



RELEVANT CONCEPTS OF DEVELOPING ENTREPRENEURSHIP COMPETENCE IN FUTURE SPECIALISTS IN PHYSICAL EDUCATION AND SPORT

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Abstract. The article highlights that the increasing quality of goods and services in physical education depends on human resourcing and indicates the need to improve the quality of physical education and training of specialists for successful self-realization in the modern labour market. The author considers sports entrepreneurship to be a special kind of business, which is specified by relevant value orientations, knowledge and skills in certain activities in sports and commerce. Therefore, there appears to be a need not only for professional training of future athletes, physical education teachers and coaches as specialists but also as entrepreneurs. In this context, the article analyzes socioeconomic and legal conditions of social progress, which determine professional activities and areas of specialists' self-realization, including in physical education and sport. It also justifies the need to create favourable conditions in the system of higher physical education in order to develop entrepreneurship competence in the participants in the educational process. Thus, the conducted research proves the need to enhance professional training of future specialists in physical education and sport in higher education institutions. However, sports entrepreneurship is regarded as a special type of business, whose successful implementation requires the acquisition of relevant knowledge and skills. The author believes that an entrepreneurial approach enables the integrity of forming entrepreneurship competence in future specialists in physical education and sport.

Keywords: *higher professional education, physical education, entrepreneurship, sports entrepreneurship, entrepreneurship competence.*

Introduction. Given transformational changes and attempts to create a market economy in Ukraine, entrepreneurship is recognized as the basis of economic and social progress and a powerful tool to solve certain social problems, in particular, to overcome poverty and ensure higher living standards. On the one hand, intensive commercialization and professionalization of sport and, on the other hand, sharp competition around budget funds require that professional training of specialists in physical education and sport should be improved in the context of entrepreneurship. Taking into account dynamic modernization of the national educational system, an integral criterion for the quality of professional training for specialists in physical education and sport, in accordance with the European trends, is determined by successful entrepreneurial

activities of such specialists under the conditions of the modern labour market.

Materials and methods. Such scholars as Z. Krykhovetskyi, T. Lazanska, S. Mochernyi, O. Padalka, T. Panevnyk, O. Romanovskyi, R. Umerov, I. Tsyhylyk, Z. Varnalii and J. Schumpeter revealed historical sources and theoretical principles of entrepreneurship development. R. Aron, P. Drucker, F. Hayek, A. Marshall, D. Ricardo, W. Rostow and P. Samuelson justified characteristic features of entrepreneurship, namely initiative and autonomy, innovation and creativity, systematicity, professionalism and riskiness, legal and social responsibility, focus on profitability. Yu. Bilova, V. Madzihon, H. Matukova, O. Protsenko and S. Pryshepa clarified essential personality traits of

entrepreneurs. Therefore, the main attributes of entrepreneurs include pursuing commercial success and profit (P. Drucker, A. Kaminka, A. Smith et al.); taking active actions under risky conditions (R. Cantillon, A. Petra?ycki et al.); synthesizing functions of the capital owner, manager and employee (J. Baudot); presenting a commercial idea (A. Smith, P. Drucker); combining resources and transferring capital to the zone of maximum profitability (P. Drucker, J. Say, J. Schumpeter); a certain set of personality traits (J. Schumpeter); freedom in choosing areas and methods of activity (L. Abalkin); the availability of one's own capital (A. Smith); generating new ideas or technologies (P. Drucker); offering a new service or product; studying a new segment of the market (P. Drucker). In this context, some aspects of developing entrepreneurship competence are occasionally discussed, mainly in foreign studies (J. Fleming, J. McClelland, D. Katz, R. Kiyosaki et al.) and Ukrainian psychologists (L. Karamushka, N. Khudiakova, O. Kredentser, S. Maksymenko, V. Moskalenko, Yu. Pachkovskiy et al.). However, there are still no studies, whose content would reflect the characteristics of professional training for future specialists in physical education and sport, taking into account the socioeconomic component. During the last decade, the papers have not disclosed socioeconomic, legal and pedagogical factors in sports entrepreneurship in relation to the problem of professional training for future specialists in physical education and sport in higher education institutions.

