

VALUE RE-ORIENTATION THROUGH ENTREPRENEURSHIP EDUCATION IN SOLVING UNEMPLOYMENT PROBLEM AMONG BUSINESS EDUCATION GRADUATES

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Abstract

The age – long role of Business Education is to equip its recipients with skills, attitudes and knowledge that would make them fit into the world of work after graduation. Unfortunately, its ability to meet up with this role in this era of technology is doubtful. There is a wide gap between what is taught under the school auspices and what actually operates in the world of work. This missing link renders the fact that many Business Education graduates are jobless and seriously wallowing in abject poverty. The emergent of Entrepreneurship Education is to re-orientate the value of business education by regaining its lost glory and find a lasting solution to unemployment problem among Business Education's graduates. Different entrepreneurial skills capable of setting up a viable business were examined, various entrepreneurial business opportunities identified and findings shows that government at all levels have not been giving full support to entrepreneurial activities. It was therefore concluded that there will be a reduction in the number of unemployed business education graduates, if the entrepreneurial opportunities opened to business education can be fully tapped. Base on the findings, it was recommended that government should be ready and sincere to give full support for entrepreneurship education (full implementation) especially for Business Education graduates to tap some of the entrepreneurial opportunities identified rather than just putting its principles on paper unimplemented.

Keywords: *Value Re-orientation, Business Education, Entrepreneurship Education and Unemployment.*

Introduction

Values are deep seated beliefs that influence people's actions and the rules by which they make decisions within their society. Values determine attitudes which in turn influence behaviour. It has been documented that value ascription is a motive force that drives positive achievement. Otiye Igbuzor (2013). Orientation, according to Oxford Dictionary is "the act of directing your aims towards a particular thing" Reorientation, according to Hornby (1974) reorientation is to do something again. It is also to make a new. Roa (2003) sees value orientation as the process of directing the interest and passion of individuals to the desired socio-cultural values that promote societal development and good human relations. From the above, value orientation therefore is to influence people to adjust, turn to, or conform to specified values needed by the society.

According to Elizabeth Akpanke Odey and Rev. (Fr.) Bernard Ashipu (2013) opined that value re-orientation is the ability to bring back the good values of old back into existence. It could also be the efforts made towards re-enacting the good values and the ability to inculcate these values on the individual or members of a society. Therefore, there is high necessity for entrepreneurship education in order to bring back business education's lost glory of providing lucrative job opportunities for its recipients.

Entrepreneurship is the act of beginning a new business or resuscitating the dying ones. It has to do with identification of business opportunities in one's immediate environments and bringing together the needed resources (human, materials and physical) to tap the opportunities to yield positive economic result.

Oviawe and anavberokhai (2008) noted that entrepreneurship in Vocational Business Education is a major means of enhancing job creation and empowering students by providing them with the skills, attitudes and knowledge needed thereby conquering the challenges of prevailing unemployment among them.

Chad (2015) sees entrepreneurship as the development of a business from the ground up – coming within idea and turning it into a profitable business. This definition implies that an Entrepreneur discover advantages or

opportunities, tap the opportunities within his/her locality and come out with a profitable venture. Ossai and Nwalado (2012) see Entrepreneurship Education as education that equips the students with the necessary skills that makes them to be self – reliant.

The incidence of unemployment in Nigeria in this 21st century is alarming. The rates keep on rising without any appreciable effort to cushion the effects. Kayode Asaju; Samuel Arome and Silas Felix Anyio (2014). As the unemployment wind is seriously blowing, graduates from universities, polytechnics and colleges of education leave schools without any hope of securing employment. The number of yearly turn-out graduates in Nigeria's higher institutions does not tally with the few numbers of employments available. The educational system is not fulfilling the purposes for which it is adopted. As a result of this, poverty is ravaging, our youths are idle and unengaged. As a common saying, devil finds works for an idle hand, graduates are roaming about the street (Business Education graduates inclusive) searching for unavailable Jobs while some have opted for "okada" riding to make the two ends meet. This has opened doors to different criminal acts and moral decadence like robbery, kidnapping, rituals, women trafficking, alcoholic addiction, hemp smoking, drug abuse and prostitution to mention but a few. In short, People can no longer sleep with their two eyes closed.

