

ENTREPRENEURSHIP DEVELOPMENT IN HUMAN KINETICS AND SPORTS FOR SUSTAINABLE WORKFORCE

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Abstract

Entrepreneurial skills are skills related to identifying business opportunities and receiving a sustainable income from these opportunities. Sports and human kinetics have a lot of potential for the improvement of entrepreneurship for unemployed youth. This paper explains the concept and highlighted possible areas in sport and human kinetics education programme currently offered in Nigerian schools that when well implemented could create a lot of entrepreneurs in Nigeria in the Sports Sector. The present curriculum content of human kinetics and sports are capable of satisfying entrepreneur skills acquisition at all levels of educational endeavour. Some suggested areas include design and production of sports wears, construction of sports equipment including those for persons with disabilities, construction of pitches, designing keep fit programme, designing and construction of indoor recreational activities, design and construction of instructional materials, computer games, creating internet site for sport and dancing skills or calisthenics. The relationship between sport entrepreneurship and sustainable development was determined by examining sport based entrepreneurial opportunities that Universities can undertake for developing skills and empowering their immediate environment financially and extending to the Nigerian society in general.

Keywords: Entrepreneurship, Human Kinetics, Skills, Sports based, Sustainable development

Introduction

Entrepreneurship is generally referred to as being a key part of the process of fostering innovation in local and regional development. When entrepreneurship is promoted, it combats unemployment, poverty and facilitates development of resources that have previously been underutilized. Entrepreneurship is encouraged by all levels of government, policy makers and practitioners through 'hard' and 'soft' assistance. Hard assistance to sports entrepreneurs is financially related and includes grants, housing assistance and bank loans. Soft assistance to sports entrepreneurs is usually non-financial aid and can include training, education and technical support. The benefits of entrepreneurship which are not limited to creating job opportunities, increasing competition and boosting productivity, creating new business opportunities and increasing the gross domestic product of a country are becoming universally accepted but it is more difficult to ascertain how government should intervene in assisting entrepreneurs with regional development activities (Drnovsek, Wincent & Cardon 2010; Blume & Covin, 2011; Robson, Wijbenga & Parker, 2016).

Sport is a dynamic and unique industry that is inherently entrepreneurship in numerous fronts. Sports provide a lucrative and continually growing market place worthy of immense investment, providing not only economic impact but also entertainment for millions globally. The potential in this industry is not fully utilized in Nigeria, leading to total dependence on the advanced economy of the world.

The issue of youth employment is recognized as one of the country's greatest priorities. The waste of human resources and debilitating effects of unemployment require this issue to be urgently addressed. In most African countries, youth unemployment has reached alarming proportions due to increased population growth, rapid expansion of the education system, high levels of rural-urban migration, political conflict and worsening economic performance (Uko & Atare, 2016). Nigeria is one of the African countries where the issue of youth unemployment is growing in an alarming rate. In an effort to solve this problem, the African government which Nigeria is a member included vocational education system in line

with the United Nations Education, Scientific and Cultural Organization (UNESCO) 2005.

In order to proffer further solutions to this problem, entrepreneurship development programme was introduced in countries like Gambia and Nigeria in West Africa, Malawi and Zimbabwe in Central Africa, Uganda and Kenya in East Africa (Chatsaire, 2005). The belief in these countries is that unemployment can be solved by promoting small business enterprises. For these enterprises to be started and sustained, youth with entrepreneurial skills are needed. In addition, the sustenance of youth with entrepreneurial skills can be achieved through proper programme development for unemployed youth. Human kinetics and sports are one of the ways through which entrepreneurial skills development programme for unemployed youth can be achieved. This makes Timmons (2006) definitions of entrepreneurship more meaningful:

- (a) The ability to create and build something from practically nothing.
- (b) It is initiating, doing, achieving and building an enterprise or organization rather than just watching, analysing or describing one.
- (c) It is the knack for sensing an opportunity where others see chaos contradiction and confusion.
- (d) It is the ability to build a founding team to complement your own skills and talent.
- (e) It is the know-how to find, marshal and control resources (often owned by others) and to make sure you do not run out of money when you need it most.
- (f) It is the willingness to take calculated risks, both personal and financial and then do everything possible to get the odds in your favour.

