
CREATIVE UNIVERSITY EDUCATIONAL MANAGEMENT: A SINE QUA NON FOR SUSTAINABLE NATIONAL DEVELOPMENT

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Abstract

University Education is the only tool to drive and achieve sustainable national development in Nigeria. It was set up to produce skilled manpower in the country and boost the economy locally and internationally thereby increasing her gross domestic products (GDP). For the public universities in Nigeria to achieve this, they need tactical, vigorous, innovative and creative administrators to be able to manage the universities human, material and other resources available at his/her disposal effectively and efficiently so that the goals and objectives of university will not be abused or thwarted. The aim is to fill the gap of the universities in Nigeria and the industries to be able to solve the problems within the society and the nation's economy. The objective is to produce skilled manpower that will work in these industries in order to boost the economy for sustainable national development. The purpose of it is to see a country that is self-reliant and independent which can meet the needs of the society now and the near future for sustainable national development through proper management of the university. The achievement of sustainable national development through the management of university is thwarted by; lack of funds, infrastructural facilities, inadequate teaching facilities, non-conducive environment amongst others. It was concluded that, seasoned and trained managerial skilled university administrators who have knowledge about what it takes to manage a university, such as being creative and innovative, and people who can drive the system to achieve its goals and objectives that has been set, to attain sustainable national development now and in the future to come, are empowered to manage such institutions. Suggestions were made, that it is through education and proper management of university education that sustainable national development in Nigeria can be achieved. Organizations like the university system cannot function without adequate fund, therefore, the Federal, and state, governments and other stake holders of University in Nigeria should see University

as a state of emergency to inject more funds, also there should be provision of adequate infrastructural facilities if really Nigeria want to attain sustainable national development, where their refined products can compete globally.

Keywords: Creative, University Education, Educational Management, Sustainable National Development

Education has been identified as an essential tool for achieving sustainability through improvement on the quality of basic education, re-orientation on existing educational programmes to address sustainable development, developing public awareness and understanding and providing training for all sectors of private and civic society (Omirin and Adeyemi, 2008). Creative University Educational Management therefore is an essential condition for the attainment of sustainable national development. Again, principally, education functions as a means of socialization and social control. It helps to encourage the young to develop into "good citizens" and prepares people for employment and for productive contributions to society (Quartey, n; Ololube and Egbezor, 2012). The federal Government of Nigeria (2012) worried about the incessant complaints of poor funding of public institutions of learning advised University managers through the National University Commission (NUC) to explore various ways of generating ten percent (10%) of their expected revenue from within and outside their institutions towards solving their financial related problems rather than depending almost entirely on subsidization by Government. Nwagu (2010) is of the view that Nigerian government over the years has not met the United Nation Educational, Scientific and cultural organization (UNESCO) recommendation of 26% of the total budget allocation to education on yearly basis. Many of the Nigerian universities now engage in different commercial ventures (hotels, printing press, petrol stations, books shops) and consultancies. The performance of such sometimes conflicts with the primary objectives of university education which centers on teaching, learning and research. The situation put the management of universities under undue stress (Nwadiani and Oforegbu, 2005). Therefore, a good university administrator or manager has to arm oneself with good managerial skills, be able to seize opportunity, analyze it and, take decisions. He/she should be able to properly manage available resources and implement the programmes in the organization so as to achieved the goals instead of depending solely on the government for financial assistance. The administrators have to look inward to generate other income to augment with the state or federal government subvention. The aim of creative university educational management in Nigeria entrepreneurship is to fill the gap

between the universities and the industries so as to solve the problems of the economy and the society. The objective of creative university educational management entrepreneurship is for the institutions to achieve the objectives of producing skilled manpower who will man the industries in the society to boost the economy now and the near future. University education is the only motivational force behind society or nations for economy growth and sustainable national development to be achieved. The purpose is to develop innovative skills, ideas, risk takers to create changes and confident of producing graduates with job foresight and job creativity. Many universities have embraced the entrepreneurship education, but there are no fundamental changes in the teaching and learning process of entrepreneurship education (Nwekeaku,2013). The double jeopardy seems to exacerbate the challenges facing the system. This has resulted to excessive inadequacy of infrastructure and facilities for teaching and research which is a clog in the wheel of effective administration of Nigerian universities (Aina,2002).The researcher is of the view that proper management of university education will be relevant in solving the nation's problems for sustainability , in the sense that it will give them free hand and opportunity to think creatively and grow in any environment they find themselves, more so, it will be beneficial to the society and the needs of the nation at large for sustainable national development.

