

BUSINESS EDUCATION AS A PIVOT FOR JOB CREATION FOR SUSTAINABLE DEVELOPMENT IN NIGERIA

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Abstract

The National Policy on Education (2004) sees Vocational Education as the corner-stone on which Nigeria should rely to provide her youths the opportunities to train, develop skills, abilities and work habit to equip them for useful employment and trades. If business education is rightly handled by all the tiers of government, it can stimulate our youths, no matter the ethnic group affiliation into studying business education, as a business education prepares them for employment. This would invariably promote the much-needed sustainable development, as Business education graduates should be able to pick up jobs or create jobs in various areas in the country. This paper tries to examine some prospects that can enhance our economy.

Finally, recommendations are made for possible solutions. Vocational education is an umbrella of business education and can be made available only for those who need it, because they are interested in it and also hope to progressively improve it.

Introduction

Business education is an aspect of vocational education that equips individuals with the necessary skills and theoretical knowledge needed for performance in the business world either for job creator or for self-employment. Ntibi (1996) viewed self-reliance as the capacity to rely on one's own capabilities, efforts and resources, to set up his own business and become self-employed and be job creators to others. Business education is one of the vocational education programmes which offer training for job creation. Being a job creator entails more than acquisition of knowledge and skills in production and services. This will help an individual to manage a business venture and progress in it, and also be able to provide employment opportunities for others to participate in it.

One of the goals of vocational education as stated in the National Policy on Education (Federal Republic of Nigeria, 1998) is to give training and impart the necessary skills to individuals who shall be self-reliant economically. Also one of the objectives for Business education programme is to produce young men and women who would be able to make useful living for themselves. Igbinoba (2000) realized that this objective has not gone beyond the hope expressed on paper. A look at the curriculum content of secondary school in Nigeria reveals that business studies is taught basically as a theoretical subject. Emphasis is not on practice as it ought to be. The National Policy on Education (1998) states that the federal government of Nigeria has adopted education as an instrument per

excellence for effecting National development. Higher Education occurs at post-secondary level and is given in the universities, polytechnics colleges of technology, colleges of education and advanced teacher training colleges. Higher education according to National Policy on Education page 22 should aim at:

- (a) The acquisition, development and inculcation of the proper value orientation for the survival of the individual and society
- (b) The development of the intellectual capacities of individual in understand and appreciate their environment
- (c) The acquisition of both physical and intellectual skills which will enable individual to develop into useful member of the community.
- (d) The acquisition of an objective view of the local and external environment.

These human resources from higher education that are trained which exploit individual expertise and eventually transform society and a nation in general.

Business education is one of the major career being offered as a course in higher education. Business education is a major area for self employment opportunities. These courses are offered in business education.

- (1) **Accounting:** This course concerns preparing accounting information such as ledger accounts, account from the vouchers, cash books, wages and salaries, control account auditing, trading and profit account, balance sheet etc
- (2) **Business Management:** The entrepreneur beneficiary who is managing his business able to use managerial functions like planning, organizing, staffing, directing, controlling and decision making as tools for achieving some economic growth. It also includes self-management skills like personality traits such as patience, honesty, hardworking, punctuality, dependability, accountability, responsibility, risk taking, initiative, perseverance, resourcefulness and motivation example Hotel management, decoration services and school proprietors
- (3) **Marketing:** This entails the buying and selling of goods and services including advertising and sales promotion. Many graduates find good occupations in this segment of vocational education. They buy goods from production areas or producer and sell in other areas of demand. What are needed in buying and selling include capital (cash), good transportation system, warehousing, shops, the possession of entrepreneurial and business management skills. Examples are trading in motor-spare parts, food stuffs, importer and exporter being engaged in petroleum products distribution, drinks and beverages, bookshop management, furniture making and marketing.
- (4) **Secretarial studies or administration:** Many trained secretaries can be self-employed by setting up their own secretarial services popularly known as “Business centre” in Nigeria. These job creators normally

employed people to help them managed their business centres. The entrepreneur should be able to raise some initial capital to purchase some machines, (compers, photocopiers) and other facilities. The concept of creativity could be seen as a set of principles and ideology, a method or technique, an objective or goal, a strategy or even a theory of development. It involves having power to create jobs through one's own capabilities, intelligence judgment, resources, skills in a bid to enhance sustainable development in the economy.