Entrepreneurship is a way of thinking, reasoning, or taking action that is driven by opportunity, holistic in nature, and leadership-oriented (Smagina, 2016). This is very much obtainable in Sport and is known as Sport entrepreneurship.

Sport Entrepreneurship

There are a number of different usages of the term 'Sport entrepreneurship'. Sport entrepreneurship could be used to characterize an innovative approach by an organization or individual in the sports context. Another usage is of applying business strategies to change the way people and sports-related ventures operate. Sports organizations can be more entrepreneurial by increasing attention to business activities such as marketing, advertising, publicity, sponsorships and branding. Senne (2016) noted that sports organizations often have a complex stakeholder

environment as different groups or individuals that the organization interacts with have different needs and wants. Sports organizations have a vast array of social, community, educational, economic and research activities. Sports entrepreneurs possess several leadership characteristics including the credibility, and ability to generate commitment or enthusiasm for a business venture. Sports entrepreneurship is an area of business concern as it impacts the sports sector and public policy related to sport. Sports entrepreneurs differ from business entrepreneurs in terms of their objectives and mission. The mission for sports entrepreneurs is sport-related and is central to the economic, physical and educational area of physical exercise. A sports entrepreneur's ability to attract financial and non-financial resources in the marketplace is an indicator of the venture long-term viability. Sports entrepreneurs look for ways to ensure their business ventures have access to resources by creating value for their organization. Sports organizations face different objectives and are required to develop programmes to satisfy various stakeholders. Stakeholders can include athletes, government, ticket holders, members, sponsors, donors and employees (Smagina, 2016).

Many sports organizations face difficulty in balancing financial and non-financial objectives. Sports entrepreneurs operate in a changing climate as there is an ageing population in many developed countries, which provides market opportunities and has changed the way organizations conduct and market their businesses. The increased interest and time spent on leisure activities by many people worldwide have provided a number of opportunities for sports organisations. The conceptualization of sports entrepreneurship needs to take into account the changing global environment and the unique characteristics of sports organizations that make them different to other types of organizations (Smagina, 2016).

Entrepreneurs work towards pursuing an opportunity and committing the resources towards achieving its business objectives (Mitchelmore & Rowley, 2010). Entrepreneurship by organizations or individuals assumes that a systematic search has been carried out that leads to the recognition of an opportunity (Ardichvili, 2003). However, often many sports related opportunities are ad-hoc and are the result of new information and ideas coming to fruition. These accidental discoveries of opportunities recognise that sometimes an entrepreneur is receptive but not formally engaged in a systematic search (Ardichvili, 2003). These opportunities are a result of people being alert to

discoveries and being ready to act on information received. Ardichvili (2003) defines entrepreneurial alertness as the “propensity to notice and be sensitive to information about objects, incidents, and patterns of behaviour in the environment; with special sensitivity to maker and user problems, unmet needs and interests, and novel combination of resources”. Sports entrepreneurs identify opportunities based on their background and experience. Sometimes the amount and type of information a sports entrepreneur possesses will enable them to make a decision about an opportunity (Senne, 2016).

Sports Entrepreneurial Traits

The term ‘entrepreneur’ has a variety of traits and characteristics depending on the situation or context. However, researchers in entrepreneurship have difficulty in narrowly defining these traits and characteristics (Mitchelmore & Rowley, 2010). There are different types of sport entrepreneurs with a variety of traits and characteristics that influence their personality in building new venture capital. In most entrepreneurial business venture settings, the focus is on the individual (Acimovic, Spirtovic, Jonic & Projevic, 2013). Important individual skills needed for entrepreneurship may include written and oral presentation capabilities and interpersonal communication. Entrepreneurs possess different traits including the ability to imagine and foresee future occurrences. Many entrepreneurs are highly individualistic and independent which characterizes their behaviour (Chell, 2007). Many sport entrepreneurs have a self-belief that can help explain their thinking and behaviour. Entrepreneurs usually have a strong vision and spirit that leads them to be driven in their commitment to successful outcomes. Self-belief or self-efficacy is an individual’s personal competence that helps them convert perceived failures into learning experiences. Self-efficacy occurs when a person overcomes obstacles through perseverance and performance accomplishments. It is important in sport entrepreneurs as it capitalizes on a person’s belief that they can control the events occurring and motivate others with their behaviour. Entrepreneurship is a behavioural characteristic of an organisation or an individual (Mort, 2003). A societal as well as an economic perspective on entrepreneurship is important in considering its complexities (Steyaert & Katz, 2004). Motive is a socio-economic orientation of sport entrepreneurship as it includes both a person’s behaviour and the monetary expectations from a business venture. As sports entrepreneurs have

