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THE ROLE AND FUNCTION OF SPORT ECONOMIC STUDIES ON HIGHER EDUCATION

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Abstract: *Sport economy is a new discipline in domestic and international higher education. In this paper I would like to introduce the present situation and experiences of sport correlation with economic sciences. I am looking for the answer, for what role and possibilities does sport economic master program in Hungary have.*

Keywords: *sport economy, sport economic studies, sportmanagement (JEL code: Z2)*

INTRODUCTION

Talking about the title of „Sport economist” seems to be lack of knowledge and information. Some of the economists used to call himself/herself „sport economist”, but they have no such a titled degree, diploma or certificate.

The question is so simple.

Is there any master program, course, sandwich course, training or postgraduate credit-based education dealing with sport economy which is authorized to issue sport economist master diploma? We as researchers and professors of Debrecen University have been made a study in Hungary used a system of comparative interviews and posteriori observations. We also investigated the experience and knowledge of some other European countries regarding to sport economy. (Borbely A, Borbely T, 2012)

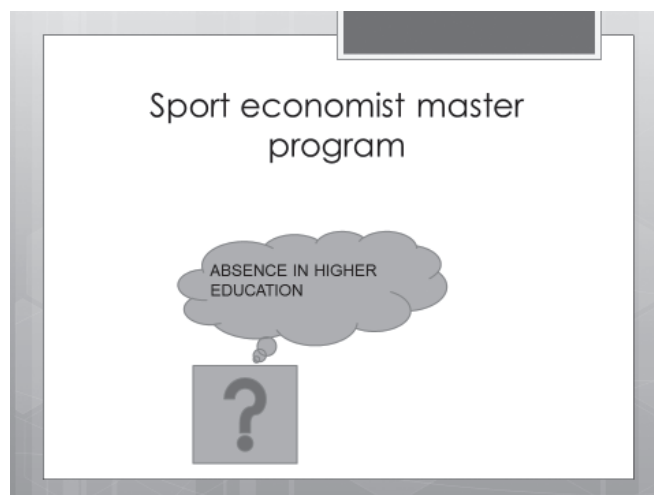
METHODS

This paper present some feedbacks and reactions about our conception regarding the needs of sports economist master program. I used some interviews (N=12) with active sport managers and company professionals, directors asked their views and experiences about the relationship between economics and sport sciences.

My hypothesizes were two followings:

1. Are there any sport master programs in Sport economy In Europe? There is an absence in higher education.
2. There are not enough sport managers who has appropriate knowledge in economic sciences and practice. (see. Table 1.)

Table 1.

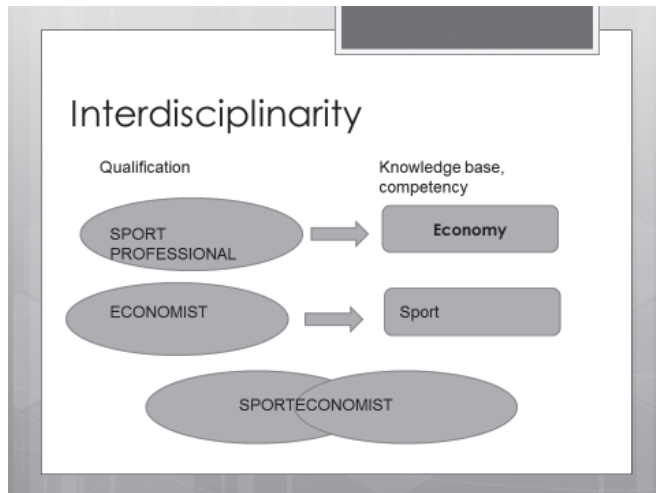


INTERDISCIPLINARITY

With reference to our pragmatic experiences we can identify that there are interdisciplinarity between the qualification of sport specialists and economic sciences, as competency and knowledge element.

The same interrelation are between the qualification of economist and sport, as competency and knowledge elements. (see. Table 2.)

Table 2.



If we can combine the qualification and competency of professional sport manager, with strong economic and sports knowledges, we can find and identify finally the „Sport economist”, as the most prepared expert in that field. (Borbely, Keresztesi 2013)

Who is going to be sport economist and why? Is there any demand in the labour market?

What is the value of Sports economist master diploma?

As we analyzed the market possibilities, we realized, that a sports economist could be economic specialist at different companies, factories, private entities, company owner, leader at sportclubs, and other sport organizations, head of sport sections, representative of sport federations or confederations. The sporteconomist could be suited to establish and operate profitable fitness clubs, body building clubs and other leisure organizations. (Molnar G., Rathonyi-Odor K, Borbely A, 2012)

Other side he/she could be adapted for financial positions, economist functions at business-related companies, corporations and other entities. (see.: Table 3.)

Table 3.



SPORTS ECONOMIST TRAINING AIMS

The purpose of the training is a high-level economic and sports science literacy for professionals with specialized knowledge who are capable in the field of European and world markets and the domestic sports life to be economist- minded researchers and leaders.

COMPETENCY AND KNOWLEDGE FOR SPORTS ECONOMISTS

The skilled sport economists have the necessary knowledge, competences must possess: Sports Economics, finance, taxation, business planning, statistics, accounting, law, service management, sports business, sports marketing, organizing sports events, sports facilities operation, sports insurance, project management, business law, HR knowledge, sports and media skills, knowledge of international organizations, knowledge of licensing procedures

WHO ARE THE TARGET AUDIENCE?

The target group of the training course from the economic side could be especially the basic economic graduate (Bsc.), the other qualifications in economy, and in public services. In turn from sports sciences side the sport managers, recreation organizers and sports coaches.

RESULTS

The study can be formulated hypotheses is corroborated by the responses received during the interviews and international experience.

1. A significant number of business leaders active in sport does not have a significant economic knowledge and sport science education.
2. In the management of the economy and in the corporate management there were only a few persons who have been earlier elite or competitive athletes.
3. There are relevant relationship between the economy and sports, which require deeper economic knowledge acquisition, for full-time or voluntary employers for those active in sports.

CONCLUSION

1. The sport economist training is really missing from the European and Hungarian higher education palette.
2. Indeed, there is not enough sport leaders in Hungary, who have sufficient knowledge of economics.
3. In Hungary, there is a need for professionals who are able to perform the economic life of sport management tasks.
4. The training will contribute the improvement the competitiveness of our country in the international market for sport and leisure economy.
5. The training will contribute to the internationalization of Hungarian tertiary education.

SUMMARY

Sport economy plays an increasingly important role in the economy of each country's GDP production which will require the development and introduction of sport economist education.

Justified on the basis of research that need filling a gap in higher education with a sport economist training on master level.

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