exam times.

(3) Management of participating teams: Clarify the eligibility criteria for participating teams, such as the type of school and the size of the team; Require all participating teams to register on time and submit a list of team members and relevant materials for review.

(4) Referee management: Referees are selected from the Basketball Association through training and assessment; Arrange suitable referees for each game and evaluate and supervise their refereeing performance.

(5) Fund management: The sources of funds may include government grants, school investments, corporate sponsorships, etc; Reasonably budget and utilize funds to ensure that they are used for venue rental, equipment procurement, referee remuneration, award setting, and other aspects.

(6) Promotion: Promote the league through the school's official website, social media, campus radio and other channels; Invite media coverage of important matches to enhance the league's visibility and influence.

(7) Safety guarantee: The competition venue is equipped with medical personnel and emergency equipment to cope with possible injury situations; Strengthen the safety management of the competition venue and surrounding environment.

(8) Reward and punishment mechanism: commend and reward outstanding teams, players, and referees; Punish behaviors that violate the rules and discipline of the competition.

Conclusion

The sustainable management of college basketball leagues presents a complex situation. On the one hand, certain positive results have been achieved, such as the gradual increase in the influence of sports events, which have played an important role in campus culture construction and provided a platform for talent cultivation. However, there are still many problems, and the management mechanism is not yet perfect, with unclear responsibilities and poor coordination occurring from time to time; Insufficient funding and a single channel make it difficult to support the long-term development of the league; The level of competition varies greatly depending on the degree of emphasis placed on it by universities, which affects the quality of the competition; At the same time, the publicity and promotion efforts are insufficient, and the social attention needs to be improved. Therefore, it is necessary to start from improving management mechanisms, expanding funding channels, enhancing competition levels, and strengthening publicity to promote the sustainable development of university basketball leagues.

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