Nwagwu (2004) noted that many Nigerian youths are wallowing in abject poverty while many women and children are diseased prone and dehumanized as a result of poverty. She lamented that government often cushions the effect of poverty on vulnerable groups by establishing Vocational and Technical Schools with the objectives of imparting employability skills and competencies to unemployed youth, school leavers, drop outs, women and others who would be self-reliant and enterprising. Despite this, Nigeria's employment situation remains same. Therefore, this study intend to profer solution to unemployment problem among business education's graduates

Concept of Business Education

Business Education is that field of study that has its major focus to

develop the recipients to be self – reliant. It is one of the school subjects that are designed to tackle poverty, unemployment and idleness among the citizenry of every society. Business Education involves teaching students the fundamental theories and processes of business which equips its recipient with the right skills that will enable them fit into the world of work.

Osuala (2004) is of the opinion that Business education is a broad area of knowledge that deals with a nation's economic system and also identifies and explains the rate of business contentment and experience that prepare individuals for effective participation as citizens, workers and consumers. The National Open University of Nigeria (NOUN) (2008) defines Business education as an aspect of vocational education that equips people with necessary skills and theoretical knowledge needed for performance in business world either for job occupation or self-employment. It could be deduced from the definitions above that Business education is an education for and about business. It combines both theoretical and practical knowledge. In the same vein, it exposes the recipient to the economic system of his country and equips him with lifelong skills that would enable him to make reasonable judgement as a producer (entrepreneur), employee or consumer of goods and services. Aliyu (2013) stated that the purpose of Business education stresses the need for:

- ◆ Specialized instruction to prepare students for career in business.
- ◆ Fundamental instruction to help students assume their economic roles as consumers, workers and citizens.
- ◆ Background instruction to assist students in preparing for professional careers requiring advanced study.

Objectives of Business Education

The basic goals of business education as an integral part of vocational education as stipulated in National Policy on Education (2004, p. 29) included;

- a. To provide trained manpower in the applied science, technology and business particularly at crafts, advanced crafts, etc.
- b. To provide the technical knowledge and vocational skills necessary for

agricultural, commercial and economic development.

- c. To give training and impart the necessary skills to individuals who shall be self – reliant economically.

Other objectives of business education include:

1. To inculcate the right types of values and attitudes for the survival of individual and Nigeria society.
2. Acquisition of appropriate skills, abilities and competencies both mental and physical, as equipment for individual to live in and contribute to the development of his society.

The high unemployment situation in Nigeria is real. Even the government (at all levels) has severally admitted to this fact at different fora (Daily Trust, March 16, 2009; Akeredolu, 2010; Aganga, 2010 and Agbaegbu, 2011). Nigeria is rich. It has every potential to develop and put poverty and unemployment issues into history, but the paradox now is that Nigerians still wallow in abject poverty as unemployment rate keep rising at alarming rate. In order to curb unemployment problem that pervaded our society, to bridge the gap between what is taught under the school auspices and what is actually in operation in the world of work, that is, to make Business Education fit into the world of work, entrepreneurship education was introduced into Nigeria various institutions of learning as an integral aspect of business education.

Concept of Entrepreneurship Education

Suleiman (2010) believes that entrepreneurship education seeks to prepare people particularly the youths to be responsible, enterprising individual who became entrepreneurs or entrepreneurial thinkers by immersing them in real life learning experience whereby they can take risks, manage result and learn from the outcome. Entrepreneurship education entails teaching people that they can either take or create a job.

According to Ogbojafor, Kuye, Sulaimon and Okonji (2009), the following are the objectives of entrepreneurship education:

- i. To make the average individual discover the entrepreneurial talents in him/her and therefore be guided to take the risk of starting a business.

