

SPORTS: PANACEA TO SUSTAIN ENTREPRENEURIAL EDUCATION OBJECTIVES

Dr. Rasheed, Mutairu Akande

Dr. Oyinlola, Abiodun Isaiah

*Physical and Health Education Department
Emmanuel Alayande College OF Education, Oyo,
Oyo State.*

Abstract

This paper highlights how sports can sustain the objectives of entrepreneurial education like in the case of vocational subjects in Nigeria. The problem of high rate of poverty facing the country has been emanated from high rate of youth and graduate unemployment, among others. This paper therefore argues that sports will equip the students with the skills with which to be self-reliant. The concept of sport and prospective entrepreneurial career choice in sports among others are discussed. This paper therefore, recommended that there is needs to sensitize the stakeholders in the field of entrepreneurial education to see sports as an addendum to vocational discipline as earlier mentioned which aim at creating employment generation for the young graduates. The paper also, recommended that government at all levels should compulsory sports in all institution of learning which would afford the students opportunity to develop one or more skills require to be self reliant in the area of sports, while it is hope that this will reduce the rate of unemployment and poverty level in the country.

Keywords: Sports, sustain, entrepreneurial education, objectives

Introduction

Modifying the education system to be responsive to the needs of the learner and the society as a whole has over the years pre-occupied the minds of educationists in Nigeria and all over the world. It is this drive that prompted the introduction of vocational subjects like Metal work, Wood work, Agricultural science, Fine art, Home economics, Entrepreneurship education, among others in some post-primary schools in Nigeria and some countries. However, these subjects have partially addressed the challenges of unemployment and poverty up to this millennium. According to Garavan and Ocinneide (1994) the economic recession, high unemployment rates and fluctuation in international trade cycles in the 1990's in the USA and Europe prompted the revival of Entrepreneurship and small business management education.

Today that the world is growing and dynamic we can say that one way to combat the problems is Entrepreneurship through sports. Entrepreneurship is one of the changing processes that is important in this social system and can be a resolution of from many problems in the employment sector, especially the country's university graduates who might have specialized and possessed one form of skills in the area of sports.

Concept of Entrepreneurial Education:

Entrepreneurship, according to Omolayo (2006) is the act of starting a company, arranging business deals and taking risks in order to make a profit through the education skills acquired. Another view of entrepreneurship education is the term given to someone who has innovative ideas and transforms them to profitable activities. To him, entrepreneurship can be described as “the process of bringing together creative and innovative ideas and skills in order to combine people, money and resources to meet an identified need and create wealth. In the same vein, Nwangwu (2007) opined that entrepreneurship is a process of bringing together the factors of production, which include land, labour and capital so as to provide a product or service for public consumption. However, it is pertinent to note that education can be a means to an end. It can simply be a tool for securing employment and emancipation of people through the provision and acquiring of necessary knowledge and skills to make lives more flourishing. Therefore, Entrepreneurial education is the process of providing individuals with the ability to recognize commercial opportunities and the insight, self-esteem, knowledge and skills to act on them. It includes instruction in opportunity recognition, commercialising a concept, marshalling resources in the face of risk, and initiating a business venture.

Meanwhile, entrepreneurial education has become pertinent for some reasons, which

were as follows:

1. The development of business plans allows students to integrate accounting, economics, finance, marketing, and other business disciplines. As such, it can be an enriching, integrative educational experience.
2. Entrepreneurship education may promote the founding of new businesses by graduates or enhance their employment prospects and the success of graduates in the job market.
3. Entrepreneurial education may promote technology transfer from the university to the market through the development of technology-based business plans.
4. Entrepreneurial education forges links between the business and academic communities. Entrepreneurial education is seen by business leaders as a useful, applied approach to the study of business and the economy, and they have been willing to fund entrepreneurship programs and endow professorships within them.
5. Because there is no set approach to entrepreneurship education and because entrepreneurial generally is outside traditional discipline boundaries, it has been possible to experiment with curriculums.

Entrepreneurial Education Objectives:

Entrepreneurial Education according to Paul (2005) is structured to achieve the following objectives:

1. To offer functional education for the youth that will enable them to be self-employed and self-reliant.
2. Provide the youth graduates with adequate training that will enable them to be creative and innovative in identifying novel business opportunities.
3. To serve as a catalyst for economic growth and development.
4. Offer tertiary institution graduates with adequate training in risk management, to make certain bearing feasible.

