

“SPORT AND PHYSICAL ACTIVITY ENTREPRENEUR” EXPERIMENTAL TEACHING SPORT ADMINISTRATION AND A JOB ALTERNATIVE FOR THE STUDENT OF PHYSICAL EDUCATION AND SPORTS

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ABSTRACT

The following paper was elaborated under significant experiential methodology, and application, as a unit in the department of Administration and Organization of Physical Education for 20 years at the University of Los Andes (ULA), and the backdrop of the state application Mérida and some cities in the country with updates and changes as needed physical activity sports. Its main objective is to demonstrate how to encourage students and train them in the business aspect, as entrepreneurs, creating their own Sport and Physical Activity Services Microenterprise (PASM), individual type, with projected future change kind of personal signature, corporation or company. The PASM project works for a regular academic semester, between the student, the teacher and three consultants, one legal, one an accountant or area specific service that students choose to create the PASM, in this process of future PASM achieves certain build and strengthen management skills, be an agent of change, contributing to economic and social development of their communities and the country, treating the teacher as much as possible to develop in students an entrepreneurial spirit, through methodologies based on the constructivism and learning by doing. The student observes, analyzes and makes contact with the real needs of their environment or sports physical activity, using a feasibility study, a market survey, a study of different resources and considering also the external variables such as political, economic, social, among others, and then start more precisely its inclination and personal goals, for which you must obtain basic management tools, such as: marketing and sales, operations, communications, economics, budget, finance and human resource management among others. The results have been satisfactory, given that it has complied with the program, where students have achieved their purpose, creating a considerable amount of PASM and several of these are operating today.

Keywords: entrepreneur, small business, sports services, physical activity

INTRODUCTION

The following paper was elaborated since the need of looking for a new method to teach sports administration and how to motivate and help students to found a job alternative in physical education and sports. As we know life project when students get out college is to be a professor or teacher in physical education, but in many cases students cannot found a job, so here we show a significant experiential, as a program of Physical Education Administration and Organization, for 20 years at the University of Los Andes (ULA), and the backdrop of the state application Mérida and some cities in the country with updates and changes as needed physical activity sports. Its main objective is to demonstrate how to encourage students and train them in the business aspect, as entrepreneurs, initiating their own Sport and Physical Activity Small Service Business (SPASSB), individual type, with projected future change kind of personal signature, corporation or company. In this process of future SPASSB achieves certain build and strengthen management skills, be an agent of change, contributing to economic and social development of their communities and the country, treating the teacher as much as possible to develop in students an entrepreneurial spirit, for which you must obtain basic management tools, such as: marketing and sales, operations, communications, economics, budget, finance and human resource management among others. The results have been satisfactory, given that it has complied with the program, where students have achieved their purpose, creating a considerable amount of SPASSB and several of these are operating today.

In his Book: Are the small business a solution to employment problems? The Chilean sociologist Oscar Mac-Clure says: “The small business cover a large share of employment. Whether represent a change in the structure of employment or rather a new way of view, they are given increasing attention. Small enterprises are seen as a powerful new alternative to address employment issues, inequality and poverty, national and global scale”.

Recently studies of the Prestigious Management Magazine (2013), said that Venezuela needs 60.000 Small businesses, and that we have 1 million of people without a job .

In Venezuela from the entry of the new Sport Law (2011), arts. 10, 29, 61, 63, 67, helps the formation of sport entrepreneur and small business, this concerns also to providers of sports goods and services.

The curriculum of the career of physical education must provide the knowledge and tools for future professionals have the skills to function in the sports company, so is very important to give them some Administration Competences to start in this word of Sport and Physical Activity Small Service Business (SPASSB):

- Marketing and sales
- Communications
- Economics
- Budget
- Finance
- Human resource management
- Sport Equipment
- Facility Planning
- Laws and Sports Laws
- Advertising
- Strategic Planning
- Public Relations
- Sports Industry
- sport consumer behavior
- Event Management
- Feasibility Study
- Sports Culture Philosophy
- Make decisions
- Sponsorship
- Troubleshooting

ECONOMY

Science that studies the goods of the population, so economics of sport study to detect a shortage of goods and services in sports and physical activity. There should be no financial problems if there is no shortage of goods.

