

CHALLENGES OF NEW TECHNOLOGIES IN BUSINESS EDUCATION FOR TEACHING AND LEARNING

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Abstract

The teaching and learning in Business Education has taken a new trend from what it used to be in the past few years. This trend is because of technological changes in people's way of life, transactions, teaching, learning and communication. The Business Education has to follow the trend in order to be relevant and grow with the competitive world. The paper looked at the concept of Business Education, the importance of Business Education, new technologies in Business Education, and challenges of the new technologies. The paper concludes by emphasizing that new technologies have improved teaching and learning in Business Education. It cautioned that the technologies have to be utilized positively or else they could enslave the users. Based on that, the paper proffered some recommendations that would help teaching and learning of Business Education and cope with the new technologies in the society.

Key words: New Technologies, Business, Education, teaching and learning.

Information and communication Technology (ICT) has increasingly developed over the years. This has touched almost all aspects of human lives and has equally changed the way people communicate, learn, teach, work and socialize. Education and new technologies play a vital role in ensuring that most people especially business educators join in reaping the benefits of the technology-rich world in order to overcome some of the risks and difficulties people faced in the past.

The new technologies are important tools for improvement in teaching and learning of Business Education in Nigeria today. This is because, they would help in accessing expansion to education, bring out the relevance of the programme, increase digitalization of educational quality and make teaching and learning more active when effectively and efficiently used. The advent of new technologies in Nigeria has helped in preparing business education students to avail themselves of these facilities that influence faster learning and easy access to information for better knowledge and skill acquisition. Therefore there must be a comprehensive approach to these technologies and educational programmes in cognizance with the technologies, instructive approaches, and students' assessment (via assignments, tests and examinations) for both teachers and students. It means that more attention should be paid to practicals in the use of these technologies in order to achieve the objectives of the programme.

The technologies offer the students and teachers the opportunity to be skillful, knowledgeable in ICTs, writing, reading and arithmetically sound in this modern world. Business Education prepares its students to be skillful, acquire knowledge that will equip them to be teachers, workers in private or public sectors or established their own business or become entrepreneurs. This is possible because of the courses they offered while in school and the kind of training they underwent.

Conceptual Framework

The following concepts were defined to aid understanding:-

Business Education is part of vocational technical education programme that prepares an individual for career in business and also to be an intelligent consumer of economic goods and services. Business education provides students with needed competencies, skills, knowledge, understanding and attitudes to perform as workers in industries, civil service and also as proprietors of businesses. Business education is work focused, skill based, result-oriented and technology-based (Ugwoke in Utoware and Amiaya, 2014). American vocational Association (AVA) in Osuala (2009) explained that business education is a programme of instruction that consists of two parts: (a) office education; a vocational Education Programme for office careers through initial refresher and up grading education leading to employability and advancement in office occupation and (b) General Business Education; a programme to provide students with information and competencies which are needed by all in managing personal and business affairs and in using the services of the business world. If business Education must remain relevant, it has to attend and deal with the current technological needs of people and the society educationally economically and socially.

New Technologies in Teaching and Learning

These are the ICTs tools that help in teaching and learning of business education such as computers, Ipad, GSM Phone Printers and others.

Importance of New Technologies to Business Education

The Importance of the new technologies cannot be over emphasized. The following are some of them in Business Education:

- The changes in technologies have made business education trend to shift from only classroom teaching to technological based teaching and learning. This has made the students to learn new specialties, new knowledge, and application of new methods and processes of work execution and business operations.

In line with the above, Fioreti (2007) noted the following points as the external and internal environments of the enterprise that are necessary for Business Education teaching and learning:-

- **Technological progress:** it demands new specialties, new knowledge, and application of new methods and processes of work execution.
- **Consumer demands and necessities:** they demand work places with new or different content (for quality, variety, facilities, speed, personal services, new products or services).
- **Mergers and buying out:** They demand new organizational culture, new work places, and different work contents.
- **Functions re-planning and organizing changes:** They demand new competences, widened duties, and different work contents.
- Performance gap and non-effective exploitation of productive resources that are due to the employees insufficiency or their differentiation in value system and their attitude towards work and business.

Business Education makes people to be professionally occupied with the organizations as workers or enterprise managers after graduating or completing training. This education is placed more in the process of the institutes which have as a basic aim to offer to students a general knowledge frame and develop some basic professional skills that will make the graduates capable of undertaking administrative duties in several positions and in variety of business enterprises.

Business education involves a procedure of education that aims to equip the students/learners with the knowledge, techniques, skills acquisition and develops attributes and behaviours which will make them effective in their work and businesses after graduation. It has a longer-term horizon which helps the students to acquire knowledge and develop faculties that will enable them in their future endeavours which would demand more responsibilities and initiatives for them to survive in the world of work.

New Technologies in Business Education

The new technologies present several opportunities for innovative and collaborative learning/teaching. Social networks can now be used to learn creatively

instead of the traditional classrooms. Facebook and virtual schools could be used by teachers to teach, educate, and instruct their students and come up with the intended outcome. The virtual schools offer courses through distance learning method and internet-based delivery. Some schools could combine this with the traditional classroom teaching and achieve good results.

