



## SOLUTIONS TO DEVELOP THE SPORTS TRAINING MOVEMENT FOR STUDENTS OF THE UNIVERSITY OF FINANCE - MARKETING, VIETNAM

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### Abstract:

Through theoretical research methods, interviews, the collection of relevant documents, and data processing, the study identified 11 criteria to assess the current situation and 13 factors affecting the physical training movement of students at the University of Finance - Marketing, Vietnam. On that basis, a SWOT analysis was conducted to assess the *strengths, weaknesses, opportunities, and challenges* affecting the physical training movement of students at the school. Based on that, the study selected five solutions to contribute to developing the physical training movement for students at the University of Finance - Marketing, Vietnam. The five chosen solutions were considered feasible by physical training lecturers and school physical training managers, with the average selection level (mean) in the interview ranging from 3.66 to 4.20.

**Keywords:** solutions, develop the sports training movement, University of Finance - Marketing, Vietnam

### 1. Introduction

In Vietnam, the student sports movement is one of the training, entertainment, and sports competition activities that satisfy the need to improve health, strengthen physical health, and participate in cultural and social activities of the community. The student sports movement appeared due to the need for social life and the demand for high-quality labor in the period of integration and development.

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For the student sports movement to develop well, it is necessary to have management, direction, and orientation from school leaders at all levels and ensure conditions for facilities, training environment, etc., to develop the student sports movement in the right direction, according to the rules and achieve the goal of improving health, developing physical and mental health for students, contributing to socio-economic development, building and protecting the country.

Sports training is the use of physical development exercise equipment by students in many forms of organization such as practicing in spontaneous groups, self-training or participating in activities, training in sports clubs under suitable conditions such as training environment, geographical distance, free time of students, etc. to help students always maintain and develop physical fitness, form good motor skills, healthy living habits, and have a plan. This is a requirement for comprehensive education in terms of morality-intelligence-physiques-aesthetics, while creating a high-quality labor force (with good skills, expertise and health).

To achieve the goal of developing the sports training movement for students, one of the critical factors is to effectively implement the physical training campaign of the Vietnamese Government, earnestly implement Decision 1706/QĐ-TTg of the Government, Plan No. 751/KH-BGDDT of the Ministry of Education and Training, Vietnam. But in reality, after many years of implementing the campaign, the physical training movement in schools has not yet developed widely, has not attracted many students to participate, and only a small number of students participating in training at the school's clubs are students in the school team. Every year, the school organizes student sports competitions, such as volleyball, soccer, badminton, and table tennis, but the number of students participating is not high [2].

Up to now, physical training activities of students in schools are still a problem that causes many concerns for the physical training industry and those who teach physical education in particular. There have been many research projects aimed at improving methods of organizing physical training activities in schools, enhancing the curriculum of physical education and extracurricular activities for students, helping to improve the quality of learning for students, gradually forming and creating momentum for the process of training talented students with high quality to serve the cause of national renewal. However, due to many subjective and objective factors, school sports activities have not achieved the desired results. For these reasons, the study of "Solutions to develop the sports training movement for students of the University of Finance - Marketing, Vietnam" is necessary for the current period.

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Specific methods used to solve the research objectives include:

- Document analysis and synthesis method,
- Interview method,
- Pedagogical testing method,
- SWOT analysis method, and
- Statistical mathematics method.

