Entrepreneurship in Education and Sports

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Introduction, Meaning and importance of Entrepreneruship

"Entrepreneurship refers to an individual's ability to turn ideas into action. It includes creativity, innovation and risk taking as well as the ability to plan and manage projects in order to achieve context of their work and better able to seize opportunities and provides a foundation for entrepreneurs establishing a social or commercial activity" . In sport these entrepreneurial characteristic come up to different dimensions as far as sport is considered as a growing social and economic phenomenon and beyond aiming to improve health. sport has an educational dimension, fulfilling a social, cultural and recreational function (European commission, 2007) As such sport provides a variety of opportunities for the constant innovation which is believed to be a paramount of the successful entrepreneurship.

to supply the market needs for educated entrepreneurs the public and private universities all over the world developed and provide a various entrepreneurship education programmes pursuing the overarching goals - to educate the individuals who would process and able to apply the entrepreneurial attitudes and skills. The sport management programmes are not the exception. Although the single entrepreneurships sport programmes are rare, the enormous pressure from sport sector to produce the graduates equipped with the desirable entrepreneurial competencies.

The need for the utilization of the appropriate teaching and learning (T and L) methods and education activities that would be in tune with the Generation Y (Millennial) Traits are presented. This approach is central for the development of the appropriate teaching and learning methods in sport management programs in order to encourage in entrepreneurial thinking which could lead to the development but more importantly to the proper application of the entrepreneurial skills in the sport specific context.

2. Specific feature of sport and their influence on the entrepreneurship in sport.

Sport- based entrepreneurship is to the great extent influenced by the specific feature of sport as defined by the Smith and Steward (2010) They Provided a list of unique features of sport . Which require the application of the specific management techniques. Chadwick (2011) also stated that the distinctive features of the sport have an implication on business in sport. The nature of the entrepreneurship in sport has been discused by the Ratten a number of management areas (Ratten 2011) and it is any innovative activity that has a sport objective. Specific feature of sport as described in the Table I have a crucial impact on the way how the sport entrepreneurship is understood and performed and subsequently influence the special set of the skills which the sport- based entrepreneurs should posses.

Table I. Specific features of sport and their influence on entrepreneurship in sport.

Specific features of sport Smith and steward (2010) Chadwick (2011)	Influence on the sport entrepreneurship
Irrational passion for sporting teams, competition or athletes. high degree of optimism and brand loyalty	Risk taking can be higher than in usual business
Different perception of the performance in sport uncertainty of the outcome	High creativity in the development of the variety of economic, social and

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	environmental indicators for evaluation of the institutional performance
Competitive balance, the principal of collaborating to compete	The need to accept and balance the principal of accepting the competitor
Limited organizational control over product- limits the scope to attain competitive advantage	Necessity of inventing the unique non- sport product's competitive advantage
Variable quality of sport product, Fans (Customer) are producers and consumers	Inclusion of the fans and consumers of sport activates in the creation of the quality of sport product
symbiotic relationship with media	Sports oriented innovation are bound to the media sector

Limited availability

The need to maintain the financially balanced and mixed (sporty and business like) portfolio of the products.

Source own elaboration based on Smith and Steward (2010) and Chadwick (2011)

Moreover the logic of the entrepreneurship in the sport is influenced by the fact that sport and recreation opportunities are delivered by a mixed economy of providers across the public non- for - profit and commercial sectors (Hoye, 2012) . Therefore it cannot always pursue the" pure business like" approach and its is highly dependent on the context. This was reflected in sport- based entrepreneurship categorization as suggested by Raten (2011-2012). There it cannot always pursue the pure business like" approach and it is highly dependent on the context. This was reflected in sport-based entrepreneurship categorization as suggested by Raten (2011,2012). On the base of this categorization entrepreneurship activities in sport span from venture creation to any innovative activity in sport context depending on the sector where the activities take place.

Table 2. Categories of the sport-based entrepreneurship and the respective sports entrepreneurship activity

Spot- based entrepreneurship categories	**Sport Entrepreneurship activity**
Community based, Social, Immigrant	**Sport related exploration and exploitation**
Corporate, Institutional, International	**Sport venture creation**
Technological	**Sport oriented innovation.**

Source : Own elaboration based on Ratten (2011, 2012)

Framework for developing the Entrepreneurial Skills in Education and Sport programs.

Entrepreneurship education should not be confused with general business and economic studies, its goal is to promote creativity, innovation and self- employment and any include the following elements: Developing personal attributes and skills that form the basis of an Entrepreneurship mindset and behavior (creativity, sense of initiative, risk - taking, autonomy, self- confidence, leadership, team sprite , etc.) Rising the awareness of students about self- employment and entrepreneurship as possible career options, Working on concrete enterprise projects and activities.

Providing specific business skills and knowledge of how to start a company and run it successfully" (European Commission Report entitled' 'Entrepreneurship in higher education, especially within non- business studies, 2008). Entrepreneurship education in sport should

provide students with the opportunity to identify opportunities and developing sport ventures or developing of an existing sport organization, It should focus on encouraging students to apply entrepreneurship skills and attributes to a range of different context in sport enterprises.

In 2012 with support from the Quality Assurance Agency for Higher Education (QAA) the new guidance for UK higher education providers called Enterprise and entrepreneurship education was launched. It is meant to assist to foster the teaching and learning strategies in the entrepreneurship education. This guide distinguish the enterprise education and entrepreneurship education. Whereas the first one provides students with the opportunity to learn how to generate original ideas and skills to make them happen the latter is the education which equips students with additional knowledge, attributes and capabilities required to apply these abilities in the context of setting up a new venture or business. The guide also defines the entrepreneurial effectiveness as the ability to function effectively as an entrepreneur or in an entrepreneurial capacity and offers a framework for the development and assessment of enterprise and entrepreneurship behaviors. attributes and skills which, taken together, contribute towards the development of an entrepreneurial mindset and entrepreneurial effectiveness.

In sport management programs the entrepreneurship education should be ideally addressed at a programme level, but this not always the case. Therefore the second option seems more realistic i.e. to embed enterprise and entrepreneurship within the subject areas in sport management programs. For the development of entrepreneurship spirit management education the culture of enterprise in each particular country play the crucial role as well. conceptual framework for entrepreneurship education in sport management curricula as presented in the Table. 3.

The concept is based on the assumptions that the appropriate teaching and learning methods for developing the entrepreneurial skills in Education and sports. Entrepreneurship education by respective authorities , sport, specific feature and their impact on the nature of the entrepreneurship in sport as well as on the innovations of the products, service and processes in sport. To set and measure the attainment of the goal in the entrepreneurship studies in sport the professional as well as academic opinions regarding the desirable competences and skills for entrepreneurship should be considered..

Conclusion :-

Importance of the entrepreneurship education and sport lastly highlighted by the European Directorate for Enterprise and Industry's in its report on Effects and Impact of Entrepreneurship Programs in Higher Education (2012) According to the report the entrepreneurship education can make a difference as it impacts greatly the intention for and competence of enterprise and also the employability of the future higher education graduates. It also underline the importance of developing the educational capacity i this sense across all disciplines. For sport management studies this could be transited as an urgent need to introduce new teaching and learning strategies for the enhancement of the entrepreneurial skills of the student during their studies. Therefore it is recommended to use all facts of enterprise and entrepreneurship education curriculum based, extracurricular activity for students, and university- based business start- up support for students and graduates. In sport management programmes the generic feature of and recommendation for EE are challenged in terms of the various contexts which can be encountered in sport. But above all the specific features of sport have to be considered when designing the courses which would facilitate the entrepreneurial skills of the sport management students.

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