Teaching Entrepreneurship Education through Business Education: The Challenges and Prospects

Barakabo, Ebimieowei Ph.D
Bayelsa State Senior Secondary Schools Board,
Yenagoa, Nigeria
bishophed@gmail.com
08037604086

ABSTRACT
The development of the required human capital implies the development and strengthening of technological and managerial training programs. This brings to light the indispensable role of business education and entrepreneurship education in preparing the entrepreneur that form the needed human capital. Entrepreneurs need to be trained in a business education program which has entrepreneurial competencies integrated into it. This paper examines the importance of entrepreneurship education as a possible tool for reducing unemployment, the challenges and prospects of entrepreneurship education. This paper concludes by suggesting ways through which entrepreneurship education can be effectively tackled to achieve the set goals.

Keywords: Entrepreneurship education, business education, unemployment, employable skills

INTRODUCTION
Entrepreneurship is gradually becoming a popular field of study to many students, men and women of different profession because of the modern day emphasis on private enterprise as the vehicle for healthy economic development. Today every professional want to establish and commercialize their talents and skills. To do this successfully, it has been discovered that they have to learn the rudiments of running a modern commercial enterprise which is becoming more difficult because of the increasing complexities of factors affecting the running of such enterprise, particularly the environment. The harsh economic realities in many countries which have manifested themselves in high unemployment rate has made many of the unemployed to think of an enterprise on their own. This has given further rise to more focus and interest on entrepreneurship.

Concepts in Entrepreneurship
The structural adjustment programme (SAP) introduced in the early 1986 by the then military regime of General Ibrahim Babangida had actually brought to the open, the problem inherent in the Nigerian economy. Unfortunately the impression Nigerians had was that money was not the problem but “how to spend it”. Since then and with the laying off of workers and the retirement of many unemployment has been rising phenomenally to the extent that government itself may not actually know the correct figure of the unemployed or the rate of unemployment today.

The problem of unemployment has been further worsened by various factors which are peculiar to Nigerian situation. These include:
1. Poor planning
2. Political instability – long period of military rule
3. Mono-economy (heavy dependence on oil with its price fluctuations in the world market).
The inability of government at various levels to tackle the problem of employment has made these governments to popularize the saying that “government cannot provide jobs for everybody and that people should learn to be self-employed. Before now many people had, especially the educated and always depended on government for employment after graduation from school. Many who constituted the ruling class today especially in Nigeria started their careers from government employment (Olagunju, 2004).

Since the early 1980s many graduates are carrying on well since they have established their businesses. These businesses include: poultry farming, commercial transportation, distributive trade, industrial cleaning, estate agency, laundry and dry cleaning, protective agency, etc. these enterprises are established and managed by individuals who desire to be economically independent and also want to contribute their quota to the development of the nation. Today everyone has imbibed the spirit and enterprises are spreading all over the place, cities, towns and villages across the country.

The government is gradually beginning to realize that these enterprises could be the corner stone of the greatness of the Nigerian economy. In the light of this realization and to make Nigerian graduates more resourceful and self-reliant, the Federal Ministry of Education introduced entrepreneurship education into the curricular of the universities, polytechnics, and colleges of education through their supervisory/regulatory bodies, National Universities Commission (NUC), National Board for Technical Education (NABTE) and National Commission for Colleges of Education (NCCE) respectively. These bodies will create awareness at workshops for students and academic communities on the virtue of entrepreneurship education. They also provide technical support to the institutions.

What is Entrepreneurship Education?
Entrepreneurship according to Omolayo (2006) is the act of starting a company, arranging business deals and taking risks in order to make a profit through the education skills acquired through creativity. Entrepreneurship can be described as “the process of bringing together creative and innovative ideas and coupling these with management and organizational skills in order to combine resources, money and people to meet an identified need and create wealth. In the same vein, Nwangu (2007) stressed that entrepreneurship is a process which include land, labour and capital so as to provide a product or service for public consumption.

However, the operational definition of entrepreneurship education is the willingness and ability of a person or persons to acquire educational skills to exploit investment opportunity establish and manage a successful vibrant business enterprise. Therefore, an entrepreneur can be an innovating individual who has developed an ongoing business activity where none existed before. Barakabo & Eze (2016) defined it as the ability to recognize and evaluate business opportunities, assemble the necessary resources to take advantage of them and take appropriate action to ensure success.