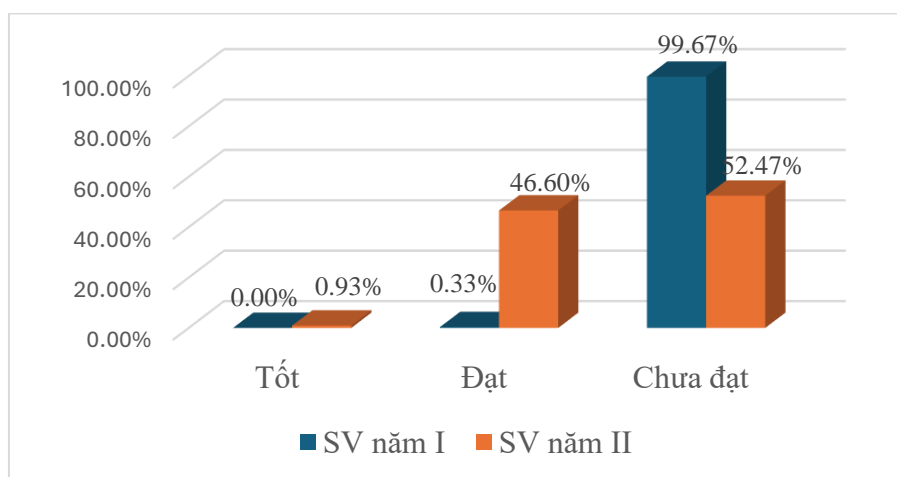
### 1.1 Research object

Solutions to develop the sports training movement for students of the University of Finance - Marketing, Vietnam.

## 2. Research content

### 2.1. Current status of sports training movement of students at the University of Finance - Marketing, Vietnam

The current situation of organizing and managing the student sports training movement has not received attention and support from all levels and has not been synchronized for the participants; the current financial and human resources for the student sports training movement of the University of Finance and Marketing have not met the needs of development and participation in training and competition activities; the school's sports facilities are mainly for formal teaching and for the school team, other components are rarely used and the rate of students not participating in sports training through the survey also shows that it is relatively high, accounting for 22.9%. Therefore, when classifying students' physical strength according to the standards of the Ministry of Education and Training, Vietnam shows that out of 300 first-year students, 299 students have not met the standards, accounting for 99.67%; There was only one student with a passing grade, accounting for 0.33%, and no student with a good grade, accounting for 0.00%. However, there was a change among second-year students, in which the percentage of students who had not passed was only 52.47%, the rate of students with a passing grade increased to 46.60%, and the percentage of students with a good grade accounted for 0.93%.



**Chart 1:** Comparison of physical fitness ranking ratio between first-year and second-year students

## 2.2. Factors affecting the sports training movement of students at the University of Finance - Marketing, Vietnam

In order to study the influencing factors, the study selected (through interviews) and designed 13 of the most common influencing factors on the sports training movement of students and an open-ended question for students to add. The survey results are presented in Table 1 as follows:

**Table 1:** Factors affecting the sports training movement of students at the University of Finance - Marketing, Vietnam (n=800)

No.	Element	Responses		
		n	Percent	Percent of Cases
1	No time	675	22.9	84.4
2	No means of transport	76	2.6	9.5
3	No funding to participate	324	11.0	40.5
4	No confidence in participating in physical training	15	0.5	1.9
5	No training partners	25	0.8	3.1
6	No suitable sports clubs	267	9.1	33.4
7	Dislike participating in physical training activities	42	1.4	5.3
8	No instructors	26	0.9	3.2
9	Inadequate facilities	447	15.2	55.9
10	The school does not organize suitable extracurricular sports clubs	358	12.2	44.8
11	The school does not have incentive policies	232	7.8	29.0
12	Not healthy enough to participate	33	1.1	4.1
13	Weather conditions	265	9.0	33.1
14	Other factors	-	-	-
	<b>Total</b>	<b>2945</b>	<b>100</b>	<b>368.1</b>

**Source:** Collected and processed by the author team.

The survey results in Table 1 show that of the 13 designed factors, all have more or less influence on the sports training movement of students, of which 6/13 factors are rated by students as having a high level of influence, accounting for 33.1% to 84.4%, including the following factors: *No time*, *No funding to participate*, *No suitable sports club*, *Insufficient facilities*, *Weather conditions*, *The school does not organize suitable extracurricular sports clubs*; 7 factors are rated by students as having a lower level, accounting for 1.9% to 29.0%. In the open-ended question (other factors), no student has any additional comments, accounting for 0%.