Research methods include content analysis and synthesis of scientific works – to determine the coverage of the problem under study; analysis, synthesis, generalization of the legislative framework – to reveal achievements and failures in the mechanism for legal regulation of entrepreneurial activity; study and analysis of long-term entrepreneurial experience, social support programmes for entrepreneurship – to determine the essential characteristics of some problematic moments for entrepreneurial activity in Ukraine, in particular in Chernivtsi region; surveys – to clarify socioeconomic, legal, pedagogical factors of developing entrepreneurship competence in future specialists in physical education and sport.

The article aims to characterize socioeconomic and legal factors of developing the Ukrainian society, which influence professional activities of specialists in physical education and sport and, thus, highlight the need to integrate the processes of developing professional and entrepreneurship competences in future specialists in physical education and sport in the context of small and medium-sized business.

Results and discussions. Theoretical analysis of studies on sociology, psychology and economics shows

that the market economy and business in Ukraine had no development prospects for a long time and led to the devaluation of public values. Therefore, private entrepreneurship was seen as an act that might entail criminal charges.

However, since the early 1990s, there has been a gradual development of entrepreneurship as an independent socioeconomic phenomenon in the Ukrainian state. The rationale behind it lies in the content of the Laws of Ukraine "On Entrepreneurship" (1991), "On Enterprises in Ukraine" (1991), "On Joint Stock Companies" (1991), "On Business Associations" (1991), "On Property" (1992), "On Limitation of Monopoly and Prevention of Unfair Competition in Entrepreneurship Activities" (1992), "On Leasing Property of State Enterprises and Organizations" (1992), "On Bankruptcy" (1992), "On Protection against Unfair Competition" (1996), "On the State Registration of Legal Entities and Individual Entrepreneurs" (2003) etc. In addition to supporting active entrepreneurship at the state level, they started to establish organizations to meet the needs and promote the common interests of business entities or solve problem issues in regional centres, economically progressive cities.

In Chernivtsi region in 1998, an information and analytical centre for civic activity, titled "Synergy" was founded. It organizes training sessions, seminars, courses for those who wish to start their own business and also provide information, communication, consulting, legal, analytical and expert support. Since 1999, the public association, titled "Business Centre (a service centre for business)" has been successfully operating there. Its activities are aimed at protecting the rights of entrepreneurs in Chernivtsi region and the city of Chernivtsi.

Entrepreneurship activity of Ukrainian citizens is promoted by the Economic, Civil and Tax Codes of Ukraine, the Law of Ukraine "On Development and State Support to Small and Medium-Sized Entrepreneurship in Ukraine" (2012), the Strategy for Development of Small and Medium-Sized Enterprises in Ukraine until 2020 (2017), the National Programme for Promotion of Small Entrepreneurship in Ukraine (2000), the Medium-Term Plan for Priority Actions of the Government for the Period until 2020 (2017), etc. Still, the legal framework of entrepreneurship activity covers two strategic areas of its regulation. The first one is related to regulating the implementation of Ukrainian citizens' right to entrepreneurship with the further guarantee of inviolability and clarification of the legal status of economic entities. The second one determines the formulation of goals, selection of organizational and legal methods, techniques and means of the state's influence on entrepreneurship

activity. Consequently, the content of the bills provides for the legal regulation of entrepreneurship activity, creation of favourable conditions and use of effective means for successful management of the economy.

In addition, the scientific concepts of the last decade view entrepreneurship as a general cultural phenomenon, which includes economic, social, personal, moral, developmental, active, intellectual and other sources. Sport, however, is an important branch of the economy in developed countries and a multifunctional phenomenon of modernized reality in the Ukrainian state, which highlights the importance of the physical and intellectual culture of its people. This sector involves considerable material and financial resources and the working force.

Foreign experience proves that progress and welfare in society can be ensured by promoting and supporting creative specialists, developing their entrepreneurship competence, financing various entrepreneurial projects. Therefore, it is important to improve the legal framework, approve the social status of entrepreneurs, allow the representatives of small and medium-sized business to enter the world market economy. These steps should facilitate the successful implementation of entrepreneurship activities of specialists in various social fields.

However, the success of entrepreneurship activity in general and particular is determined by the implementation of the current legislation. Theoretical analysis of legal documents on entrepreneurship activity and scientific publications makes it possible to summarize certain failures of Ukrainian legislation, namely an ambiguous interpretation of laws and no clear indications of priority to specific laws on legalization and legal regulation of entrepreneurship activity; instability, contradiction and voluminosity of legal and regulatory grounds; incommensurability of laws and by-laws, their declarative and practically non-functional character, which leads to low executive discipline as for legal regulation of entrepreneurship; undeveloped mechanisms for implementing certain laws and absence of their description in the texts of bills; a certain neglect of issues related to the implementation of human rights and freedoms guaranteed by international conventions.

