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Enhancing Business Education For Effective Entrepreneurship Development

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Abstract

Entrepreneurship education in tertiary institutions is seen as a measure to reduce the rate of unemployment and strategically position the economy for sustainable development in Nigeria. Also it should be geared towards developing an individual with enough training that will make them creative and innovative in identifying new business opportunities for a successful living. To achieve this, the paper looked at the related concept of business education, objectives of business education, concept of entrepreneurship, objectives of entrepreneurship education, role of business education in entrepreneurship development and problems confronting business education for effective entrepreneurship development. This paper concluded that business education is a field of study for entrepreneurship development and will serve as a catalyst for reducing the rate of unemployment problem in the country. It was recommended that Government should properly fund entrepreneurship education so that there could be enough resources for them to function effectively and this should be handled by experts.

Key words: Business Education, Entrepreneurship Development

Introduction

Generally, education is seen as the most powerful instrument that drives citizens' participation in the socio-economic growth of their nation. Education can be defined as a logical formal way of transforming an individual to be mentally, physically, socially, and emotionally fit in order to meet up with the challenges in the society (Oluwalola, 2007). Education is the aggregate of all the processes by means of which a person develops abilities, attitudes and other forms of positive behaviour of positive values in the society in which he/she lives. Nevertheless, despite the technological development business education has not really achieved its stated objectives. This is because the curriculum has not been actually justified in order to prepare an individual for the world of work and to be self reliant which invariably will reduce the rate of unemployment. Iwu (2016) posited that business education is a course of study that equips individual with occupational skills and knowledge that will enable him/her fit into a job and find satisfaction in the labour market. It is a programme that prepares individual/students for gainful employment in order to meet the challenges in labour market. Therefore, business education remains the practical and realistic programme that empowers

an individual for the challenges ahead of future.

Concept of Business Education

Business education represents a broad and diverse discipline that is included in all types of educational delivery systems that is elementary, secondary and tertiary institutions. Its primary purpose is to prepare individuals for gainful employment in the world of business. Business education is regarded as one of the major areas of vocational education in Nigeria that is critical to the development of higher-order thinking skills needed by the youths to function effectively in their entrepreneurial and educational careers right after graduation (Edokpolor, 2019). It is a programme of education which equips the students with the marketable skills, knowledge and attitudes needed for initial employment and advancement in business occupation. It assists an individual student to have work orientation and make the transition of what have been learnt from the school to the world of work. While, Etoneyaku (2009) stressed that Business education has a formidable force that will equip individuals with appropriate skills, knowledge, abilities and competencies that will enable them to be self-employed and self-reliant which will lead to sustainable economic development,, he went further that, business

education empower the individual with desirable skills, knowledge and values to perform specific functions so as to become self-reliant, empower the individual in such a way that individual will develop his intellectual capacity that would help him to make, informed decision in all sphere of life and to understand the political framework of a nation and contribute to national economy and development.

Osuala in Nwaldo (2020) affirmed that business education is a programme of instruction which consist of two parts, namely: Office System Education: a vocational education programme for office career through initial refresher and upgrading education leading to employability and advancement in office occupation and (ii) General Business Education: a programme to provide students with information and competence which are needed by all in managing personal business affairs and in using the services of the world. The primary goal of business education is to produce competent, skilful and dynamic business educators, office administrators, secretaries and business men and women that will effectively, efficiently compete in the world of work and be self reliant (Iwu, 2016).

Objectives of Business Education

Ajani and Ayelotan (2011) explained that business education has the following objectives:

Economic understanding: To provide training that will result in developing individual and competence that are well- adjusted in the sense that they are capable of coping with the world in which they live and to provide the understanding and appreciation of the actual functioning of the economic system.

Occupational Knowledge: To provide the individual with necessary occupational information to enable them to understand the various occupations found in the world of work.

Consumer Education: To help every individual to become an intelligent consumer of goods and services.

Exploration: To afford individuals pertinent information to enable them to explore and learn about the world of work and the relevant interest and career areas of their choice.

Personal Use: To enable individuals acquire saleable skills in the field of their choice.

