

EVALUATION OF SERVICE - TRAINING PERFORMANCE BY BAC NINH SPORT UNIVERSITY

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Abstract:

By research methods, the study has analyzed and evaluated the performance of service - training activities at Bac Ninh Sport University. The contents of evaluation include use of sports works; use of research equipment; mobilization of human resources; products and promotions; revenue.

Key words: Performance, service, training, activities, university...

INTRODUCTION

The Government has issued the Resolution No. 40/NQ-CP dated August 9, 2012 on the Action Program of the Project "Renovating the operating mechanism of public service and delivery units, and promoting the socialization of some public service types". At the same time, increase the revenue is also a way to keep up with the trend of universities in the country and around the world. Therefore, evaluating the performance of the service-training activities of universities is quite necessary.

RESEARCH METHODS

The study has used the following methods: Document analysis and synthesis; interview and discussion; experts; quantitative analysis; mathematical statistics.

RESULTS AND DISCUSSION

Through interviews, the study has selected 5 criteria to evaluate the performance of services in accordance with the characteristics of Bac Ninh Sport University. On the application of the criteria, the study has evaluated the reality of sports service performance of Bac Ninh Sport University. Specific results are as follows:

1. Reality of use of sports works for service- training activities

In order to determine the real use of sport works for service- training activities, the study

has collected secondary data provided by functional departments in the University. Determination of the percentage of using sports works for service- training activities shows that considering under conditions of the uncounted total hours of exploitation, the exploitation is highly limited, only 29,948 m2 of exploited area, about 30.7%, the remaining of 60.771 m2 has not exploited yet, about 69.3%.

2. Reality of using research equipment for service - training activities

The research equipment system has well served the University professional tasks, however, on the aspect of evaluating the performance of training- service and scientific research exploitation, there should be a comparison between the capital and output to have objective assessments. Results presented in Table 1.

The results of Table 1 show that the number of contracts for scientific research with other institutions is extremely limited with only one contract per year and the value of each contract is from 100 to 200 million Viet Nam Dong. At the same time, the degree of using the research equipment for the contracts is also very low. As comparing revenue to the capital of fixed property for research equipment is 44.995, the rating is "Very high" (the higher the coefficient is, the lower the performance is). In other words, the rate of capital to the increased output of

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Table 1. Statistics of performance of using research equipment for service exploitation from 2013 to 2015

(Copy from property management book, dated November 3, 2015)

No.	Contract/Equipment	Total	Degree of equipment use		
			2013	2014	2015
I	Number of scientific research contract	3	1	1	1
II	Revenue from scientific research (million Viet Nam Dong)	440.205	104	187.205	149
III	Capital of equipment (billion Viet Nam Dong)	19.807			
1	System of remote circulation and respiratory capacity measurement Kortex	10.348			
	System of functional inspection and rehabilitation Enraf				
	System of physical strength development				
2	Laboratory with about 67 research facilities	4.139			Very low
3	Mobile laboratory	5.32	Very low	Very low	
Coefficient(III/II)		44.995			

scientific research services is still very low.

3. Reality of human resource mobilization for service-training activities

From the practical activities, there are only five commonly mobilized sports including Swimming, Football, Badminton, Tennis and Physical Education, accounting for 33.3%. The remaining 10 sports have a very small number of contracts to mobilize human resources, accounting for 66.7%. The analysis does not take into account the frequency of contracts, but the reality is not high.

The number of the University's staff involved in service- training exploitation is very limited, only about 15.2%, 9.8% of staffs and 9.8% of teachers. This is a very small proportion in comparison with nearly 50 teachers having doctorate degree. The above results are determined through the statistics of the Service Exploitation Board and the number of teachers participating in the implementation of scientific contracts with the units of Cao Bang, Thai Nguyen, Viettel Sport Center, etc. However, the information does not determine the number of exchanged days of participants in the study.