## 2.3. Choosing solutions to develop sports training movement for students of the University of Finance - Marketing, Vietnam

### 2.3.1. Basis for selection and proposed solutions

The issue of the need to develop the physical training movement for students of the University of Finance - Marketing, Vietnam. The study was based on the following grounds:

*Firstly*, the legal documents of the Vietnamese State on physical training and sports activities in Universities and Colleges; Directives and Resolutions of the Government, Decisions and Circulars of the Ministry of Education and Training, Vietnam.

*Secondly*, the annual plans and directions of activities and development orientations in each stage of the industry and the school. Thereby, it is possible to assess the current status of the physical training and sports movement indicators over the years and to analyze the causes, shortcomings and limitations to outline necessary and comprehensive solutions that can improve the effectiveness of managing the physical training and sports movement among students, the control and management tool of which is the development of assessment criteria.

*Thirdly*, the actual conditions of the University of Finance - Marketing, Vietnam, such as: conditions of facilities; human resources for physical education and sports; organizational structure, management of physical education and sports activities and physical education and sports training needs of students.

*Fourthly*, based on the analysis of strengths, weaknesses, opportunities and challenges for the physical education and sports movement of students at the University of Finance - Marketing, Vietnam (SWOT analysis), the topic determines the goal of developing the physical education and sports movement of students at the University of Finance - Marketing to serve as a basis for proposing solutions. The analysis in this method is linked to the educational goals of the Vietnamese Government, the characteristics and educational goals of the University of Finance - Marketing, Vietnam.

**Table 2: SWOT analysis**

<b>Strengths</b> <ul style="list-style-type: none"> <li>- The Government and the School Leaders have a direction to develop the student sports movement.</li> <li>- Invest in developing facilities to serve the school sports activities.</li> <li>- Policies to support and commend students' achievements through mass sports activities.</li> <li>- These are healthy and beneficial activities.</li> </ul>	<b>Weaknesses</b> <ul style="list-style-type: none"> <li>- Government Documents, Decrees, and Circulars have not been fully applied.</li> <li>- School facilities have not met the needs.</li> <li>- Students' study pressure.</li> <li>- Students' living conditions and environment.</li> <li>- Many students are not highly aware of physical training and sports.</li> <li>- Propaganda, encouragement, and guidance work is not high.</li> </ul>
<b>Opportunity</b> <ul style="list-style-type: none"> <li>- Contribute to the comprehensive development goal of Vietnamese education.</li> <li>- Diversify extracurricular activities among students.</li> <li>- Awareness of maintaining and improving health tends to be good among students.</li> <li>- It is a healthy activity, a helpful playground, entertainment, recreation, and exchange.</li> </ul>	<b>Challenge</b> <ul style="list-style-type: none"> <li>- Living conditions and activities of students in different locations and environments.</li> <li>- High study time and exam pressure.</li> <li>- A part of students are too lazy to participate in physical activities.</li> <li>- The influence of video games, social networking sites, and other activities.</li> </ul>

### **2.3.2. Identify solutions to develop the sports training movement for students of the University of Finance - Marketing**

Through the 13 proposed solutions, the study conducted interviews with physical education teachers and school physical education managers to determine the most

feasible solutions. The interview form was designed on a Likert scale with five levels: 5. Very suitable, 4. Suitable, 3. Normal, 2. Unsuitable, and 1. Very unsuitable.