5. To reduce high rule of poverty.
6. Create employment generation.
7. Reduction in rural-urban migration.
8. Provide the young graduates with enough training and support that will enable them to establish a career in small and medium sized businesses.
9. To inculcate the spirit of perseverance in the youths and adults which will enable them to persist in any business venture they embark on.
10. Create smooth transition from traditional to a modern industrial economy

Concept of Sports

Sports is a social agent that brings different people of different ages and religious background together either as sports producers or consumers. The players usually referred to as primary producers, who engaged in sporting activities in order to entertain the spectators (primary consumers) that watched them. Therefore, Sport refer to any form of physical activity that is organized for participants with, aim to use, maintain or improve physical fitness and provide entertainment to participants. Hundreds of sports exist, from those requiring only two participants, through to those with hundreds of simultaneous participants, either in teams or competing as individuals. Sports was also, defined by Pitts, Fielding and Miller (1994) as any activity, experience, or business enterprise focus on fitness, recreation, athletes or leisure.

Prospective Entrepreneurial Career Choice in Sports:

Job opportunities after the completion of entrepreneurial education and training in this field yield a wide variety of job offers for the students who get successful in obtaining the obligatory qualification. The mention of a few of them will not be out of place here:

- Students excelling in a particular sport may chase their passion by playing state, national

and even international level tournaments and thus they can become professional players of the particular game.

- A well trained and well educated sports person can easily be self employed as a coach in various schools, colleges and even for games at the national and international level.
- Becoming an umpire or referee is a perfect job for the aspirants who have sound knowledge about the rules and regulations of a game. In this job one has to inspect equipments, the ground along with conducting the games with proper discipline.
- Sports journals and magazines require qualified and educated sports person for writing columns. There is always a scope on television for such students who want to get engaged in presenting and preparing programs for viewers.

Relationship between Sports and Entrepreneurial Education

Considering the growth of business sports in the community and the development of clubs in sports here part or whether in sports entertainment of all countries attempting to create new job opportunities in the Sport domain with benefiting from credit facilities and programs. Elham and Masoud, (2011) stated that, in 1999, 475 thousand jobs opportunity have been created in sport UK. Experts believe that today entrepreneurship in the sport is the most important element of sports development. In the past, exercise was a less important factor in development planning, but today it is considered one of the indicators of sustainable development in communities.

Today we cannot define the sport only from the perspective of the social role, but sport has a close relationship with other phenomena, politics and art. Exercise potential in terms of job production if is getting a special place. Also it has role in the economy of society.

Entrepreneurship in Sport is the process of creating new businesses and new values and additional sports to market. Sports have suitable bed for entrepreneurship, for example in the world they use sport for advertisements, others use sports for marketing and in this way they make positive and constructive reputation, in the mind of people and in this way they have the highest audience. Variety, boundary violation, potential development, material and spiritual values, high demand for various goods, and a permanent public market and many other included the characteristics of sports industry that may be a suitable bed for Entrepreneurial education. In

the present decade, one of the biggest challenges for educated manpower in the field of sports and physical education is employment; entrepreneurship is the suitable solution for facing this challenge. And regarding the increasing development of supplementary education and the need for study the aspects of entrepreneurship in this area in terms of new business and to address the topic of life-style characteristics of entrepreneurs that distinct them from non-entrepreneurs.

Conclusion and Recommendations:

This paper discussed the key concepts in the topic which are related to how sports could be used to sustain entrepreneurial education objectives because of the nature of the discipline which involve acquisition of skills and techniques that is capable of giving self reliance opportunity to the recipient which is the hallmark of entrepreneurial education. Therefore, the paper recommended that there is needs to sensitize the stakeholders in the field of entrepreneurial education to see sports as an addendum to vocational discipline as earlier mentioned which aim at creating employment generation for the young graduates. It was also, recommended that government at all level should compulsory sports in all institution of learning which would afford the students opportunity to develop one or more skills require to be self reliant in the area of sports, while it is hope that this will reduce the rate of unemployment and poverty in the country.

REFERENCES

- [1] Elham, R. and Masoud, N.A. (2011). Relationship between lifestyle to entrepreneurial ability of physical education students. *Journal of basic and applied scientific research*. 1 (12) 2663-2666.
- [2] Garavan, T.N. and Ocinneideide, B. (1994). *Entrepreneurship education and training programs. A review and evaluation. Journal of European industrial training*, Vol.18, 3-12.
- [3] Nwangwu, I. O. (2007). Higher education for self reliance: An imperative for the Nigerian economy. NEAP publication1-8.
- [4] Omolayo B. (2006). Entrepreneurship in Theory and Practice. In F. Omotosho, T.K.O. Aluko, O.I. WaleAwe and G. Adaramola (eds). *Introduction to Entrepreneurship development in Nigeria*. Ado-Ekiti; UNAD Press.
- [5] Paul, E.O. (2005). Entrepreneurship education in Ezema Priscilla N, Paul Elizabeth O.; Anioke Beatrice O., Godwin A.G. Okwuolise, Chikwe, A. Eheli, Henri U. Anih (Eds) *Entrepreneurship in Vocational Education*. Enugu: OZYBEL Publishers.
- [6] Pitts, B.G., Fielding, L.W. and Miller, L.K. (1994). Industry Segmentation theory and sports industry. *Sport Marketing Quarterly* 3(1), 15-24.