In an inter-dependent world, job creation implies that a nation depends on its human and material resources to create most of basic needs of its citizens. A developed nation refers to a nation's determination to rely on the utilization of domestic resources to produce most of its required goods and services.

This refers to effort to mobilize hitherto unutilized resources capable of producing required goods and services as contrasted with an open door policy which allows expressive imports of goods and services.

Vocational Education is very relevant in our situation for according to Nwagwugwu (1991) quoting president John of USA. "The war on poverty and ignorance is not struggle simple for opportunity. Our fight against poverty and ignorance will be an investment in the most valuable of our resources – the skill's knowledge and strengths of our people. In future, as in the past, this investment will return its cost many folds to our entire economy, giving new opportunity to those who have little or nothing". It is now the federal government policy to use the colleges of education, polytechnics, universities in the country as basis for training first generation entrepreneurs in collaboration with the commonwealth industrial training experience programme (CITEP) – of London and the commonwealth association of polytechnics in Africa (CAPA) because all the programmes she embarked upon previously to, make her citizens self-reliant side-tracked tertiary institutions (federal ministry of education 2006).

Qualities of an Entrepreneur

Entrepreneur possess self-employment skills. Self-employment skills are tools provided by business education to enhance, sustainable development. Every child that has gone through Business education training is ready to be self employed and become an employer of other people as well.

Jonnes (1994) stressed that enthusiasm, common sense, honesty and hard work constitute the business elements, which make a self employed individual to grow in business.

Other factors are:

- (i) Punctuality at work
- (ii) Cordial relationship with customers to know their needs and complains of quality of goods and services
- (iii) Good concentration in serving customers
- (iv) Avoid criticizing other competitors

- (v) Avoid alcohol consumption during business hour
- (vi) Avoid womanizing because it is a loophole in one's life, which encourages wastage of time, money, energy and eventual loss of concentration in business.
- (vii) Avoid cheating, stealing and supplying of inferior goods, especially to customers.
- (viii) Imbibe time management because, time is money never over look time.
- (ix) Keep a good financial record by review spending.
- (x) Cultivate a regular habit of an efficient use of a bank account for the business.
- (xi) Eat a well balanced healthy diet.
- (xii) Avoid drug abuse. Always seek the Doctor's advice.
- (xiii) Accept criticism from customers with open mind for correction.

Prospect of Business Education

- (1) Encouragement of indigenous technology: It will assist the country to develop her own technology rather than marketing imported goods. Importantly, it will influence industrial growth, expansion in the various careers of vocational education and its eventual sustenance. The initial industrial growth and efforts may result in imitation or adaptation but at the long run, Nigeria will be able to develop her own technology and even compete favourably with the production of other countries like that of Taiwan China, India, Japan and so on.
- (2) Bridging the gap between theory and practical work. Professional business education teacher is able to use his ability to demonstrate his skills to his students. If the laboratories (shorthand, typing pool) and internet laboratories are well equipped with automated modern machines. Students will be exposed to changes and innovations in machines, computer, office machines and equipment in the model executive office. They will easily fit in and manage their own offices after graduation.
- (3) Providing the enabling environment as a matter of necessity: Business education readily provides knowledge, skills, attitude for job creation. This is the reason why the federal, state and local governments in Nigeria should provide as a matter of urgency; the political will for the proper implementation.

Recommendation

In order to encourage sustainable development through the study of business education in our educational institutions the following recommendations are made:

1. Adequately fund should be made available to our institutions to purchase the right equipment and facilities in order to enhance the study of business education. This would ensure the provision of typewriters,

Business Education as a Pivot for Job Creation for Sustainable Development in Nigeria

computers, tape-recorder, microphone, accounting machine, ear-phone, office equipment (filing and cabinets), stop watches, audio typing machines, stand by generator, copiers, scanning machines, data processing systems, mailing equipment and machines (franking machine, postage machines, folding machines, inserting machine, collator, sealing machine, letter opening machine, shredding machine), tele-fax machine and different mobile phones etc.

2. Government should always implement policies and agreement reached with tertiary institution trade unions so that incessant strikes could be avoided.
3. Lecturers in tertiary institutions should be alive to their responsibilities by maintaining discipline among students. They should make sure that students are well taught, and well supervised during examinations to avoid mal-practices. Also lecturers should resist the temptation of taking remunerations offered by lazy students to enable them pass. The popular “blocking of lecturers which some lazy students employ to pass examinations should be avoided.

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