The blended learning as explained by Trinio (2002) are learning models that combine traditional classroom practice with e-learning solutions. It means that the subject matter has to be considered, the objective and outcomes, the characteristics of learners and the learning context so as to get the most effective instructional and delivery models (Agbo, 2015).

Business Education is offered or known as office technology and management (OTM) in polytechnics. Therefore, the training and learning in this area must focus more on the technological trend in order to be relevant. The technological changes in office Technology and Management are ICT based, which is what the society requires both for the developed and under developed nations in recent times. This trend may not change because more and more technologies are coming up every day and business educators need to catch up with the trends, in order to be useful to themselves and to the society.

The Wikipedia free encyclopedia in Utomware and Kren-Ikidi (2013) noted that the e-learning environment for Office Technology and Management (OTM) Students include the following; computer in the classroom, class web site, class blogs and wikis, wireless classroom microphone, mobile devices and interactive white board. They stated further that these technologies interact with the teacher in a friendly manner as to motivate students into learning achievement. Also other technologies geared towards enhancing learning achievement of students are now available. They include learning software in different areas of business, IPAD, CD ROM, modems, laser printer, you-tube, digital cameras, digital scanners, and photocopiers, (Utowareand Kren-Ikid 2013).

Bolarinwa and Adeola (2012) supported that if the goals and objectives of business education are to be achieved in practical terms, there is need to improve on computer aided instruction. This is because fast paced advances in computer technology and software that have emerged which when applied will consequently induce significant changes in teaching. Moreso, potential employers are looking for graduates with computer skills who will provide them with a competitive advantage in the business world (Bolarinwa and Adeola, 2012).

The effect of every technology differs from one another depending on its usage. Technologies involve so many different things which could be used in multiple ways to solve various challenges confronting business education. First levels of technology use in education as identified by Haddad and Drexler in Agbo (2015) are presentation, demonstration, drill and practice, interaction and collaboration. Print, audio/video cassettes, radio, TV broadcasts, computers or the internet may be used for presentation and demonstration. Video technologies, drill and practice may also be performed using

the whole range of technologies. He noted further that net worked computers and the internet have the best potential of enabling interactive and collaborative learning. He warned that the overall impact of these technologies on education requires consideration in the areas of effectiveness, cost, equity and sustainability.

The Challenges of the New Technologies

There are many challenges that are associated with these new technologies in business education.

University of WISCONSIN (UW) (2011) contended that teacher education involves addressing several challenges with the new technologies including,

- Lack of Professional skills to cope with contemporary educational goals,
- Lack of opportunities to improve professional knowledge and performance,
- Poor alignment between programs and the realities of schools and

Other Challenges are:

The Teacher: The teacher is faced with a lot of problems in that he has to change the way or method of teaching to harness with the new technologies. As he is trying to cope with the available ones, new ones are emerging in the market and he has to learn them and use them so as to remain relevant. This applies to the learner also and this is a big challenge. Oliver (2008) supported that since modern office and organizations operate with and employ e-office processes, only workers who possess electronic office operations skills will remain relevant. Agomno in Utomware and Kren-Ikidi (2013) opined that modern offices have since transited from the manual operations, through mechanical and then to the present electronic era. They also cited Drucker (2010) that knowledge workers are now needed by knowledge organizations that operate in knowledge economy.

The institutions and organizations need to send staff for training and retraining bearing in mind the changes in technology every day. Most of the teachers or workers are not given the chance or sponsorship to go for training in order to update their knowledge.

Conclusion

The trend in new technologies in the educational sector has really improved teaching and learning in schools. This can only be achieved when the use of these technologies are positively utilized in the right direction and if not properly used, it could be dangerous and enslave the users. There is urgent need for business education to adopt to this era of technological base, because change is the only thing that is constant in life. This will make the programme to be relevant and its products too. It is therefore, important for the business educators and the institutions to form a synergy and provide these technologies that are required for skillful acquisition so that the products would be useful to themselves, their families, society, nation and the world at large.

Recommendations

The following are the recommendations:

1. Facilities and equipment needed for this programme to be efficient and effective should be provided and the old ones changed where necessary.
2. Training and retraining of business educators should be a priority so as to update them with the new technologies available.
3. Business educators should be sponsored to attend conferences, workshops and seminars so as to update their knowledge and skills.
4. Wealthy business educators should help to maintain this programme at all levels e.g. Alumni, Providing, organizing and sponsoring business educators in their former schools so as to update and acquire new skills and instruct with the new technologies for students to learn effectively.
5. Enough fund to be made available for these facilities to be provided at the appropriate time.
6. The review of curriculum to be done as at when due. This should be done based on changes in the society and trend of events. The bodies concerned should not wait until it is overdue.
7. Business Educators should not wait for government to train and retrain them; rather, they should do that on their own in order to be relevant in the society.

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