Entrepreneurship Education

Anyebe (2017) sees entrepreneurship education as an educational program that provides the students with knowledge, skills and motivation needed to start up small and medium scale businesses. Azih (2012) observed that entrepreneurship education is the kind of education put together to build the learner with entrepreneurial skills that will enable such begin a business enterprise and the procedure with taking care of the business. Kailani, Balami and Datong (2017) asserted that entrepreneurship education is a form of education that makes it possible for students to possess marketable skills and translate them to self-employment. Ojerifo (2013) noted that entrepreneurship education is a functional educational process that provide the youth graduates with adequate training that will enable them to be creative and innovative in identifying novel business opportunities in their future chosen careers. Izedonmi and Okafor (2010) argued that entrepreneurship education is centered on developing youths with the passion and multiple skills. It is targeted towards reducing risks associated with entrepreneurship thought and guides the firm successfully via its initial stage to the majority. Ezugoh (2017) reasoned that entrepreneurship is one of the trade subjects introduced in secondary school and technical school curriculum to provide students with the prerequisite skills and competences to effectively operate and function well in business and the world of work. Ogundele, Akingbade and Akinlabi (2012 emphasized

that entrepreneurship education as a purposeful intervention by an educator in the life of the learner to impact entrepreneurial qualities and skills to enable the learner to survive in the world of business. Similarly, Kentan and Envin (2010) are of the view that entrepreneurship education is an educational discipline that prepares people especially youths to be responsible, enterprising individuals who become entrepreneurs or entrepreneurial thinkers that contribute to the economic development and sustainable communities. Entrepreneurship education is the kind of education put together to build the learner with entrepreneurial skills that will enable such begin a business enterprise and the procedure with taking care of the business (Azih,2012).Olorundare and Kayode (2014) opined that entrepreneurship objectives are to develop in graduates' skills, entrepreneurial orientation and attitude to prepare for their businesses as well as their vocational and professional lives after their formal university.

Entrepreneurship

Obierika and Nwanehokor (2011) scruntly said that entrepreneurship is a process of synthesizing and building something of value from nothing, the creation and distribution of something of value and of great importance to individuals, persons, groups, organizations and the society at large. Today, entrepreneurs (the author of entrepreneurship are the lifeblood of economies all over the world. Even in command economies like china, entrepreneurs are valued for their contributions to the economy and encouraged to innovate, to compete with companies around the world (Hur,2018). Bette and Ajayi (2012) pointed out that entrepreneurship and innovation are known as vital driving force of economic growth, productivity and employment in these days of global competitiveness among the nations of the world.

Education

Ariguzo and Nwaneri (2018) are of the view that education is the fulcrum for the realization, full promotion and improvement of a nation. It empowers people to harness their potentials and fulfill their roles as members of the society. The general understanding of the concept of education is that this is the process involving instruction and training, by which people learn to develop and use their mental, moral and physical developments to become useful to themselves and the society (Agina-Obu, 2018)

Entrepreneurship and Economy Growth

OECD (2003) noted that policies to foster entrepreneurship are essential for job creation and economic growth.” Osunde (2014) opined that researchers and practitioners in the field of entrepreneurship development need to move from best practice to best fit. In other words, they should support the appropriation of ways that best fit innovation-characterized entrepreneurship development that brings about technical progress through capital -saving, efficient production techniques and higher level of output or economic growth. In the same vain Ada (2012) opined that it is a tool for self- development and the development of the society. It provides knowledge, skills, and attitudes. Adediran and Olabode (2017) sees education as a major force in economic, intellectual, social and cultural empowerment. He further indicated that education has the capacity to bring out character and attitudinal change, as well as reshape human potential for desired development.

Management

Okwori (2011) observed that management is the coordination of all the process of planning, organizing, directing and controlling in order to achieve the organization objectives. Enyi (2013) indicated that management involves the various processes a teacher uses to harness and utilize available resources to achieve effective teaching and learning in the classroom.

Management can be seen as the process of getting things done through people, It is the guidance, leadership and control of the efforts of a group of individuals towards a common goal, (Akinyele,2008). Similarly, Chiaha (2013) posits that management involves the need to get things done in order to achieve set objectives through the use of available human as well as material resources. Ogbonnaya (2013) rightly put it that management involves guidance, leadership, and control of efforts of a group of people towards achieving the educational goals which will lead to the overall development of the learners and the entire society. The author view management as involving planning, organizing, directing, coordinating, directing, controlling, and all what it takes to achieve the organizational goals at a minimal cost at a greater productivity.

Educational Management

For educational managers or administrators to succeed in university educational management, the administrators need some basic skills to succeed such as the conceptual skills, human relations skills and professional skills. Where it is properly harnessed and utilized, the administrator is bound to achieve its target set of goals and objectives. Egboka, Ezeugbor and Enueme (2013) in their study noted the following as managerial skills of educational manager.

Ability to create and motivate a healthy school culture for continual improvement in quality education.