Therefore, professional training should provide future specialists in physical education and sport with the opportunity to acquaint themselves with legal norms, become aware of general guarantees of entrepreneurial rights, legal principles of state support to entrepreneurship and state regulation of entrepreneurship activity so that they may be confident in their knowledge and be sure that their future is protected by Ukrainian legislation, and, therefore, they are entitled to uphold their right to be successful in their home country.

It must be noted that the aim and objectives of Ukrainian citizens' entrepreneurship activity are regulated at the state level. In Art 84 of the Civil Code of Ukraine, entrepreneurial activity is aimed at "receiving profits and distributing them among the participants" (Zakonodavstvo Ukrainy, 2003b). In Art 42 of the Commercial Code of Ukraine, the aim of entrepreneurship activity is specified as follows: "to achieve economic and social results" (Zakonodavstvo Ukrainy, 2003a). In the context of economic and social aspects, however, the results of entrepreneurship activity of specialists in physical education and sport are positioned to meet the needs of the Ukrainian people within intellectual and material interests. Indeed, the activity whose aim and objectives are not intended to meet public needs is not recognized as entrepreneurial at the national level. The authors of the article believe that economic and social results of entrepreneurship activity of specialists in physical education and sport reflect the public aspect of entrepreneurship activity, namely meeting the needs of the Ukrainian society. Therefore, one can observe a significant strengthening of entrepreneurship activity in public and legal domains and also actualization of the social, economic and sociological significance of entrepreneurship.

Socioeconomic and humanitarian aspects of the objective need for developing entrepreneurship competence in future specialists in physical education and sport are reinforced by the provisions of state concepts and programmes. The National Doctrine of Education Development (2002) highlights the importance of promoting economic knowledge, information on the principles of a market economy, forms of economic activity and developing practical abilities and skills necessary to involve future specialists in productive activity and to encourage them to explore innovative areas of professional activity (Natsionalna doctryna, 2002). The National Strategy for Education Development in Ukraine for 2012-2021 indicates, "education is a strategic resource for socioeconomic, cultural and intellectual development of society, improvement of people's well-being, protection of national interests, strengthening of international authority, promotion of the country's positive image and creation of conditions for self-realization" (Prezydent Ukrainy, 2017). Despite the support of entrepreneurship at the national level, as stated in the Strategy for Development of Small and Medium-Sized Enterprises in Ukraine until 2020" (Kabinet Ministriv Ukrainy, 2017), the process of developing entrepreneurship competence in future specialists in physical education and sport in higher education institutions is characterized by a number of contradictions and inconsistencies.

Unfortunately, the Laws of Ukraine "On Education" and "On Higher Education" do not directly reflect the issue of developing entrepreneurship competence in pupils and students. Nonetheless, scientific works consider the process of developing entrepreneurial skills in future specialists to be a priority area for improving professional education and a driving force of social progress, which will promote the development of small and medium-sized businesses in Ukraine, and, consequently, the socioeconomic stability of the state. The Law of Ukraine "On Physical Education and Sport" (2009) states that physical education implies "activities of participants in physical education and sport, which are aimed at ensuring sport activity of people to promote physical development and healthy lifestyle"; sport implies "activities of participants in physical education and sport, which are aimed at revealing and comparing achievements in physical, intellectual and other spheres by means of sports competitions and appropriate training for them" (Verkhovna Rada Ukrainy, 1994). Consequently, the Law does not foresee professional training of specialists in physical education and sport in the context of entrepreneurship activity. To a certain extent, it is not coordinated with modern socioeconomic factors and needs to be amended accordingly.

The authors of the research agree that education based on an entrepreneurial approach holistically orients professional training of future specialists towards developing personal qualities rather than only functional competences (Obrazovanie i biznes: predprinimatelskiy podhod v obuchenii kak faktor sotsialnoy adaptatsii molodezhi, 1996). Therefore, the aim and objectives of such training are more oriented towards developing an entrepreneurial attitude and discovering new ways to solve difficulties than towards mere acquiring theoretical knowledge, practical abilities, skills and methods of activity to fulfil professional duties.