Entrepreneurs are people with entrepreneurial spirit, lively to have knowledge of skills required as unique and different from other kinds of entrepreneurial types, that is, potential entrepreneurs, managers of entrepreneurs and entrepreneurial sympathizers. The entrepreneur has been described as the one who starts an enterprise, the one who puts shoulders of industry on their feet, the one who puts new forms of industry on their feet, who shoulders the risks and uncertainty of using economic resource in a way, and the one with the right motivation, and the ability to build something out of nothing.

According to Wikipedia (n.d.) an entrepreneur is an owner or manager of a business enterprise who makes money through risk and initiative. It is a term applied to a person who is willing to help launch a new venture or enterprise and accept full responsibility for the outcome. Arogundade (2011) defined entrepreneur as an innovating individual who has developed an ongoing business activity where none existed before. This symbolizes that entrepreneurs are individuals who possess the ability to see and assess business opportunities, to mobilize resources to exploit the opportunities and put in place necessary action-oriented, highly motivated individuals who bear risk to achieve goals. This ability lies on entrepreneurship; hence Salami (2011) posited that entrepreneurship is the ability to seek investment opportunities and persisting to exploit that opportunity. Nwangwu (2007) state that entrepreneurship is a
process of bringing together the factors of production which include land, labor and capital so as to provide a product or services for public consumption. For entrepreneurship to strive, it has to be developed and sustained. According to Egboh (2009), entrepreneurship development enhances the knowledge and abilities of individuals and groups to assume the role of entrepreneurs as well as efforts to remove all forms of barriers in the industrial and commercial development of any nation. In continuation, he asserted that the major setback or entrepreneurship development in Nigeria and other developing countries is the difficulty in obtaining adequate finance.

Research has shown that entrepreneurship development in Nigeria is not free from challenges. According to Ovaiwé (2010) there are several factors that hinder entrepreneurship in Nigeria, some of which include:

i. Poor enterprising culture.
ii. Lack of entrepreneurship teachers, materials and equipment.
iii. Unavailability of fund.
iv. Non-inclusion of entrepreneurship programme in the school curriculum.
v. Poor societal attitude to Technical and Vocational Education.

Entrepreneurship education is a fast growing area in tertiary institution in Nigeria. According to Obikeze (2008), entrepreneurship education is about learning the skills needed to assume the risk of establishing a business. Entrepreneurship education is the inculcation of entrepreneurial skills, ideas and principles into individuals through a well structured teaching and learning programme. Abubakar (2010) opined that education is a sure pathway to liberation of the mind and the improvement of socio economic status of people. It also follows that education and training help individuals to be empowered and escape poverty by providing them with the necessary skills and knowledge to raise their output, income and wealth.

Entrepreneurship education, being relatively an emerging discipline and a deliberate strategy for creating opportunities for youth empowerment and national development is presently being neglected in Nigeria. Lamenting on the poor manner in which it is being handled in Nigeria, Olagunju, (2004) succinctly noted that while career education has continued to thrive in many societies, it is unfortunately, an area that is neglected in Nigeria. The neglect invites economic crisis and its concomitants poverty and unemployment. Above all, the neglect means ignore one of the conditions Ogudo (2010) proposed for a nation to grow and develop. Thus, for a nation to progress and witness development, she must give the right value and education that can develop the youth into a sound and effective citizen and fully integrate the individual youth into the community.

It is on this background that this paper calls on educators, scholars and governmental bodies to shame and disseminate ideas and experiences that would evolve positive steps to explore ways and strategies to be taken in planning and implementing effective and quality entrepreneurship education in Nigeria.

**Entrepreneurship Education in Nigeria**

The need for entrepreneurship education started emerging in Nigeria when the education was seen as a good strategy to tackle the socio-economic problems in the country. In the 1980s, the Nigerian economy collapsed as a result of political instability and in consistencies in socio-economic policies of successive government in the country. Within this period in Nigeria, according to Ossai and Nwalado (2010), there was large scale layoff of workers and early retirements as a result of structural adjustment policies and bad economic trends in the country. In the face of this situation for them, entrepreneurship which has salvaged the situation was not encouraged in the country.