Ability to work as a team with other individuals in the school system to achieve set goals.

Ability to modify their practice and school structure to accommodate policy expectation.

Ability to ensure that curriculum leader opportunities are created for staff.

Ability to actively and improvement of students' achievement.

Ability to involve staff in decision making.

Educational management is the process of planning, organizing, leading, and controlling school employees and activities and using all available resources to reach stated educational goals (Agi and Adiele, 2009). Akpakwu (2012) asserted educational management as the ability of the educational manager to judiciously utilize the human, material, financial and time resources towards the efficient and effective achievement of the objective of the education institution. what is left is the modalities for the enhancement of the utilization of the said resources for optimal benefits of recipients and the nation, to ensure sustainable development and security. Nikam (2010) noted that management of education is the process of planning, organizing, directing and controlling activities of an institution by utilizing human and material resources so as to effectively and efficiently accomplish the functions of teaching, extension work, and research cited in Ololube (2017).The researcher is of the view that, of all the definitions given, it can be deduced that the attainment of the educational or organizational goals is to be done in an effective and efficient manner. In this case, the university administrators are not left out in effectively and efficiently managing whatever is at his/ her disposal, be it human and material resources and other activities targeting at achieving the objectives and goals of the university at the barest minimal cost and maximizing productivity.

The Purposes/Objectives of Educational Management

Akubue (2009) is of the view that the purpose of management is to achieve the purpose of Education. The purpose / objectives of educational management give direction on how the university administrator will perform his/ her duties. Nikam (2010), said the purpose and objectives of educational management include:

Educational management helps in the achievement of the institution's objectives. Hence, it ensures institutional effectiveness.

It improves the planning, organizing and implementing of an institution activities and processes.

It helps to create, maintain and enhance a good public image of the institution.

It helps in the appropriate utilization of human resources (teaching staff, non- teaching staff and students).

It enhances the efficiency of the institution; it helps to attain institutional goals with minimal cost and time.

It facilitates the optimum utilization of infrastructural facilities (playground, building, equipment, library, etc.)

It prevents the duplication of work.

It enhances job satisfaction among staff members and satisfaction with the institution among students.

It helps staff and students to manage their interpersonal conflict, stress and time effectively.

It improves interpersonal communication among members of the school/college.

responsibilities more effectively.

Peretomode (2012) identified the functions of a manager which are applicable to educational managers to include:

Setting objectives or using available resources.

Formulating plans for achieving these objectives.

Identifying the activities to be perform.

Organizing these activities into groups.

Defining the tasks to be performed in each group.

Grouping the tasks into jobs.

Staffing the job with people.

Initiating work activities.

Providing incentives to stimulate productivity.

Setting controls to measure achievement of objectives.

Taking remedial actions if objectives are not being met.

Sustainable Development

Tomori (2013) rightly puts it that development implies modernization of society. It entails the conversion of a peasant society into an industrial one and means a change in the whole way of life, in expectations and motivations and even physical environment. On the other hand, Sen (2013) maintained that development is a process of expecting the real freedom that people enjoy; that development requires the removal of major sources of unfreedom, poverty, as well as tyranny, poor economic opportunities as well as systematic social deprivation, neglect of public facilities as well, as intolerance or over activities of representative state. Wikipedia (2020) defines sustainable development as development that meets the needs of the present without compromising the ability of future generations to

meet their needs. Idris (2013) indicated that sustainable development process is dynamic and can only make impact through actions taken to achieve human centered development. Also, Ugoh (2008) posits that continued sustainable development is only possible or assured when a greed and indeed concrete steps are taken to raise the level of literacy in any society. In line with Ugoh, Agih (2016) rightly put it that, education for sustainability is the practice of learning how to achieve global and local sustainable communities through the constant provision of desirable educational needs to people of young generation such that will be meaningful in their future aspiration. Ebuara (2015) asserted that sustainable development is the socio- economic development of people in meeting their basic human rights needs without compromising environmental conservation and protection so that the earth resources will be able to meet the needs of the present and future generations. There are 17 sustainable developmental goals, these are, 1. No Poverty, 2. Zero Hunger, 3. Good Health and well-being, 4. Quality Education 5. Gender Equality, 6. Clean Water and Sanitation, 7. Affordable and Clean Energy, 8. Decent Work and Economic Growth, 9. Industry, Innovation and Infrastructure, 10.Reduced Inequalities, 11. Sustainable cities and Communities, 12. Responsible Consumption and Production, 13. Climate Action, 14. Life Below Water, 15. Life on Land, 16. Peace, Justice and Strong Institutions, 17. Partnerships for the Goals. Our concern for this paper is on goal NO. 4. Where the university administrators will manage the university education to attain quality university education that will refine the raw materials (students) and turn out to the society as finished products of creativity to take over the society, the economy of the world now and in generations to come. Aliwa (2016) asserted that, sustainable development is lasting socio-economic, political, technological advancement capable of bringing qualitative education, gainful employment, maximum, security, free, fair, credible transportation elections, provision of socio amenities, good governance, rule of law and respect for gender equality. In agreement, Aliwa, Unachuckwu (2014) stated that through education the individual citizen is fully equipped to contribute meaningfully to the socio-economic development of his nation. The researcher is of the view that Education for sustainable development is education for now and future generations to come.

