ENTREPRENEURSHIP EDUCATION IN HOME ECONOMICS:
A TOOL FOR WEALTH CREATION AMONGST THE NIGERIAN YOUTH

I. Ihensekhien
Department of Home Economics
School of Vocational and Technical Education
College of Education, Ekiadolor,
Benin City PMB 1144.

A. Cas-Ogiegbaen
Department of Home Economics
School of Vocational and Technical Education
College of Education, Ekiadolor,
Benin City PMB 1144.

Abstract
This paper reviews the concept of entrepreneurship in relations to the education of the home economist. Entrepreneurship education provides the individual the opportunity of having a small sale business, the paper examined how Home Economics students could become employers of labour instead of job seeker; It proffered, possible strategies for enhancing entrepreneurship education in Home Economics and concludes that creative thinking skills should be infused into the system, so that entrepreneurship education will be realized.

Introduction
In Nigeria, unemployment has become the biggest problem affecting the economy as a result of population explosion in the country; there is also a corresponding increase in the rate of enrolment in schools, Colleges of Education, Polytechnics and University. This unemployment situation in the country has aggravated hunger, poverty insecurity among others so much that the future of the country cannot be easily predicted as a developing one. The liberal arts Education has failed to foster first-hand employment to the youth and adults in Nigeria, hence a new direction of all educational programmes in the country has been evolved towards the acquisition of skills in vocational and technical education for self-employment for every youth and adult in Nigeria to stand on his or her own, it is the opinion of this paper that vocational and technical education is the most viable and reliable instrument for positive change and socio-economic emancipation of the individual, and the society in the constantly ever-changing world. This is the reason why the programme is placing emphasis on the development of occupational skill of an individual to become an agent of self-
employment (entrepreneurship) and even employ others in order to earn a purposeful living (entrepreneur). It also involves the application of the brain and manipulation with the hands, with good body posture in order to give an individual the best assurance in a creative activity. Therefore the paper seeks to focus on entrepreneurship as a tool for wealth creation for Nigeria Youth.

Entrepreneurship is the willingness and ability of an individual to seek investment opportunity, establishes and run an enterprise successfully, (Gana 2001). (Lankfard, 2003) sees entrepreneurship as a process of creating something different with value by devoting the necessary time, assuming the accompanying financial psychic and social risk, and receiving the resulting rewards of most personal satisfaction. Entrepreneurship occurs when an individual develops a new idea for an old business or have a unique way of rebranding an item so that consumer’s interest is aroused.

Timmons 1987 sees entrepreneurship as creating and building something of value from practically nothing, creation and distribution of value and of benefit to individuals, groups organisation and society. Esomun (1998) defined entrepreneurship as the effective manipulation of human intelligence as demonstrated in creative performance.

Over the years, entrepreneurship has responded to varied definitions, in all, it is geared towards the ability to be creative, in thinking and in manipulation with ones hand.

The entrepreneurship is the actor, the innovator or the developer of technology, he is the person who organizes, manage and assumes the risk of a business or enterprise (Steinhoff and Burgess 1993). The entrepreneur chooses to assume some risk, identifies business opportunity, gathers resources initiate actions and establishes organisation or enterprise to meet some demand or market opportunity. Nelson and leach (1981) noted that a distinguishing mark of entrepreneurs is that they tend to be independent and self-sufficient. Entrepreneurs play a critical role in any economy, hence youths and adults alike need to be encouraged to acquire entrepreneur education and so that can become entrepreneurs who one not only going to be self employed but also become employer of labour. From the above discussion, conclusions can be drawn that an entrepreneur is one who owns his business, makes profit and effectively utilizes his abilities and potentials confidently. He is a risk taker, energized by an inner driver, he seeks and exploit employment opportunities, applies creativity aggressively.

