

NEW MANAGERIAL APPROACHES IN PHYSICAL EDUCATION

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Abstract: *Physical Culture is a component of the social body, a phenomenon without which society can be conceived. Ever broader masses of people are drawn into its sphere of action. It involved more actively in various forms in people's lives. Quality management is a cultural act. In this era of knowledge, information, the university becomes a crucial component of national culture, pursued by all that is increasing the quality of human life*

Key words: *managerial approaches, physical education.*

1. Introduction

Management concept means the management, administration and management unit and a certain way of directing its resources, from which people play a vital, for the purposes or objectives.

Management should not be regarded only as practical activity, the actual process of rationalization and efficiency of labor. It is science, representing a set of concepts, methods and means of solving problems of management in all fields of society, including the all organizational levels [1].

Carrying out many and varied activities in society, people enter, each other, in relationship management, relationship reflects the relationship between them arising from work organization and leadership in organizations, institutions or units of economic, social, cultural, scientific or sports[2].

Therefore, sports activity is no exception to the adjustments required by the science of management, which explains the

presence of the course in the curriculum of an institution which the aim to form highly qualified specialists, able to exercise managerial functions in some ways different Romanian organizational levels of sport.

2. Issues addressed

2.1. Evolution of the concept of quality

Since ancient times man was concerned about the quality. Twentieth century caused the rapid change in production of goods and services, the broadening scope of the concept of quality.

He attended the Japanese revolution in quality and awareness of the importance of product quality in mind customer. Thus, concern for quality has become a topic that meets an increasing interest both in the business world and in services.

The introduction of elements of quality education in schools is to form a culture of quality, able to promote appropriate values and attitudes on this issue.

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2.2. What is quality?

In one sense, is a degree of excellence: the extent to which something is fit for purpose for which it was created?

In the narrow sense, the quality of a product or service is compliance with requirements, lack of defects or contamination, or - simply - the degree of satisfaction of the requirements and needs of the customer.

In management the quality is all characteristics of a product or service based on ability to meet the requirements or needed.

In terms of legal responsibility for quality is an executive leader of the organization. The other members of the management team are designed to facilitate the "production" as providing guidance and training, techniques and tools, information and encouragement in various stages of the process [3]. To be efficient, these people need knowledge and special skills.

How to achieve quality? Quality can be achieved, sustained and improved through quality management, which includes:

- quality control;
- improving quality;
- quality assurance.

The management of quality is the process of identifying and managing the activities necessary to deliver the quality of an organization. Fundamentally, the implementation of quality management involves all members of the organization [4].

The management of quality is the responsibility of all levels of management but must necessarily lead to the highest level.

The problem is complex and difficult managerial leadership. After nearly a century of research, one might still question what defines the effectiveness of a leader.

There are still a lot of controversy about the concepts and methods of management research. Still have not answered many questions about which models and how leaders are able to teach those around them and achieve group goals [5].

In fact, there isn't a secret recipe or a panacea of effective managerial leadership in sport organizations, and the concept of leadership have many connotations and is often considered synonymous with other concepts as complex: power, authority, management, administration, supervision.

Senior management can be defined as the act of leadership exercised by managers of deliberately trying to influence other members of their organization in the direction of achievement.

In the context of quality management is the question:

- Delimitation conceptual-quality education;
- Place and role of intangible capital formation university (staff qualifications, flexibility, knowledge base);
- Quality assurance of higher education in EU countries;
- Assessment of Higher Education in November;

2.3. But what is quality in higher education?

First it must be addressed, then be seen as:

- the essence of the phenomenon;
- excellence involving ideals;
- lack of defects, errors, scrap;
- ability to meet the needs of one's implicit or explicit (as required) according to expectations, the mission adder;
- precision, accuracy, reliability;
- emergence of property arising from design, integrity and resources;
- value for which a price is charged.

Quality is manifested as a reflection of compliance with quality standards. Principles I.S.O. (International Organization for Standardization) for quality assurance are:

1. Customer orientation;
2. Performance management;
3. Involving people and responsibilities;
4. Addressing proceedings;
5. Systemic approach;
6. Continuous improvement;
7. Founded decisions on facts;
8. Mutually beneficial relationships with stakeholders.

It is now axiomatic: intangible capital plays a more important role than visible assets. In this context:

- place the university is on the route generating new sources of enrichment and power;
 - is a development tool;
 - a means of legitimating;
 - can generate a profit;
 - elite and mass forms of human resources;
 - involving education-scientific research and technological application of research;
 - University is not strictly limited to training, but involves education and training. It increases the formative nature of the educational process.
- University is a weapon of any state in the global competition ... but the general rule is hypocritical of the university:
- not given the means to fulfill the mission (also stable);
 - ask more and more quality and accountability, but it offers a "mess" of laws and lack of coherence;
 - it provides autonomy to make difficulties, without permission to take relevant decisions.

University seeks to find truths relevant for today man, meaningful truths, generating enthusiasm and creative energy.

2.4. Concept of quality of education services university

University is always learning forum for her own good and the community. The introduction of quality management is a tool for change.

The concept of service quality of university education is a priority for the whole European area of higher education in particular due to democratize access to higher education (mystification phenomenon).

Quality assurance is a set of measures being taken to generate confidence in the university.

Department for training of Teaching Staff (DPPPD) was created by O.M. in 1996 still has two departments:

- science education;
- department of Education.

2.5. Quality culture - a famous tradition

In many European countries the quality culture is taken by the European community to ensure success in the global information society.

Improving quality resulting from reflection on the tools of critical thinking on our own activities, the responsibility each of us.

Quality assurance in higher education is a priority in Europe but also in USA, Canada, Australia, Japan and others.

In Romania since 2005, according to the Law on the quality of education was created by redefining the mission CNEAA / National Agency for Quality Assurance in education, with two departments:

- Undergraduate education and
- Higher education

Quality assurance is a set of measures being taken to generate confidence in the university. U.E. the widespread, according to Council of Europe Recommendation (from September 24. 1988) on European

cooperation in quality assurance in higher education. Evolution today is to Total Quality Management.

Only in 2000 was founded the European Network for Quality Assurance in higher education has become in 2004 the European Association for Quality Assurance in Higher Education. (ENQA).

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