Sustainable National Development

Munasinghe (2004) opined that Sustainable national development is a process of improving the range of opportunities that will enable individual humans and communities to achieve their aspirations and full potential over a sustainable period of time while maintaining the resilience of economic, social environmental systems. In all nations, Nigeria

inclusive, education remains the instrument for effective national development. Development is championed through education, which is often assumed to have significant influence. Education entails the enlightenment of people in their ways of pursuit in life, Development is associated with a positive change in the condition of either individual groups, communities or even a country as a whole (Umoh, 2005). Umunadi (2010) emphatically said that such knowledge will adequately equip the students to be more effective in the 21st century Nigeria, characterized with science and technology and raise a generation of people who can think for themselves and respect the dignity of labour and equally propel its citizenry into blossom economic. Age (2015) identified some objectives which sustainable national development is expected to realize: Increase capital income and employment, promoting human welfare satisfying basic needs; protecting the environment. Considering the path of future generation, achieving equipping between rich and poor and participation on a broad basic in development and decision making is important.

Problems:

The problems identified are:

Lack of funds: The administration of entrepreneurship education in Nigerian university is presently faced with challenges of inadequate entrepreneurship lecturers, curriculum content, lack of workshop, lack of equipment laboratories and inadequate funding (Ebong and Nwakudu, 2017). The financial challenge facing university education in Nigeria is gross under funding which could be linked to undue reliance by Government for funds by university managers (Eragbe,2014).

Lack of planning: Most administrators in the university do not have the pre-knowledge of managerial skills in such time, they are not able to achieve the objectives and the goals of the institutions set for, there is a saying that he who does not plan is planning to fail. Okonkwo (2004) is of the view that planning enables the educational managers to highlight the constraints of time, people and materials for effective attainment of the objectives.

Ineffective Leadership: Most university management are employed due to nepotism and political compensation. Owing to this phenomenon there is no effective leadership to manage the affairs and resources available to such institutions. Instead, decisions taken are teleguided by godfathers.

Inability to generate funds: Due to poor leadership, the management of these institutions are not able to think out of the box. Resources available are not being utilized to engage in proper research that could lead to breakthroughs which in turn will be added advantage to the society and corporate bodies, thereby generate funds for the institution. All that is done is wait on government for subventions.

Corruption: - Like what is obtainable in other sectors of the society, the university system is also bedeviled with corrupt practices. The little fund that is available to the institutions are not being utilized properly but channeled to other uses that is not beneficial to the university.

Conclusion

The university administrators in Nigeria have to be creative and have basic skills of management and what it takes to be an administrator in management of Nigerian Universities in order to achieve the set goals of university Education. The idea of using wrong person in the right position is a serious problem as this will bring about inefficiency and low productivity in the system and the set goals and objectives would not be achieved. Issues of corruption, mismanagement, poor funding, lack of planning, lack of infrastructures and among others were identified. Suggestion proffered on how university administrators can manage university education in Nigeria to attain sustainable national development, is that there should be functional Educational curriculum that will be designed to care for the needs of the society and the national economy now and the future so as to attain sustainable national development.

Suggestions

The following suggestions to above problems were proffered:

Research. There is strong need to engage in meaningful research to bring about changes in the society and the country at large. This will in turn bring about goodwill, and subsequently attract grants from notable bodies, such as Ford foundation to mention but a few.

Fund generation. The aftermath of meaningful research and good leadership will enable the management of the university to engage in entrepreneurial ventures that will generate funds to meet the needs of the institution.

Effective leadership. This will bring about innovative policies and incentives within the university that will be of immense benefits to the staff and student population. Lecturers needs to be promoted as at when due, and salaries paid promptly.

Discipline: Corruption needs to be fought and brought to a standstill. People found wanting needs to be probed and when found guilty adequate punishment is meted accordingly. This will serve as a deterrent to others.

Proper Planning: Proper planning needs not be overemphasized. Proper planning will enable the university allocate available funds adequately to each department. Effective planning will enable the management to do a proper budget in line with the needs of the institution.

There should be a functional Educational curriculum that will be designed to care for the economic and social development of the nation for sustainability.

Entrepreneurship Education should be properly managed from the primary to the university level as part of their course no matter their discipline.

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