Vocation: To help individual prepare for choice, enter into and progress in occupation of their choice.

Semi-Vocation: To train individual for various

business activities common to many professional industrial agricultural distribution and home management.

Akinola (2006) also, identified the objectives of business education as follow:

- ❖ To prepare students for employment after graduation.
- ❖ To meet the manpower needs of the society.
- ❖ To increase the options available to each student and serving as motivation in order to enhance all types of learning.
- ❖ To present a laboratory in which students practice skill, knowledge and attitude learnt to make the classroom instruction more meaningful and relevant.
- ❖ To provide an opportunity through the use of local business for the students to acquire additional skills and knowledge, not possible practical the classroom.
- ❖ To give the students background of training this will contribute rapid advancement on the job.
- ❖ To make students develop good work habits and attitude to aid in the development of such personality traits as punctuality, dependability, accuracy, fact, adaptability and sense of responsibility that makes for efficient work.
- ❖ To help develop the right attitude towards work and the habit of mind conducive to the proper use of technology.
- ❖ To provide the knowledge and skill necessary for industrial, commercial economic development.
- ❖ To provide who can apply scientific knowledge to the improvement, solutions and convenience of man.
- ❖ To give training, and impact the necessary skills leading to the promotion of craftsmanship, technicians and other skilled personnel who will be enterprising and self-reliance.
- ❖ To stimulate and encourage creativity and to enable our young men and women to have an intelligent understanding at the increasing complexity of technology.

Nevertheless, from the above stated objectives, business education is meant to train and develop in students competent skills that will enable him/her to be a responsible citizen and contribute meaningful to the society.

Concept of Entrepreneurship

In French word "entrepreneurship" means "one who undertakes innovation, finance and business acumen in an effort to transform innovation into economic goods. It can be defined as an ability to

accept risks and combine factors of production in order to produce goods and services. Nwosu and Chukwudi (2018) said entrepreneurship is about creating business out of problems. Amusan (2003) viewed entrepreneurship as the willingness and ability of an individual to seek out investment opportunities, establish and run an enterprise successfully. Ohaegbulem and Nathaniel (2007) asserted that entrepreneurship is the ability to set up a business enterprise as different from being employed. Agoha (2012) stated that entrepreneurship is a specialized training given to secretarial business education students to acquire skills and right abilities necessary for self reliance. From the above, entrepreneurship can be summarized as the way of creating something from nothing or as ability of an individual to bring out certain potentials already been given or ability to make use of one's initiative in order to earn a living. UNESCO (2008) stated that entrepreneurship education is made up of all kinds of experiences that give students the ability and vision of how to access and transform opportunities of different kinds. It goes beyond business creation. It is about increasing student's ability to anticipate and respond to societal changes.

Ayatse (2013) highlighted the three important components of entrepreneurship are: (a) Entrepreneurship consists of basic personality characteristics which mix together values, abilities and motivation. These include: creativity, assertiveness, which are somehow innate to the individual; (b) Entrepreneurship is viewed in terms of enterprise attributes like planning systematically, seeking and acting on opportunities et cetera and (c) Entrepreneurship goes beyond individual attributes to the performance of an economic or social role like managing a small business, ranging from wayside workshop to a high technology company.

Objectives of Entrepreneurship Education

Oborah (2006) outlined the objectives of entrepreneurship education to include the following:

- ❖ To provide meaningful education for the youths, which could make them self-reliant and subsequently encourage them to derive profit and be self dependent;
- ❖ To provide small and medium sized companies with the opportunities to receive qualified graduates who will receive training and tutoring in the skills relevant to the management of the small business centres;
- ❖ To provide graduates with training in skills that will make them meet the manpower

- needs of the society;
- ❖ To provide graduates with the training and support necessary to help them establish a career in small and medium size businesses;
- ❖ To provide graduates with enough training in risk management to make uncertainty almost possible and easy;
- ❖ To provide graduates with enough training that will make them creative and innovative in identifying new business opportunities and;
- ❖ To stimulate industrial and economic growth of rural and less developed areas.

