

# HARNESSING THE ENTREPRENEURIAL COMPONENTS OF PHYSICAL AND HEALTH EDUCATION IN UNDER-GRADUATE CURRICULUM IN TERTIARY INSTITUTIONS IN NIGERIA

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## **Abstract**

Physical and Health Education is an invaluable assets to any nation because of the variety of career opportunities it offers which help to alleviate numerous societal problems such as poverty, lack of proper health care and lack of employment among others. The curriculum for Physical and Health Education in the undergraduate programme should incorporate areas like entrepreneurship education which have similar goal with Physical and Health Education, which will improve the lives of individuals, families and the society at large. This paper focused on the concept of Physical and Health Education and entrepreneurship education, what Physical and Health Education entails, types of entrepreneurship opportunities available in Physical and Health Education and strategies for developing some of the entrepreneurial skills in Physical and Health Education. It was recommended that the department of Physical and Health Education in tertiary institutions should over-haul the academic discipline in order to ensure that entrepreneurship education is embedded in every subject/course, among others.

**Keywords:** Entrepreneurship Education, Physical and Health Education, Tertiary Institutions.

Physical and Health Education is considered to be that phase of education that aims through physical activities such as games, sports, calisthenics, gymnastics, dance and related activities to make the maximum contribution to the optimum development of individual potentialities (Ladani, 1994). Physical and Health Education is the cultivation of powers and capabilities by the individual which will enable him to maintain his bodily conditions in the best working conditions while at the same time provides for greater efficiency of his intellectual and spiritual life. The philosophy of Physical and Health Education Programmes (PHEP) is derived from The Nigerian Philosophy of Education, which advocates education for self reliance, democratic living and national unity (National Policy of Education, 2013).

Physical and Health Education is an invaluable asset to any nation because of the variety of careers it offers which help to alleviate numerous societal problems such as poverty, lack of health care and unemployment, among others. Physical and Health Education is one undoubtedly, the appropriate form of education that produces a healthy and more productive population of the citizens.

Entrepreneurship education is a new concept in Nigeria educational system. An entrepreneur is person who initiates and finances a new commercial enterprise. An entrepreneur is therefore an agent who combines all the factors of production: land, labour and capital to create wealth and make profit. An entrepreneur is also an innovator who invokes demands and creates job as he matches

supply with demand. What distinguished an entrepreneur for other investors is that he believes in creating market for his ideas and not responding to existing demands. Aminu (2007), observed that entrepreneurship places emphasis on innovations such as a new knowledge, information, attitude, zeal and skills to enable the recipients become more relevant to himself and to the society at large.

Physical and Health Education on the other hand, is concerned with creating and developing basic skills that will equip an individual to become self reliant after graduation. One can establish small scale firms or industries which make the individual self employed and with future development enable the individual employ others, thereby coping unemployment.

During the last decade of the twentieth century, several changes occurred in Nigeria education generally and in the undergraduate curriculum in particular. These changes were propelled by several development; the inadequate skills and competencies of graduates and the dependence on white collars jobs after graduation. Against this backdrop entrepreneurship education was introduced in tertiary institutions in Nigeria so that graduates could receive relevant skills and competences that will enable them to seek and run an enterprise successfully.

Therefore, harnessing the entrepreneurial components of Physical and Health Education in under-graduate curriculum in tertiary institutions cannot be undermined. Not only has Physical and Health Education produced healthy and fit citizens but also productive citizens who have helped in revolutionizing the political, social and economic sectors in developed countries.

#### **What Physical and Health Education Entails**

Physical and Health Education is a discipline with sub-disciplines such as physiology of exercise, history of Physical education, comparative physical education, sociology of sports, psychology of sports, health care and services, bio-mechanism, sports medicine, sports management, and a host of others. Physical and Health Education is a lifelong process by which people are prepared to live healthy and more productive life within their own environment. University of Nigeria (2004: 1) postulated that Physical and Health Education is a subject of the whole process of education which focuses on the provision of the following:

- a Offer students the opportunity to acquire the necessary skills and competencies of successful teaching and organization of Physical Education, Health Education/Health Science and Recreation Education in any level of the educational system.
- b Prepare students for effective organization and administration of sport in institutions and organizations.
- c Equip students with knowledge and skills for coaching and officiating of sports.
- d Produce qualified high level manpower to serve in rehabilitation institutions as Physical and Occupational therapists and health counselors.
- e Equip students with the appropriate skills and competences for individual survival and contribution to the national goals and aspirations through physical education, sports, health education and recreation.

### **Entrepreneurial Opportunities in Physical and Health Education**

There are quite a number of entrepreneurial opportunities which graduates of Physical and Health Education from tertiary institutions can establish businesses of their choice. Abeku & Moses (2013) identified managing physical fitness training centre, managing sport club/athlete, engaging in sports officiating and coaching, engaging in sport marketing and sports psychology, among others.