It must be noted that if an entrepreneurial approach is applied to higher physical education, it will conceptualize the personality of the student as a subject of activity and encourage him/her to reveal creative potential. Despite the fact that these socioeconomic factors positively affect entrepreneurship competence in future specialists in physical education and sport in Ukrainian higher education institutions, little attention is paid to creating favourable conditions, which should take into account the peculiarities of cultivating entrepreneurial thinking and skills in future specialists.

The research supports the view that the driving force of entrepreneurship is will, ideas and the power of thought. The entrepreneur reflects on the process of activity, and, consequently, creates new product features and fills market gaps. For this, they should

need knowledge and capacity for projection (Schedrovitskiy, 1991). Extrapolating the very idea into the context of this research, the authors have reason to assert that the holders of master's degree in physical education and sport, who have well-developed entrepreneurship competence, will be distinguished by distinct manifestations of innovators who are able to plan their actions for self-development and improvement and also to adapt to new demands and requirements of the labour market. After all, in the late 1980s, entrepreneurship was regarded as a multidimensional concept, which involves performing professional tasks innovatively, taking risky decisions and being proactive in the competitive struggle (Miller, 1983).

The recent papers consider specialists' motivation towards entrepreneurship as the basis of economic evolution and scientific concept, which contributes to confronting the aggressiveness of the market and its participants. Still, entrepreneurial actions are viewed as the basis of business when they help to search, use, discover and realize conditions which carry sustainable competitive advantages; a combination of production factors, which specify the success of activities and, in fact, income, are regarded as the key function of entrepreneurs (Fedotova, 2016). Given the significance of paradigmatic views on the education of "thinking and modelling" rather than "knowledge and action", one can consider the views of H. Matukova (2015) rather relevant. She believes, "the key to successful future activities of entrepreneurs is to develop those competences, which make it possible to select or create the necessary tools of learning under specific situations".

Taking into account the above-mentioned views, sports entrepreneurship is a special kind of business, which is specified by relevant value orientations, knowledge and skills in certain activities in sport and commerce. The study of practical experience and results obtained from the surveys of entrepreneurs, athletes, and coaches prove that the success of sports entrepreneurship is conditioned not only by advanced organizational skills but also by profound knowledge about anatomy, biochemistry, physiology, nutrition, sports medicine, sports psychology and pedagogy, sports management and marketing. In this regard, the essential achievement of sports entrepreneurship development lies in activating services of sports agents (managers), who act as facilitators between employers and athletes. In this case, rewards for agents are commissions from the number of contracts entered into by athletes.

Under today's conditions of forming market relations in Ukraine, sport generates its own specific market. Firstly, it is a market for sporting goods;

secondly, it is a market for entertainment since sport can attract numerous audiences; thirdly, it is a market for services in physical education and sport. The market for sporting goods depends on the number of those engaged in different sports. The market for sports entertainment is connected with such an interest, which ensure full house in sports halls, on stadiums and appropriate coverage of sports events in the media. Sports and fitness services have also become a buy-and-sell item. In this regard, the developers of sports services require service providers (coaches, teachers, instructors, athletes, methodologists of physical education and sport). The results of their activities are organized forms of exercises and sport; sports entertainment; software and methodical products. The society needs these goods and services be of good quality. Therefore, they must be provided by those specialists who are well aware of physical education and sports development. However, they must also know about the specifics of the relevant industry market. The consumers of sports services are those who are engaged in sport and physical fitness; spectators, sports fans, sponsors, coaches, teachers, instructors and clients in sports clubs, fitness centres, martial arts sections, etc.

It must be noted that the industry of physical education and sport is, first and foremost, a branch of culture based on humanistic components. Its aim is to promote personal culture and improve the physical health of students. Until recently, the term "health" was mainly considered in a narrow biological sense. In modern discourse, health is viewed as a universal capacity for comprehensive adaptation in response to the influence of the external environment and changes in the internal environment. In this case, it refers to the physiological adaptive capabilities of individuals.

Nowadays, the concept of health is characterized not only by biological but also by economic and socially semantic aspects since it covers almost all spheres of the society's life. In the unity of biological and socioeconomic components, the health of the nation is an important social value, and its preservation and multiplication are top-priorities of a civilized society. Physical exercise and sports increase the physical ability of individuals in physical, intellectual and cognitive aspects. In this regard, the role and significance of physical education and sports industry are ever-increasing. Sports facilities and, above all, qualified specialists, physical education teachers and coaches will enhance the significance of working resources in society.