The Role of Business Education in Entrepreneurship Development

Business education is an education that prepares an individual for the world of work. That is, is a set of instruction which prepares students for job in business world of work. Business education no doubt equips people with managerial skills to manage both human and material resources towards the attainment of the country objectives. One of the country's educational objectives is to provide manpower needs for the economy. Edokpolor and Egbri (2017) succinctly said that one of the major goals of business education is to equip learners with required skills for job creation and entrepreneurship activities that could lead to sustainable economic growth. This signified that business education is the fuel to the engine while entrepreneurship development is the engine for the national economic development.

Business education is the education that teaches and shows students and the public how to make a living, develop, plan and forecast for the future. It plays the role of the ultimate supplier of the vocational and consumer education in a civilized society. Business education is the only education that teaches industrial enterprise practicum where students would be made to face the reality of life. Ajani and Ayelotan (2011) posited that business education has the following functional competency: a. Ability to select and apply successfully required knowledge and technical skills to solving problems in one's area of work and life; b. Possession of the required skills for a particular job; and c. The drive to discharge successfully the functions of the occupational role that one may find himself/herself.

However, from the above statement, it is noted that competency is a vital role in every human endeavour. It is developed by education and training and a drive from inside the individual to be good at whatever he does. Business education plays a very important part in providing students at

all levels with the ability to function effectively in the business world. Therefore, business education is that part of the total educational programme that provides the knowledge, skills, understanding and attitudes needed to perform in the business world as a producer or consumer of goods and services that business offered. However, if general education is the adjustment of the individual to his/her environment, business education therefore could be seen as the education about business and education for business. Olaniyan and Titiloye (2012) identified the importance of business education include: Reducing poverty; (ii) Wealth creation; (iii). Value reorientation; and (iv) creating employment. It shows that business education is a means of achieving the national goals and curbing the rate of unemployment in the country. Ekpenyong and Ojo (2008) stated that business education introduces the students to the financial and right skills that are necessary for the formation and survival of a new enterprise. The programme helps the recipient to see themselves as employers rather than employees in the market system. Okoh (2010) identified the entrepreneurship opportunities in business education as follows: Commercial programming and networking/software centre/, computer training, printing press, information and communication technology consultancy and training consultancy etc.

Business education enables the aim of entrepreneurship education to be achieved because it is the type of education that prepares an individual to be self reliant. It enhances the acquisition of necessary skills for a gainful employment. This is consistent with the global awareness that entrepreneurship education may enhance the acquisition of necessary skills for gainful and self employment. In this regard Olannye (2006) in Osuala (2002) affirmed that entrepreneurship education is a programme that prepare individual to undertake small-scale business. The purpose of entrepreneurship training is to inculcate the right type of values and appropriate skills, ability and competencies on the individual in order to contribute maximally to the growth and development of the Nigeria economy. Conversely, business education has great impact on the development of entrepreneurship education especially in the curriculum of tertiary institution today. This is because business education have not really achieved the stated goals but with the knowledge of entrepreneurship education, this allow the recipient to acquire skills, knowledge and attitude that business education offers as well as develop saleable skills and competencies that will enable them become self reliant and job creation

instead of job seekers. Entrepreneurship education is an avenue for discovering knowledge, acquiring human and social skills that are relevant for participating and change. It inspires and guide individual potential into the field and knowledge of current and prospective entrepreneurs.

Shyllon (2006) asserted that the Nigeria entrepreneur must acquire some commercial business education which would enable them to do the following:

- ❖ Develop principles, practice and procedures in organizing a successful business enterprise;
- ❖ Understand the nature and significance of marketing (and selling in free enterprise economy);
- ❖ Appreciate the relationship inherent in economic activity;
- ❖ Give the entrepreneur a basic knowledge of his right and obligation in common business dealings; and
- ❖ Interpret and analyze simple business papers and records. With the knowledge of these it will assist an individual to contribute maximally to the growth and development of the nation. Also, it will reduce the rate of unemployment in Nigeria drastically.