different personalities their optimism and strategic foresight will enable them to take opportunities to fruition. Each sports entrepreneur’s knowledge creates a repository of information that enables them to recognize certain opportunities. Schweizer, Vahlne and Johnson (2010) define entrepreneurial knowledge as “knowledge related to special interests, fascinations, and sense of fun; and knowledge accumulated from work experience”. An entrepreneur’s social network also acts as a source of opportunities.

Human Kinetics and Sports Entrepreneurial Opportunities

Entrepreneurship focus programmes are capable of helping students with crucial skills that offer opportunities to navigate this career uncertainty. These skills may include problem-solving, team work, empathy, as well as learning to accept failure as part of growth process. Entrepreneurship education at the three levels of the education system could be a panacea to the ills of today’s society, as it helps produce self-reliant youths as future leaders; people who would use their energy and knowledge to create jobs and be employers of labour, instead of job seekers. It therefore helps to create wealth and reduce poverty and unemployment rates among the nations teeming school leavers (Uko & Atare, 2016). By inference, entrepreneurship education assists students to develop positive attitude and innovative skills for self-reliance rather than depend on the government for employment.

Human Kinetics and sports have wide areas that can sufficiently create employment. In more specific terms human kinetics and sports is a natural entrepreneur because according to Smagina (2016) it has features of innovation, creativity and production of services.

The following are possible entrepreneurial opportunities that could be initiated and promoted through human kinetics and sports programme in secondary and tertiary institutions. Some of these areas have been carefully taken into consideration in the present secondary school curriculum:

- design and production of sports wears
- construction of sports equipment including those for persons with disabilities
- construction of pitches
- designing keep fit programme
- designing and construction of indoor recreational games/ activities
- design and construction of instructional materials
- computer games/creating internet site for sport

- dancing skills/calisthenics
- combat sports for self defense
- Indoor games – chess, scrabble dart and draught.
- all sports and officiating skills
- gym management
- event management/outdoor education
- sports marketing and advertising
- establishment of sports clubs and recreational parks
- water treatment

Sport-based Entrepreneurship for Sustainable Development in Nigeria Universities

Sustainable development is development that meets the needs of the present without compromising the ability of the future generations to meet their own needs. It contains within it the key concepts: the concept of needs, in particular the essential needs of the world's poor, to which overreaching priority should be given (World Commission on Environment Development, 2017). Sustainable development focuses on improving the quality of life for the entire earth citizen without increasing the use of natural resources beyond the capacity of the environment to supply them indefinitely (WCED, 2017). As earlier observed the universities are established to manage the environment so that the quality of human lives will be improved. It is observed that even within Nigeria Universities there are students and graduates who are groaning in poverty. Some cannot even pay their schools fees while graduates are jostling for, and endlessly waiting for jobs which are not in view. The university system has the potential of creating opportunities that can palliate the current situation in our society and this requires an understanding that inaction has consequences and that we must find innovative ways to change institutional structure and influence individual behaviours.