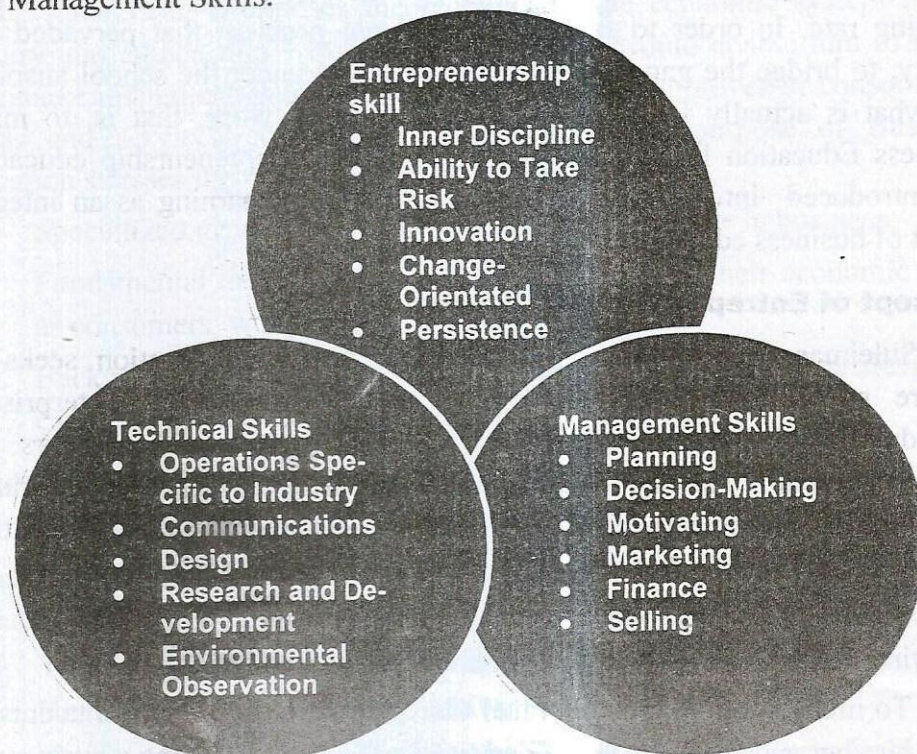
- ii. To impact the requisite skills and knowledge needed to successfully launch and grow a business.
- iii. To provide information on where and how to get both financial and technical assistance when need arise

Others include:

- ◆ To reduce high rate of poverty
- ◆ To create employment generation
- ◆ To reduce migration from rural to urban
- ◆ To inculcate the spirit of perseverance in the youths and adults which will enable them to persist in any business they embark on.

Entrepreneurial skills required to set up personal Business

According to NESTA, (2008) entrepreneurial skill-sets can be broken down into three groups, namely: Entrepreneurship Skills, Technical Skills and Management Skills.



Note:

- ◆ Entrepreneurship Skills are skills that have to do with identification of business opportunities and tapping it to the fullest.
- ◆ Technical Skills are basic skills required to produce goods and services.
- ◆ Management Skills are important skills relating to day to day running of the organization.

Entrepreneurial Opportunities in Business Education

For sustainable reduction of unemployment through Business Education, a graduate can undertake any of the under-listed job options as indicated by Osamwonyi and Igbinosa (2005):

- i. **Self - Employment with Personal Computer:** The graduate of Business Education can earn a living with a personal computer by serving the general public for a fee along a busy road, post office, banks or any where people are involved in information processing. This requires little capital and many have become employers of labour through this means as the business grows.
- ii. **Establishment of a Business Center:** A Business Education graduate with capital establishes a business centre with such equipments like electric typewriter, duplicator, photocopies and computer. If initial capital outlay is not much; he can hire them or buy them on hire purchase agreement. He may eventually become an employer of labour rather than a job-seeker.
- iii. **Buying and Selling:** A graduate of Business Education can reduce unemployment by making a living from buying and selling. He can sell all types of goods like books, shoes, and many more as may be desired to majority of the buyers. He however needs to carry out a market survey as to where to obtain or buy the goods cheaply. To achieve these, graduates of business education must be equipped with entrepreneurial skills such as marketing and sales skills.
- iv. **Running Book Keeping Auditing Services:** Graduates of Business Education programme can render and maintain book keeping records for sole proprietorship or partnership type of business for a fee. He can

also be an auditor for an organization, prepare business records for taxation thus making a living for him and driving unemployment away. To be able to do this, business education graduates must possess the management and financial skills.

