

國立成功大學

115學年度碩士班招生考試試題

編 號：177

系 所：體育健康與休閒研究所

科 目：運動與休閒管理

日 期：0204

節 次：第 3 節

注 意：1.不可使用計算機
2.請於答案卷(卡)作答，於
試題上作答，不予計分。

一、請以中文或英文，簡單說明以下重點(20%)

This article examines the development of sport management over the past four decades and argues that it has evolved into a distinct and mature academic discipline, rather than a subfield of physical education. In the early 1980s, academic work related to sport focused mainly on physiological, psychological, and sociological perspectives, while management-oriented issues received limited scholarly attention.

The emergence of sport management is closely linked to the commercialization and professionalization of sport. The expansion of mega sporting events, professional leagues, sponsorship-based revenue models, and global media exposure transformed sport into a major economic and social industry. These changes created strong demand for professionals with expertise in both sport and management. Universities responded by establishing sport management programs, many of which later became affiliated with business schools or professional studies units. The formation of national and international academic associations further reinforced sport management as an independent scholarly field.

The authors emphasize that theory is central to the legitimacy and maturity of an academic discipline. Early sport management research largely borrowed theories from parent disciplines such as sociology, psychology, economics, and general management. Over time, however, scholars refined and adapted these theories to better reflect the unique characteristics of sport organizations, sport consumers, and sport communities. Sport management theories are broadly categorized into four areas: managerial theories addressing leadership, governance, and policy; marketing theories focusing on fan behavior, branding, and sponsorship; sociocultural theories examining issues of gender, diversity, and inequality; and economic theories related to financial impact and competitive balance.

The article also traces the evolution of sport management research topics. Early “Young Field” studies focused on defining the discipline’s boundaries and curriculum. “Enduring Questions” include long-standing topics such as leadership, governance, volunteers, sport events, and consumer behavior, which continue to develop through theoretical and methodological advancement. More recent “Emerging Trends” address contemporary issues such as sport for development and peace, diversity and inclusion, environmental sustainability, digital media, and eSport.

In conclusion, the authors argue that sport management has established a solid theoretical and empirical foundation that distinguishes it from physical education. Continued theoretical innovation and engagement with societal and industry challenges are essential for the field’s future relevance and impact.

(資料來源: *Kinesiology Review*, 10(3), 339-349.)

二、名詞解釋:

(一)何謂永續發展(Sustainable Development)? (10%)

(二)何謂 NIL (Name, Image, Likeness)?(15%)

(三)何謂休閒雕琢(Leisure crafting)? (10%)

三、我國體育班制度長期作為競技運動人才培育的重要管道，透過集中訓練與競賽導向的課程設計，成功培養出多位優秀運動選手。然而，隨著高等教育普及、少子化趨勢，以及社會對學生學習權與生涯發展重視程度提升，體育班制度逐漸面臨多重挑戰。相關研究指出，體育班學生常出現過早專項化、學業學習弱化、升學與退役後轉銜風險高，以及城鄉與校際資源不均等問題。近年政策雖開始強調「競技與學業

並重」與「學生運動員雙生涯 (dual career)」理念，但實際制度設計與落實成效仍有待深入檢視。請依據你對運動管理、教育政策或相關理論的理解，回答下列問題。

- (一) 請從「制度設計」的角度，分析臺灣體育班制度在培育競技人才的同時，為何容易產生學生學習權與生涯發展風險。請指出至少三項關鍵結構性因素，並說明其形成機制。(25%)
- (二) 承上題，若你是教育或運動主管機關的政策規劃者，請提出兩項具體且可操作的體育班制度改革方案，並分別說明：1. 該方案欲回應的核心問題? 2. 其預期效益? (20%)