#### **Managing a Physical Fitness Training Centre**

There are different types of physical activities that can be performed in fitness centre. These physical activities are aimed at cultivating power and capability in individuals, which at the same time provide for greater efficiency of intellectual and spiritual life. A graduate of Physical and Health Education can set up a fitness training centre to render services to individuals, households and the general public. By so doing, the individual becomes self employed; which improves his economic status and also creates employment opportunities to others.

#### **Managing Sport Club/Athlete**

Sport management is an aspect of Physical and Health Education which deals with the application of various theories to planning and execution of sporting programmes in sports organizations. It is the process by which human, financial, material and physical resources in various sports organizations are harnessed to accomplish the goal of the organizations sports – wise. With the managerial knowledge and skills acquired in Physical and Health Education, a graduate is in a better position to establish and manage private sport team/club/athlete from amateurism to professionalism.

#### **Engaging in Sports Officiating and Coaching**

Officiating is an act of controlling sport competitions in accordance with the approved rules and regulations, ensure equity and fair play, enforce discipline, sanctioned misconducts according to the gravity of offence committed, among others. This means that the services of officiating officials in sports competitions cannot be under-estimated. Sports officiating skills learnt in Physical and Health Education provide employment opportunities for individuals during organized sports competitions at the local, state and federal levels.

On the other hand, the act of coaching is to prepare sport team/athlete in the art of skills, techniques and strategies for excelling in sports. Through Physical and Health Education, individual learn skills, techniques and strategies of different sports and games which can enable the individual to organize coaching clinics and equally set up sport academy.

#### **Sports Psychology**

Sports psychology is an applied branch of general psychology in the sense that it uses the research findings and principles developed by psychologists to improve sports skill, learning and performance. The main objective of sports psychology is to develop necessary skills and competencies in individuals to enable them to understand, control and predict the behaviour of athletes in sports participation at different levels. A graduate of Physical and Health Education can be

assigned to sports teams/clubs for the purpose of motivation. Motivation has always been at the centre of sports, so well motivated athletes perform better.

### **Sport Marketing**

Sport marketing is a sub-division of marketing which focuses both on the promotion of sporting events and teams as well as the promotion of other products and services through sporting events and sports teams. It is a service in which the element promoted can be a physical product or a new brand name.

Shilbuary, Quick & Westerbeck (2003) claimed that sport marketing is made of two major thrusts; marketing of sports and marketing through sports. Marketing of sports refers to the use of marketing mix variables to communicate the benefits of sport participation and spectatorship to potential consumers. On the other hand, marketing through sports simply refers to the use of sport as a vehicle to promote and advertise corporate products and services usually to specifically identifiable demographic market known to follow a particular sport. A graduate of Physical and Health Education is exposed to marketing mix variables which can be employed to market sports event or sports event as platform to market corporate product and services.

### **Strategies for Developing Entrepreneurial Skills in Physical and Health Education**

Entrepreneurial skills are relevant skills and competencies that enable an individual seek and run enterprise successfully. Olibe & Obidike (2008) asserted that entrepreneurial skills consist of effective utilization of ideas, information and facts that help a learner develops companies, marking services or being productive employee of organizations. Therefore, entrepreneurial skills in Physical and Health Education can be developed through the following:

- 1 Exposing students to Physical and Health Education to practical work experience situation in order to be proficient in any job they may be targeting at.
- 2 Physical and Health Education teachers/lecturers who supposedly possess the characteristics of an entrepreneurship should instill in students of Physical and Health Education the life of commitment to work, motivation, taking risk, making power of decision of financial situation, endurance, power of creating cooperation and taking personal responsibilities. It is hoped that when these characteristics are taught, it would help an individual to discover areas of his deficiencies and with training and practical work, acquire the necessary skills needed.
- 3 Physical and Health Education department should be made to run consultancy outfits or services, oriented workshops in fitness training, coaching and officiating, among others. This requires that every student of Physical and Health Education in tertiary institution would be made to function as a trainee, learning skills and lastly function as a manager of an enterprise.

### **Conclusion**

Entrepreneurship education is one of the several innovations that have been embedded into tertiary education in Nigeria with the view to produce graduates with skills and competencies needed for self reliance and job creation for a healthy and more productive life. Today, graduate of Physical

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and Health Education do not wait to secure government job because of the entrepreneurship skills they can acquire in Physical and Health Education training in tertiary institutions in Nigeria. By so doing, individuals become self employed, and also employ others in their businesses/enterprise.

**Recommendations**

For graduates of Physical and Health Education to be self reliant and create jobs for others, entrepreneurial education has become inescapably imperative. Also, in order to contribute meaningfully to national development, the bottom line is harnessing the entrepreneurial components of Physical and Health Education in under-graduates curriculum. Based on this, the paper recommends that:

- Tertiary institutions where Physical and Health Education is offered should over-haul the academic discipline in order to ensure that entrepreneurship education is embedded in every subject/course of study.
- There is the need for effective training of Physical and Health Educators at different levels of education for an in-built mechanism for self-employment.
- Those institutions offering Physical and Health Education should be well funded and also well equipped.
- The government should assist graduates of Physical and Health Education by giving loans to them to start small scale business.

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