Entrepreneurship, according to Omolayo (2006) is the act of starting a company, business deals and taking risks in order to make profit through the skills acquired. Being an important aspect of societal organization, entrepreneurship contributes in an in measureable way toward poverty eradication by creating jobs for the people, particularly the youths.
Objectives of Entrepreneurship Education
The objectives of entrepreneurial education are to equip the graduates and even undergraduates with skills, ideas and abilities needed for self reliance and economic development of the nation. According to Olorumolo and Agbde (2012) the objectives of entrepreneurial education are stated as follows:

1. To provide meaningful educations for youths which could make them self reliance and subsequently encourage them to derive profit and be self independent.
2. To provide graduates with the training and support necessary to help them establish a career in small scale and medium size business.
3. To provide graduates with training skills that will make them meet the manpower needs of the society.
4. To provide graduates with enough training in risk management to make uncertainty bearing possible and easy.
5. To sustain and stimulate industrial and economic growth of less developed areas.
6. To provide graduates and undergraduates with enough training that will make them creative and innovative in identifying new business opportunities.
7. To provide small and medium size companies with the opportunity to recruit qualified (manpower) graduate and non-graduate who will receive training and tutoring in the skills relevant to management of the business centre.

Looking at the above highlighted objectives, it can be seen that entrepreneurial education, if given adequate support and attention in Nigeria will virtually reduce if not eradicate graduates unemployment. It will also produce graduates that will promote job and wealth creation and thus eliminate poverty. One of the most important objectives of the Millennium Development Goals (MDGs) is job creation and Entrepreneurship Education, it is a great deal off avenue for its realization and invariably enhance better standard of living among men and women in Nigeria.

The Role of Entrepreneurial Education
The role of entrepreneurial education toward the eradication of graduates’ unemployment in Nigeria cannot be underestimated. In the light of this, the role of entrepreneurial education would then be:

(a) Empowering individuals with knowledge, skills and attitude. This means that entrepreneurial education helps individuals have gainful employment which will help increase the level of manpower and productivity. The skills acquired would inspire the individual to continue his/her education later in life.

(b) The employment of individuals with the right attitudes is the surest way for a nation to have a corrupt free society, have individuals who are committed in different spheres of life, respect the laws of the land, become security conscious, contribute their own quota to their different communities, develop moral values that would lead to peace and tranquility for the economic growth and social sustainability. This means that entrepreneurial education is the important tool that provides the capacity for human capital; development and economic growth.

(c) Entrepreneurial education plays the role empowering the individual; with desirable values and attitudes. It can be said that it would play an important role of eradicating cultism, prostitution, drug and human trafficking, armed robbery, etc. to support this, Njoku (2004) said once the desirable of living a worthy life that would help a nation assume a positive stance on the states of its economy.

However, other vital contributions of the government to the enhancement strategies may include:

(i) Funding which may include training fees and take off capital for the business.
(ii) Provision of facilities and infrastructure that encourage entrepreneurial development.
(iii) Ensuring security, safety and peace in the society.
(iv) Giving legal assistance to young entrepreneurs, and
(v) Empowering and influencing educational institute that support entrepreneurship education
Furthermore, Onele and Okonkwo (2009) enumerated the contribution expected of educational institution for successful enhancement of socio-economic development through entrepreneurship education. These include:

Development of adequate method of delivery for programmes.
   I.   Curriculum development.
   II.  Proper implementation of the action plan.
   III. Creating mentorship and an apprenticeship scheme within the system.

According to Nwankwo, Ugochukwu, Onyali and Obiora (2009) it was discovered that for sustainable development, the students have following contributions to make.

I. Availability and commitment to the training programme.
II. The use role model approach for attitudinal development towards enterprising.
III. Developing a strong desire to establish and manage one’s business, and
IV. Embracing peaceful co-existence with one another in the society.

The Concept of Business Education

Business education is often defined as a type of training with the main goal of making people ready for entrance into business career, and on having entered upon such a career, making them capable of rendering efficient services therein, with the ability to advance their present levels of employment to higher levels. In other words, business education, a component of vocational education, is said to be a set of instructions offered to prepare students for jobs in the business world (Nzerem 1992 in Barakabo and Eze 2016). These definitions are in line with two of the nation’s educational aims and objectives contained in the National Policy on Education (1981, 1998). These are:

1. The inculcation of the right type of values and attitudes for survival of the individual and the Nigerian society.
2. The acquisition of appropriate skills, abilities and competencies, both mental and physical, as equipment for the individual to live in and contribute to the development of his society.

In the view of Nwanewezi (2010), business education encompasses education for office occupations, business teaching, business administration and economic understanding. Nwaiwu (2009) stated that the essence of business education is to turn out graduates who will become entrepreneurs tomorrow, especially in Nigeria today where the white collar jobs are hard to find.