Entrepreneurship in Sport for Sustainable Development

Sport entrepreneurship often occurs as a result of people having the willingness to expend their organizational efforts in the field of sport (Terjesen, 2010). Sports development is all about providing and improving opportunities for people to participate in sports at any level. Whether you are an elite performer, an absolute beginner, a coach, an enthusiast or just looking for a fun activity, there are plenty of opportunities to participate. The wider the range of opportunities, the greater the opportunity for

entrepreneurship. Sport exercise and health are dedicated to improving the access to and provision of sport for all, aiming at improving sport participation by students, staff and the wider community. A range of programmes can be organized by the universities to provide support for those wishing to coach or officiate as well as provide an enabling environment for running students' sports clubs. There can be a Nigerian Joint University initiative in coaching, and education to provide opportunities to train and certain sports can benefit through the universities' coaching development programme. Corporate industries and other stakeholders such as banks, oil exploration companies can be attracted to sponsor students-sports clubs and their members to develop sports coaching, officiating and other sports activities. Opportunities for beginners can be improved by creating training programmes that attract fees in a variety of sports. Such opportunities are offered in conjunction with athletic clubs or sports departments. There is also a range of recreational and social sporting activities that can be initiated by universities to divert idle minds from engaging in evil social vices. Students are given opportunities to participate in intramural leagues and competitions, either University sport event or represent the University through the sports council which can be sources of financial empowerment (Falase, 2001).

Apart from high level teaching and research in sport and exercise science, the Universities should focus on development of sporting excellence and sport participation. Sport is an inviting area for youths, it can provide outstanding opportunities for students and staff to develop their academic interests and abilities, to involve themselves in sport at whatever level they choose and generally to get the most out of a higher education environment. To complement the academic departments involved in teaching and research, a sport development centre should be established to facilitate all other sport operations in which the university is involved (Herddly, 2006).

Other opportunities for entrepreneurship in University sport include: sports can attract sponsorship and scholarship for University athletes and staff. Students that participate in revenue generating sports such as soccer, and basketball can earn huge sums of money for their institutions that engage their sport skills. Several colleges and Universities in developed countries like United States of America operate athletic teams comprised of student athletes, coupled with the lucrative contracts. In some cases, contracts are arranged with corporate entities that pay large amounts for advertising within the sporting arena on college

campuses. Coaches of athletic teams in addition sign personal contracts in conjunction with Universities and companies in exchange for promising outfit for their players in the shoes and sportswear manufactured by these companies. The financial benefits accruing there from are supplemented with regular and post season ticket sales, concession sales, local television and radio contract and increased endowments hence colleges and Universities profit handsomely from their participation in sports entrepreneurship (Christopher, 2008). A University community sports volunteer scheme should be established. Such schemes allow students and staff to achieve nationally recognized qualifications and gain experience in volunteering within community organizations offering sporting opportunities.

Conclusion

Entrepreneurial skills are skills related to identifying business opportunities and receiving a sustainable income from these opportunities. Human Kinetics and Sports have a lot of potential for the improvement of entrepreneurship for unemployed youth. Some other potentials include; physical fitness clinic programme, sports career guidance and counseling, youth media, youth band association, youth sports academy, youth sport facility centre, youth sports internet/websites, youth sport marketer and many others.

Promoting entrepreneurial skill is necessary for a developing economy like Nigeria. The present curriculum content of Human Kinetics and sports are capable of satisfying entrepreneur skills acquisition at all levels of educational endeavour. It provides opportunities for self-motivation discipline and willingness to take initiative. All aspects of Human

Kinetics programmes are enterprising such as recreational health services, communication and entertainment skills, exercise and fitness, design, construction and production of instructional resources.

Recommendations

The following are therefore suggested:

1. Teachers of Human Kinetics and sports studies should be more practical-oriented so as to develop in the learners' entrepreneurial skills available in the sports or game.
2. Human Kinetics and sports teachers should be more resourceful in the implementation of all aspects of the curriculum.
3. Human Kinetics and sports teachers at all levels should avail themselves to opportunities for entrepreneurial skill competences and transfer it into new project/venture formation.
4. To enhance entrepreneurial skills in Human Kinetics and sports students should design and create instructional materials from local resources and showcase such at exhibitions.
5. Formation of Health/Fitness club, dance troupe, calisthenics/Aerobic as avenue of initiating and promoting entrepreneurial skills.
6. For effective promotion of entrepreneurial skill through Human Kinetics and sports, there should be collaboration efforts of all stakeholders in the educational sectors.
7. Nigerian universities should organize sport league in some major sports to enable talented athletes express and perfect their skills.
8. University sports should be positioned to enable athletes pursue their athletic careers alongside with their academics.

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