Creativity is an important characteristic of an entrepreneur. It is the capacity of persons to produce idea of any sort, which are essentially new or previously unknown to the producer. (Hurlock 1993, Ozioko) creativity is the process of producing object or ideas, it is a tool for progress in any family, community or society, promoting entrepreneurship through creativity makes room for self employment (skill acquisition) thereby
reducing the rate of unemployment and abject poverty.

Entrepreneurship competencies can be possessed by an individual who is exposed to a planned process of entrepreneurship education. Lankand (2003) viewed entrepreneurship education as that type of education which provides the learners with basic knowledge, skill, attitudes and ideas, which will equip the individual for self-employment.

Anyakoha, (1997) pointed out that this form of Education should provide programmes which one designed to produce competent and skilled manpower for the various sectors of the economy. Students are therefore expected to be exposed to entrepreneur education so that they can acquire relevant skill for entrepreneurs. Therefore this paper seeks to focus on

i. Entrepreneurship education in Home Economics

ii. Creativity in Home Economics

iii. Strategies for enhancing entrepreneurship education in Home Economics

**Entrepreneurship Education in Home Economics**

Home Economics is a dynamic field of study whose central focus is hinged on the improvement of the lives of everyone in the society. It is self – reliance oriented Ogbene (1998).

Home Economics is a vocational subject aimed at helping people develop desirable social attitude and skills necessary for the world of work, resourcefulness and ability to adapt to life’s changing situation.

Bryd (1970) sees Home Economics as the study of human and material forces affecting homes and families and the utilization of the knowledge for the benefit of mankind, in essence, home economics focuses on meeting the needs of the family the community and society at large.

In the face of the changing situation of the economy, where unemployment is the order of the day, Home Economics help people do develop the right skills for today’s living, Anyokoha, (2002) remarked that, the one of the greatest challenges of home economics is to determine those issues that pose various forms of challenges and threats to individual families and the society at large and them address them most appropriately. The greatest challenge the society is facing presenting is unemployment which can be addressed by skill acquisition self – reliance programme Unemployment leads to poverty, robbery, among others.

Poverty in a large term is regarded as scarcity of basic human needs, prolonged hunger, disease, inadequate shelter and clothing. Poverty is equally regarded as the inability to attain a minimum standard of living (Ogbene 2006).

Poverty can be minimized by encouraging entrepreneurship, which will inturmn make room for self employment. Home economics encourages the expansion of knowledge and development of skill by every individual in the society,
its philosophy is centered on acquisition of knowledge and skills that can be applied for purposeful living. Fortunately home economics has several opportunities for small scale business. This gives the individual opportunity for gainful self employment. Home Economics related business includes:

- **Food and Nutrition**
  - Fast food vending Catering services
  - Bakery – Bread making, sacks, cake making and decoration Ice cream business Restaurant management
  - Preparing of fruits drink, e.g. zobo drink. Bottling of ground pepper, groundnut and other spices

- **Clothing and Textiles**
  - Fashion designing (men/women apparel)
  - Tile and Dye/Batik production
  - Embroidery
  - Wearing of clothes
  - Hair dressing (saloon)
  - Fashion School Operation
  - Bridal shop
  - Making of children apparel

- **Home Management**
  - Soap and body cream production
  - Laundry and dry cleaning services
  - Rug cleaning services
  - House keeping

- **Child Development**
  - Nursery management
  - Daycare centers
  - Baby sitting

- **Housing and Design**
  - Interior decoration
  - Toys and gift shop
  - Making of crafts

The above courses offered under home economics education will provide individual with the necessary skill/tools for further creative work. In the course of this training the required self – esteem for entrepreneurship will be inculcated into the students, as entrepreneurs who are creative, they will have a large potential to produce competitive products to meet up with the market demands.