The test results are shown in Table 3 as follows:

**Table 3:** Level of choice of solutions

Encryption	Impact solution	N	Min	Max	Mean	SD
GP 1	<b>Propaganda and mobilize students to raise awareness about the benefits, effects and the importance of regularly participating in physical training and sports.</b>	30	3.0	5.0	4.13	0.77
GP 2	<b>Promote the development of specialized management organizations for student sports activities.</b>	30	3.0	5.0	3.96	0.80
GP 3	Develop appropriate and timely policies and incentives for organizations and individuals who regularly participate in physical training and sports.	30	1.0	4.0	2.36	0.99
GP 4	<b>Strengthen the development of sports resources to serve sports activities in schools.</b>	30	3.0	5.0	4.20	0.80
GP 5	Training and fostering professional knowledge for physical education teachers.	30	1.0	3.0	2.23	0.72
GP 6	Strengthen the management and direction of the School Principal in students' sports activities.	30	1.0	3.0	1.93	0.78
GP 7	Exploit and promote existing potential to develop the student sports movement.	30	1.0	3.0	2.03	0.76
GP 8	<b>Organize sports activities suitable for the school's conditions.</b>	30	3.0	5.0	3.90	0.75
GP 9	Strengthen coordination between the Faculties, Departments, Boards, the Youth Union, and the Student Association.	30	1.0	4.0	2.43	1.04
GP 10	Develop plans, processes, and policies to promote the development of student sports movements.	30	1.0	3.0	1.90	0.80
GP 11	Strengthen the forms of organizing sports training and competitions in schools.	30	1.0	4.0	2.50	1.10
GP 12	Strengthen exchange activities, sharing experiences with colleges and universities.	30	1.0	4.0	2.20	0.99
GP 13	<b>Check and evaluate the annual sports movement among students.</b>	30	2.0	5.0	3.66	0.80

Thus, after the feasibility survey of each solution, from the 13 initial proposed solutions, the study identified five solutions that were considered feasible by physical education teachers and school physical education managers with an average selection level (Mean) of 3.66 - 4.20. This means that these five solutions were evaluated at **level 5. Very suitable for level 3. Normal**, including:

- **GP 1:** Propagating and mobilizing students to raise awareness of the benefits, effects and importance of regularly participating in physical education and sports. The average selection value Mean = 4.13, standard deviation SD = 0.77.

- **GP 2:** Promoting the development of a specialized management organization for student physical education and sports activities. The average selection value Mean = 3.96, standard deviation SD = 0.80.
- **GP 4:** Strengthen the development of physical education and sports resources to serve the physical education and sports movement activities in the school. The selected mean value Mean = 4.20, standard deviation SD = 0.80.
- **GP 8:** Organize physical education and sports activities suitable for the conditions of the school. The selected mean value Mean = 3.90, standard deviation SD = 0.75.
- **GP 13:** Check and evaluate the physical education and sports movement among students every year. The selected mean value Mean = 3.66, standard deviation SD = 0.80.

### 2.3.3. Methods of implementing solutions into practice to develop the sports training movement for students of the University of Finance - Marketing, Vietnam

Based on the identification of impact solutions to develop the sports training movement for students of the University of Finance - Marketing, Vietnam, the study guides the implementation methods of applying the solutions into practice to develop the sports training movement for students of the school in the current period as follows:

**Table 4:** Methods of implementing solutions to develop the sports training movement for students of the University of Finance - Marketing

Encryption	Method of implementation	Time of execution	Implementing Unit/Person
GP1	School leaders need to direct the combination between the Youth Union, Association and faculties in the school to increase propaganda about the role, benefits and importance of regular physical training and sports.	In the beginning of the year activities and regular activities of the faculties, it is necessary to integrate propaganda for students to participate in extracurricular activities, including physical training activities. In physical education classes, lecturers must educate and propagate the urge to practice daily physical training and sports for students.	<ul style="list-style-type: none"> <li>- School leaders direct and supervise the implementation and content of propaganda.</li> <li>- Leaders of units and lecturers in charge actively implement and deploy propaganda content and summarize reports for school leaders each semester.</li> <li>- Students choose suitable sports to practice regularly.</li> </ul>
GP2	- Establish a management department from the faculty to the school level for sports activities in the school.	At the beginning of each school year	- School leaders review specific situations to establish management units.