4. Reality of products and promotions for service - training activities

Chain of sports products is a useful tool in distinguishing tangible and intangible products. The actual results and service - training products

presented in the Table 2.

The results from Table 2 show that: Revenue from service - training of Bac Ninh Sport University in the year 2013 - 2015 mainly comes from the product group "Rent of ground, refectory, kiosk, etc.", accounting for 60.2%. The group "Rent of event and training organization" accounts for 27.7% of the total, but not gain full target to mobilize the intangible fixed property "Human Resources". The group of training and science products accounts for a small density of 5.1-5.4%. From the above results, the University mainly exploits tangible fixed property and in internal space. The problem of exploiting intangible fixed property (scientists, brand of the University, information resources ...) still not fully exploited.

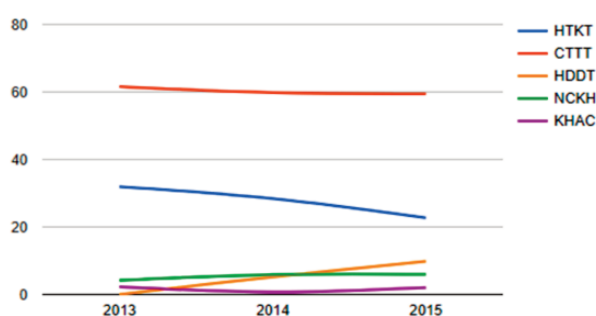
5. Reality of revenue from services - training

The study has collected secondary data by the Board of Services - Training Management and Exploitation. The revenue from 2013 to 2015 of Bac Ninh Sport University presented in Graph 1 and 2.

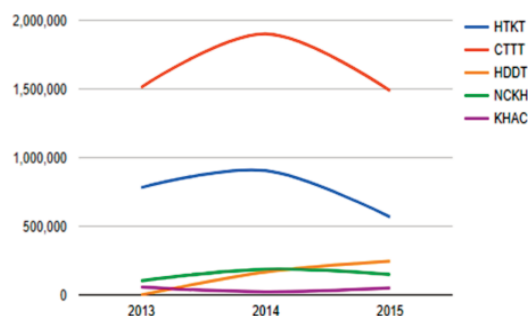
Results in Graph 1 and 2 show that the rate of revenue from service groups is not much fluctuated from 2013 to 2015, but there is a decline in technical infrastructure group (31.9% - 28.4% - 22.7%) and sports works (61.6% - 59.8% - 59.5%). However, revenue tends to

Table 3. Results of fixed property mobilization in service business from 2013 to 2015 of Bac Ninh Sport University

No.	Groups of service- training products	Fixed property					Percent age of revenue (%)
		Tangible		Intangible			
		Technical infrastructure	Sports works	Human resources	Brand	Information	
1	Rent of event and training organization	x	x				27.7
2	Rent of ground, refectory, kiosk, etc.	x	x				60.2
3	Contracts of science and technological transference	x	x	x	x		5.1
4	Contract of training	x	x	x	x		5.4
5	Others	x					1.6



Graph 1: Rate of revenue from service groups in 2013 - 2015



Graph 2: Revenue from service groups in 2013 - 2015

decrease (2,455,000 - 3,183,675 - 2,499,000). This initially proves the contribution from training activities (5.2% in 2014 to 9.8% in 2015) and scientific research (4.2% - 5.9% - 6.0%).

CONCLUSION

The exploitation of sports works for the service- training activities of Bac Ninh Sport University is limited. The University has not mobilized all the sports in service - training activities, especially high- qualified human resources of the University. The efficiency of using capital on scientific research is still very low and the revenue is small. The groups of training and service products have been able to exploit only the perspective of tangible fixed property and have not been able to exploit intangible fixed assets. Revenue from service- training exploitation tends to decrease over the years. However, initially, there is a good transference to service activities from training, scientific research and technology transference. The University needs to develop comprehensive

solutions to improve the efficiency of service - training exploitation in the coming time.

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