COMPANY

Economic unit through an organization combines various factors of the five major sports resources, to determine the production of sports services and products, with the aim to achieve specific purposes.

SMALL BUSINESSES

Are normally privately partnerships, or sole proprietorships and varies by country and by industry , the European Union generally defines a small business as one that has fewer than 50 employees however in Venezuela a small business is defined by the Ministry of Economy since one or fewer than 10 employees.

SERVICE

It all processing of goods, such as rent towels at a gym, the company that organizes recreation camp.

LARGE SPORTS INDUSTRY

We must consider that it is also necessary to explain to the students about this industry and have more knowledge of where they could apply their business project:

- Adventure sport
- Participation sports or physical activity gyms, clubs spa and fitness centers
- Professional sport
- Sport equipment
- Sponsorship
- Events company

And also point out what people commonly consume in sports, like:

- Machine's and equipment
- Sport wear
- Recreation
- Entertainment
- Sports events
- Accessories
- Training / Exercise
- Sport clubs
- Gyms resorts
- Food and beverages
- Insurance
- Computer hardware
- Counseling and sports
- Sport facilities
- Lotteries (Parley)
- Medicines
- Medical assistance, massages (injuries and illnesses)
- Tourism sport
- Hosting
- Transport and travel
- Internet information
- Sports magazines
- Books and sports newspapers

METHODS

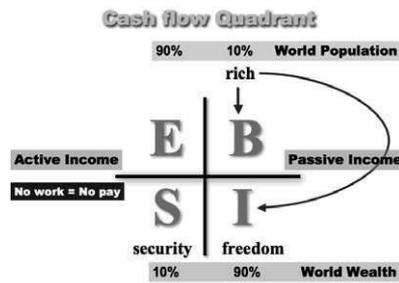
In this work we applied a methodology based on the constructivism and learning by doing, experiential methodology and application. The student observes, analyzes and makes contact with the real needs of their environment or sports physical activity, using a feasibility study, a market survey, a study of different resources and considering also the external variables such as political, economic, social, among others, and then start more precisely its inclination and personal goals. The SPASSB project works for a regular academic semester, between the student, the teacher and three consultants, one legal, one an accountant or area specific service that students choose to create the SPASSB.

RESULTS

- Encourage students to create their own SPASSB
- The students developed their portfolio SPASSB
- Acquire experience organizing events
- They dared to conduct press conferences or business with companies
- Come together and form teams groups
- Able to legally register the SPASSB on the National Register SENIAT
- They offer personal training service at homes and gyms
- Many of the students began their SPASSB activities in different cities
- It was presented at my Faculty as a thesis degree option
- We have been developed more than 135 SPASSB

DISCUSSION

This study has been a very positive contribution to experimental teaching sport administration in a dynamic and highly motivating for students, which moves them to achieve their goals and we could say that even their dreams. Initially for professor and advisors represent a great uncertainty and doubt as to the acceptance and participation of students in this process. As observed in the process of starting a SPASSB teachers must be patient and give their continuous support to students. It is important to note the limited literature in Spanish with students could help, but it was crucial the help of consultants, as well as studies by other researchers as for example in the area of marketing, human resources, economics and business in general. Explain business experiences as expressed in next graphic of his book CASHFLOW QUADRANT Robert Kiyosaki`s, (2007), was opened and motivator course expectations.



CONCLUSIONS

- Feasibility studies was very important to detect problems and needs to start the SPASSB.
- Students acquired and applied tools to venture into the business world of sport.
- Students show a big satisfaction motivation and experience regarding their SPASSB.
- Their family helps and was agree for this idea.
- High levels of relationship with professor and community.
- Is very important to have the consultants.
- There is no control or there is not a record to the amount of SPASSB they are working or not.
- Many students adopted a purpose not seen in the subjects of the curriculum of studies.
- Students learn sports administration with this method.

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