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	<ul style="list-style-type: none"> <li>- Establish a specialized or semi-specialized department for sports activities in the school.</li> <li>- Strengthen support and connection between the Youth Union - Student Association - faculties - heads of sports clubs in the school.</li> </ul>		<ul style="list-style-type: none"> <li>- Unit leaders report on the current status of sports activities in the school and propose the establishment of management organizations.</li> </ul>
<b>GP3</b>	<ul style="list-style-type: none"> <li>- Orientation and planning for human resource development for short-term and long-term sports activities.</li> <li>- Building relationships with other schools with developed sports movements to exchange experiences to develop human resources.</li> <li>- The school should plan to build facilities for sports activities that are suitable for students' physical training needs and suitable for the school's conditions.</li> <li>- Developing a strategy to attract sponsorship or socialization of the school's sports facilities.</li> </ul>	Depending on specific conditions, the School Leadership will make appropriate decisions.	Leaders of consulting units with School Leaders on developing sports resources.
<b>GP4</b>	<ul style="list-style-type: none"> <li>- Develop, improve and create opportunities for students to participate in sports activities.</li> <li>- Launch a movement to practice sports among students regularly.</li> <li>- The school launches a competition movement, training points, in which participation in sports activities is an evaluation criterion.</li> <li>- Increase the organization of internal sports competitions and expand them on major holidays of the year.</li> <li>- Faculties regularly control fundamental indicators of the regular sports movement of students under their management.</li> <li>- Build a form of sports activities suitable to the conditions of the school and suitable to the needs of students.</li> <li>- Identify groups of students with low levels of participation in sports activities, thereby studying the difficulties and obstacles of these groups to propose appropriate solutions.</li> </ul>	The school holds a meeting to approve the action plan at the beginning of each school year.	<ul style="list-style-type: none"> <li>- School leaders.</li> <li>- Heads of units in the school.</li> <li>- Lecturers in charge of the school's sports movement.</li> </ul>

	<p>- Increase recreational activities, sports competitions for students with sports on major holidays.</p> <p>Organized training of students in various types of school sports clubs.</p> <p>- Organize student sports teams of each faculty and school to participate in student sports competitions inside and outside the school.</p>		
GP5	<p>- Every year, the school needs to identify the needs of students for physical training, thereby investing in facilities and providing professional support for sports that students have high training needs.</p> <p>- It is necessary to conduct a survey of the motivations as well as the factors that adversely affect students' physical training activities. Thereby, making decisions to encourage students to participate in physical training activities.</p> <p>- Every year, the school should base its criteria for participation in physical training on those that have been established to check and evaluate the level and quality of participation in the physical training movement of students.</p>	<p>At the end of each semester, a survey will be conducted, and the content and form of sports activities will be developed to suit the needs of students in preparation for application at the beginning of the new year.</p>	<p>Lecturer in charge of the school's sports movement.</p>

### 3. Conclusion

From the results of assessing the current situation and determining the influencing factors, through studying relevant documents and through interviews, the topic has identified 5/13 proposed solutions, including:

- **Solution 1:** Propagating and mobilizing students to raise awareness of the benefits, effects and importance of regularly participating in physical education and sports;
- **Solution 2:** Promoting the development of a specialized management organization for student physical education and sports activities;
- **Solution 4:** Strengthening the development of physical education and sports resources to serve physical education and sports activities in the school;
- **Solution 8:** Organizing physical education and sports activities suitable for the conditions of the school;
- **Solution 13:** Inspecting and evaluating the physical education and sports movement among students annually. These solutions were selected by physical

education lecturers and physical education managers with an average rating (Mean) of 3.66 - 4.20.

In addition, the study also proposed directions for applying the solutions to the practical activities of the University of Finance - Marketing, Vietnam. This is the basis for further research to evaluate the effectiveness of applying the solutions in practice.

The research results will be applied to the practical activities of the physical education movement at the University of Finance - Marketing, in particular and universities across Vietnam with similar characteristics to the University of Finance - Marketing in general.

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### **Conflict of Interest Statement**

The article is the research work of the author group. The data and results are honest, not overlapping with other studies.

### **About the Author(s)**

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