R. Kiyosaki (2014), an American millionaire, entrepreneur, lecturer and author of many works on entrepreneurship, indicates that maximum disclosure of an individual's economic potential is possible under

the conditions of complex socioeconomic circumstances and financial constraints. He believes that anyone can and should be engaged in entrepreneurship if they seek to protect and improve their own economic situation. In 2001, R. Kiyosaki warned, "the US and many other Western countries are going to face a financial catastrophe caused by the inability of education to provide students with relevant financial knowledge". Thus, he urged Americans and Europeans to start their own business immediately (Kiyosaki, Fleming and Kiyosaki, 2014, p. 21).

In addition, the European Commission proposed a programme, titled "A New Skills Agenda for Europe: working together to strengthen human capital, employability and competitiveness", that is aimed at challenges facing by Europe in terms of competence development. This document states that every citizen must have a key set of competences necessary for personal development, social integration, active citizenship and employment. Such competences include native and foreign languages proficiency; knowledge of mathematics and natural sciences; such cross-cutting competences as skills in information technology, entrepreneurship, critical thinking, problem-solving and ability to learn. The European entrepreneurship competence framework, also known as EntreComp, offers a tool to improve the entrepreneurial capacity of citizens and organizations in Europe. The framework aims to achieve a common understanding of entrepreneurship competence by identifying three areas of competences, 15 competences, learning outcomes and skill levels, which underpin current and future initiatives (Bachihalupo, Kampilis, Piuni, and Brande, 2016).

Conclusions. Theoretical analysis of normative legal acts and scientific works reveals the need for future specialists in the field of physical culture and sports to prepare themselves for self-realization in the conditions of the modern labor market, including through independent entrepreneurial activity. The main issues of entrepreneurial competence development of future specialists are: strategic directions of regulatory and legal regulation of entrepreneurial activity, in particular, provision of favorable conditions for successful economic management and economic management at the state level; strengthening the public-law nature of entrepreneurial activity and accentuation of social, economic, and sociological significance of entrepreneurship; contradictions in the practice of entrepreneurial competence development of future specialists in physical culture and sports in domestic institutions of higher education; awareness of teachers about the need for a holistic orientation of the process of professional training of future specialists for the development of personal qualities, rather than

functional competencies; resource potential of the entrepreneurial approach and the likelihood of its application to higher physical education, will conceptualize the student's personality as a subject of activity, will encourage him to maximize the realization of creative potential. Despite the stated actuality that positively affects the entrepreneurial competence of future specialists in physical culture and sports in

domestic higher educational institutions, understanding their professional training, their own pedagogical experience shows that in the traditional system of higher physical education, insufficient attention is paid to ensuring favorable conditions that take into account the particularities the formation of future entrepreneurship type thinking and entrepreneurial ability.

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Актуалітети розвитку підприємницької компетентності майбутніх фахівців у галузі фізичної культури і спорту

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Реферат. У публікації наголошується, що зростання якості товарів і послуг у сфері фізичної культури залежить від кадрового забезпечення цього процесу, актуалізує необхідність удосконалення якості фізкультурної освіти та підготовки фахівців до успішної самореалізації в умовах сучасного ринку праці. Особливим видом бізнесу автор розглядає спортивне підприємництво, що конкретизується відповідними ціннісними орієнтаціями, знаннями, вміннями з певних способів діяльності у сферах спорту та комерції. Відтак виникає потреба не лише у професійній підготовці майбутніх спортсменів, учителів фізичної культури і тренерів як фахівців, але й як підприємців. У такому контексті проаналізовано соціально-економічні, правові обставини суспільного поступу, що зумовлюють професійну діяльність і напрями самореалізації фахівців, у тому числі в галузі фізичної культури і спорту. Аргументовано необхідність забезпечення в системі вищої фізкультурної освіти сприятливих обставин для розвитку підприємницької компетентності суб'єктів освітнього процесу. Таким чином, обґрунтовано доцільність удосконалення професійної підготовки майбутніх фахівців у галузі фізичної культури і спорту в закладах вищої освіти. При цьому спортивне підприємництво розглядається як особливий вид бізнесу, успішна реалізація якого потребує набуття відповідних знань і вмінь. Автор обстоює позицію, що застосування підприємницького підходу уможливило цілісність процесу формування підприємницької компетентності майбутніх фахівців у галузі фізичної культури і спорту.

Ключові слова: вища професійна освіта, фізкультурна освіта, підприємництво, спортивне підприємництво, підприємницька компетентність.

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