

Sports Management And The Promotion Of Basketball In Uganda: A Case Study Of The Federation Of Uganda Basketball Associations

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Introduction

The study examined sports management and the promotion of basketball in Uganda. It was based on a case study of the Federation of Uganda Basketball Associations (FUBA).

Objectives

It was guided by three objectives

1. to examine how FUBA recruited and selected players to enhance the promotion of basketball in Uganda,
2. to assess FUBA's procedures for player performance evaluation in the promotion of basketball in Uganda,
3. to examine how FUBA's marketing policies ensured the promotion of basketball in Uganda.

Methodology

The study adopted a phenomenological design, and both used quantitative and qualitative approaches. The target population consisted of 67 people out of whom a sample of 57 respondents was determined using Yamane's (1967) formula. The respondents were selected using the purposive (convenience), and simple random sampling techniques. Data were collected using the questionnaire, interview, and document review methods, and the self-administered questionnaires and an interview guide as the data collection instruments. The study employed descriptive statistics to analyse the data.

Key findings

The Adjusted R square for the selection of players was .664, the Adjusted R square for performance evaluation was .825. The test further revealed that the Adjusted R square for Marketing practices was .519. The tests also revealed that there was a significant relationship between sports management and basketball promotion by the FUBA.

Key recommendations

The study suggested that the Federation should adopt strict management standards that require the selection of talented players. In addition, it was suggested that the Federation assesses performance consistency in training sessions and match games by observing situation-related efficiency and using the method of standard deviation value.

Key references

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