Problems Confronting Business Education for Effective Entrepreneurship Development

The problems of business education cannot be overemphasis. Right from the inception business education have been facing a lot of challenges before the introduction of entrepreneurship education in tertiary education and this has been affecting it growth. Olopete (2002) affirmed that there are persistent problems confronting business education such as: teaching/training facilities, insufficient finances, inadequate knowledge, parental influence due to misconception, and laziness.

- ❖ Teaching/Training facilities: The instructional facilities in consonants with industrial development in the country are grossly inadequate not only that they are few in numbers but also most of those available are out-dated and needs replacement; some are because of lack of spare parts.
- ❖ Insufficient finances: this is realistic and practical inhabiting factor imply Business Education in Nigeria. It is evident that some educational programmes can be done without extra cost but a programme like Business Education cannot.
- ❖ Inadequate Knowledge: The look of

adequate knowledge about what Business Education is all about constitutes a major obstacle to the development of the programme.

- ❖ **Parental Influence due to misconception:** Some parents do not want their children to study business because they believe that it is meant for less brilliant. Instead they opt for course like Law, Accountancy etc.
- ❖ **Laziness:** laziness is a problem that is almost too common to mention, innovation requires handwork. VTE is an educational charge that requires efforts.

Imeh (2015) highlight some challenges of entrepreneurial education which include:

Inadequate Funding: For a successful entrepreneurship education to manifest substantial funds is needed for the implementation; for financing start-up and expansion of business ventures in order to produce successful entrepreneurs as absence of fund hinders the achievement of the objectives of the programme.

Inadequate Qualified Manpower: Competent personnel and qualified entrepreneurial skill lecturers with sufficient tutelage and pedagogy to impart the required skills in entrepreneurship education are inadequate in our tertiary institutions due to poor incentives remunerations from the government and agencies. These non motivational attitudes by the government lead to the employment of unqualified and ill-skilled entrepreneurial lecturers.

Poor Relationship between Institutions and Industries: This is one of the major challenges hindering the progress and development of entrepreneurship education, is the failure of industries to accept students on industrial attachment to acquire the needed practical experience. This will not pave way for the students to have adequate practical experience of what the entrepreneurial skills entails. Okafor (2011) affirmed that nothing synthesizes education and job performance better than a dose of reality in intern. When industries and institutions are not doing the training together, the outcome would not be synergistic. Therefore, the youths would not be motivated to undertake business risks and set up business after completion of their course.

Inadequate Training Facilities: Entrepreneurial training today in higher institutions is fraught with inadequate training facilities. Entrepreneurial skills, attitudes, capacities and competencies will not be effectively acquired and utilized when learning environment is not equipped with the necessary facilities for effective performance.

Poor Implementation of Government Policies:

Successive Nigerian government only pay lip service and inadequate attention to the development of entrepreneurship skills acquisition which is the engine room for youth empowerment. Government gives less attention to the monitoring and implementation of entrepreneurial policies in the country thereby rendering the objective of the programme ineffective. It is glaring that entrepreneurship education coupled with business education serves as solution to eradicate unemployment and poverty in this nation.

Conclusion

Business education is an important field of study for entrepreneurial development, introducing entrepreneurship into business education would produce an individual who can explore and exploit available resources and initiate economically rewarding business projects that could be a catalyst for lessening unemployment problems in the nation. There is no doubt that business education programme has provided the necessary skills, training and experience for individuals to be gainfully employed also to be self-reliant in the world of work.

Recommendations

The following recommendations are made:

- ❖ Entrepreneurship centre should be created in tertiary institutions for effective practical to be carried out.
- ❖ Government should properly fund entrepreneurship education so that there could be enough resources for them to function effectively and expert should handle this.
- ❖ Entrepreneurship education should be students-centered and not lecturers centered so as to enable them to acquire the necessary skills needed for effective performance.
- ❖ The lecturers or management should be acquainted with the objectives of the programme in order to bring about the desired results.
- ❖ Drastic and serious awareness campaign should be carried out to sensitize the public and students on the need for entrepreneurship education.
- ❖ There is need to review business education curriculum-to reflect the acquisition of entrepreneurship skills for self-reliant.
- ❖ The federal/state/stakeholders should assist and create an enabling environment that is favourable for entrepreneurship skills.



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