**Creativity in Home Economics**

Creativity is the fundamental premises and genesis of entrepreneur activity creativity is not an exclusive right possession of a chosen few. It is in all human beings though in varying degrees; however, training has been found to increase the manifestation of creative abilities (Shallows 1985), this is a major function of Home Economics Education, it inculcate in the individual the skills of creativity. There is a strong link between creativity and entrepreneurship, hence in every definition of entrepreneurship ends with the word creativity. Creativity and entrepreneurship skills can be learnt (Onu 2006).

Home economics education is involved in entrepreneurship for self – employment through the various task and skills in home economics programme. Some of the major areas of emphasis in Home Economics includes, clothing and textile, food and Nutrition Home Management, family relation and child development, Housing and house hold equipment.

These areas are creative in nature and can lead to a wide range of occupation
for the home economist, making them to become self reliance, self employed and employers of labour.

In order to become creative in Home Economics it is necessary to discipline the mind, is to learn to operate with an open mind to new things (Shallows 1985), this is done by overcoming the natural barriers to the mind and start to challenge the various approach to situation by

a. Believing that he too can contribute to the world of knowledge
b. Ensuring that new ideas are relevant to the needs of a particular situation understand the process by which creative ideas are turned into realistic plans.

c. Involving creative people, sometimes there is need to employ people with acknowledged creative talents to help find solutions to problems.

d. Working with others – creativity is stimulated when ideas are shared with others

e. Analyzing idea – ideas needs to be arranged to make sure that they are workable and meet the specified criteria. After a creative session, evaluate all ideas against gifts so as to identify the strengths and weakness of the ideas.

Strategies for Enhancing Entrepreneurship in Home Economics Education

Home Economics offers great opportunity for entrepreneurship for self – reliance and for human and economic development (Ene-Obong 2006), though there have been some limitations, hence the needed impart has not really been made. For it to take its place in the society there is need to make some adjustments in the programmes and to re-position itself so as to make its contributions to natural development.

- Entrepreneurship education should be incorporated into the home–economics curricula at all levels as a matters of urgency.
- Entrepreneurship and creativity is achieved through processes, ways of teaching and learning that involves not only the strategies techniques and activities but also the attitude and feelings of teachers.
- There is need to design unique and challenging curricula entrepreneurship programme that will produce graduates geared towards self – employment
- Home economic student should be made to realize the importance of “strategic alliance”. This is based on the belief that success in entrepreneurship is dependent not only on knowledge but the network of individuals with whom the entrepreneur is connected (Ene-Obong)
- Teachers should stress discovery and exploration strategy for students. Brainstorming approach should be used in classes to identify possible business areas open to a fresh graduate.
- Adequate funding of entrepreneurship education should
be given serious attention, as home economics education is capital intensive, government as a matter of policy should allocate some reasonable sum of money for the programme.

- Provision of adequate resource matters by the government, NGO’s on educational matters, and some individual for effective implementation of entrepreneur education.

- Ensuring that students participate in industrial work experience scheme (SIWES) as this will further expose them to the nature of work that will be of benefit to them after graduating.

- Students should also be encouraged to establish and run-on-campus small venture

- If Home economics programme is to emphasize entrepreneurship education then there is need for qualified teachers, to should be given adequate training in entrepreneurial knowledge, skill, and attitudes, that they are expected to teach through pre-service and in-service training.

**Conclusion**

The complexity of living today demands that people should acquire some skills for entrepreneurship. Small scale business is important to both the individual and the nation’s economy. The challenge to drive away poverty and unemployment is enormous, the economic growth of the nation must receive a boost. The Nigeria educational system at the tertiary level has a part to play. Creative thinking skills have to be infused into the system and through such, entrepreneurship education would be realized, people will be empowered to set up their own business, this will reduce the rate of employment and boost up the nations economic.

**References**


Bryd, F.M. (1975); A definition of home economics for the 70’s Journal of H/E, 62 (5) pp 411 – 412


Onu, V.C (2006). Developing creativity and problem solving skills for entrepreneurship in Entrepreneurship education of health entitles strategies Pg 81. published by HERAN