- v. **Book Publishing Centre:** A beneficiary of Business Education can go into book publishing, typesetting and binding of projects, thus making a living for himself. He can also go for a local cyclostyling device for a start in order to raise money and keep himself above unemployment level.
- vi. **Marketing of Secretarial Related Goods / Products:** In the areas of stationery and office machine and equipment, a business education graduates can engage in this business. Thus making a living for himself and reduce unemployment. Graduates must be equipped with marketing skills and capital to flag up the business.
- vii. **Teleconferencing:** Though people have been communicating from time immemorial with words, hands, stone, tablets, parchments and smoke signs, telecommunications are a new power form of communication. It is the technology that is used to bring about the communication of voice and data signals over some geographical distance. Teleconferencing will enable an entrepreneur to converse with others speaking through their keyboards and hearing through the screen for business transactions.
- viii. **Marketing:** Entrepreneurship is greatly enhanced through communication with the computer keyboard via the internet which links users to information resources on the World Wide Web (www). The internet provides superior means of electronic commerce that is, buying and selling of goods and services electronically. Entrepreneurs using the internet can interact with any other entrepreneur using the internet through networking technologies which allows businesses to ship goods to those companies connected to the same network. The internet can handle visual images, audio clips and large electronic objects. Above all, it provides user with a high function window to the world trade. The internet is referred to as the information super

highway. Undoubtedly, the internet does the magic of linking entrepreneurs with world market as a whole in this technological dispensation.

- ix. **E – Com:** - Electronic Communication is a new development in the technological world. Through E-Com, the internet entrepreneurs are connected to share or interact with one another to exchange information. With this innovation, they can do business both locally and internationally through the internet. E-Com in our environment has been bringing about a lot of improvements in office management and administrative. The internet as a source of information by the use of the computer keyboard has come a long way. It is a computer based worldwide information network that allows entrepreneurs and other users to communicate with one another. The internet provides all kinds of information ranging from business health, education, agriculture, industry, and so on. With needed information available through communication with the keyboard, business education graduates will not be out of business rather high profits will be recorded.
- x. **Electronic Office (E - Office):** -keyboarding skill will help the entrepreneur to apply procedures for navigation computer networks to search, find, store, and exchange information. He will be able to use desktop publishing software to create and publish business – related documents like instructional manuals, business brochures to enable him get stock of goods. Understand the use of operating systems for performing a variety of tasks e.g. organize and maintain files, export data with the variety of business activities. The Entrepreneur applies the keyboarding skills in producing business documents using current emerging technology like produce document using word processing software, use correct symbol and procedure, and produce a report containing text and graphics. All these cannot be achieved if the entrepreneur is not conversant with the keyboard.

The entrepreneur understands computer terminologies, concepts and procedures which he applies for editing, selecting, evaluating and upgrading computer hardware and software. He is familiar with computer operating

system as they apply to business activities. He understands the role of information technology in specific business context e.g. products design, procurement, sales marketing, inventory, and product delivery customer service (e.g. developing a technology plan, repairing software).

Conclusion

Business Education is no longer performing its traditional role of providing gainful employment opportunities for its recipients simply because the world market is no longer interested in how many theories you have learnt as business education graduates but how can you apply these theories into a business like environments. Therefore, educational stakeholders should make concerted efforts to develop entrepreneurial skills, attitude and competence in business education students across all levels to combat the present unemployment situation we found ourselves.

There will be a reduction in the number of unemployed business education graduates, if the entrepreneurial opportunities opened to business education can be fully tapped.

Recommendations

If Entrepreneurship Education will be a right effort channeled towards right direction, if it will serve the purpose for which it is introduced, the following recommendations should be welcomed and implemented:

- ◆ Appropriate teaching strategies should be adopted. Traditional lecture method cannot go a long way to impart business skills and practical attitudes.
- ◆ Business education should be more students' centered rather than teachers' centered.
- ◆ Workshops and seminars should be constantly organized for teachers teaching entrepreneurship education to season their knowledge on the course that is, to move along with technological development/ advancement in entrepreneurship education.
- ◆ Necessary teaching materials and equipments should be procured by the government in order to bridge the gap between the theories and

practicals. This will ensure the total closure of the gap between what is taught theoretically and what is actually operating in the world of work.

- ◆ There should be total overhauling of business education curriculum to give room for practical field-work, excursion, invitation of successful entrepreneurs (inform of seminar for students) to concretize students' knowledge as per entrepreneurship education.
- ◆ Government should be ready and sincere to give full support for entrepreneurship education (full implementation) rather than just putting its principles on paper unimplemented.
- ◆ Entrepreneurship Education class should not be unnecessarily large to give room for more practical-oriented approach for its teaching. Where it is large, the class should be divided into groups for real practical experience to take place.
- ◆ Teaching of entrepreneurship education should focus on inculcating the necessary skills and business attitudes into business education students
- ◆ ICT should be encouraged in all levels of business education in order expose business education students to new technologies that they are likely to meet in the world of work or needed to set up a business of their own.

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