Business education programme is designed to achieve the following objectives:

a. Training of people for specific occupation (Njoku, 2006).
b. Giving training and imparting the necessary skills leading to the production of craftsmen, technicians and other skilled personnel who will be enterprising and self-reliant.
c. Preparing people for entrance upon a business career.
d. Preparing the individual learner to earn a living (or to be self-reliant).

The sum of all the above is that business education has the objective to produce individuals with specific employable skills or vocation. It is believed would position the individual to participate or contribute effectively in the economic development of the society. This active participation can be achieved either through paid employment or through self-employment.

A country without well-trained skilled manpower will forever depend on other countries for industrial products. This dependence is one of the things that business education aims at addressing, while at the same reducing the problem of unemployment.

The Need to Integrate Entrepreneurship Education in Business Education Program

Business education is a multifaceted and multi-disciplinary field of study aimed at equipping individuals with requisite skills which enhance their relevance and participation in the society. According to National Policy on Education (2004), business education is central in the acquisition of skills and techniques in a chosen occupation or profession to enable the individual earn a living. It is also training and retraining
program given in schools or private class under public supervision or control (Olaitan, 1996) in Barakado and Eze 2016.
Part of the challenges of national development is a thorough revamping of the schools curricular adequate and continuous training and retraining of individuals in relevant areas like entrepreneurship. The imaginative and practical application of creative talents to translate into productive workforce is referred as entrepreneurial capacity. Hence, entrepreneurial capacity is said to be the bedrock of national development and reduction of unemployment. The level of success made by the entrepreneur greatly depends on the extent they are informed in the area they venture. Being informed means being capacitated in terms of knowledge, skills and competencies. Education and training particularly business education has always and will continue to be the most acceptable and surest measure for capacitating entrepreneurs. However, possessing the skill is not enough to start and sustain an enterprise. Also important is the ability to organize resources, manage and channel the resources to meet identified targets. This calls for the integration of entrepreneurial education in the business education program.

Challenges of Entrepreneurial Education in Nigeria
One of the major challenges facing entrepreneurship education is the poor implementation of its curriculum which makes it difficult to achieve its objective (Gerba, 2004). The inability to translate the objectives into practical realities at the implementation state for the benefit of learners has also been identified as a major challenge. Others challenges include:
1. Insufficient experts in the field of entrepreneurship education
2. Absence of relevant textbooks on entrepreneurship education and programme.
3. Poor funding
4. Ineffective style of instruction
5. Insufficient teaching gadgets for practical oriented training
6. Perception of undergraduate students on entrepreneurship education as one of the necessary elective or general courses forced on them by the authority. As a result of this, they display very weak participation in all entrepreneurship activities (Ifedili and Ofoegbu, 2011).
7. Negative feedbacks from self employed individuals such as multiple taxes, harsh business regulations inadequate infrastructural facilities for small business, high rate of inflation and stringent laws (Kisunko, Brumetti and Weder, 1999).
8. Access to bank credits after successful completion of entrepreneurial training.

Prospects of Entrepreneurial Education in Nigeria
Essentially, entrepreneurial education will serve as process through which people learn how to solve their individuals’ problems as well as the social problems of the communities and society at large.
1. Entrepreneurship education would encourage effective resource mobilization of capital and skill which might otherwise remain unutilized and idle.
2. It would promote immediate large scale employment and help to reduce the unemployment problems in Nigeria.
3. It will contribute significantly to stability, freedom, economic development, peace and political independence. It would help them acquire necessary technology for the improvement of communication facilities and networking, exploitation of natural resources, opportunities and the production of ample materials for import and exports and thus greatly sustain the economic base of the nation through job creation.
It is a fact that through entrepreneurship education the heart and minds of many will be reached, the society will not be ravaged by hunger, ignorance, war and disease. This disregard for individual rights and human worth will be a thing of the past.
CONCLUSION
A nation with skilled and resourceful human capital holds the key to job creation, wealth creation, industrialization and global competitiveness. Nigerian education at all levels especially at the tertiary level should be able to produce graduates who have the skills to provide jobs for themselves and for others to create wealth. This can only be achieved through a well structured quality entrepreneurship education.

RECOMMENDATION
It has been established that entrepreneurship education is challenged by poor funding, ineffective teaching style, insufficient textbooks and lack of experienced hands in teaching and training in Nigeria. The following suggestions are made for possible solutions.
1. Massive awareness and sensitization are required to foster the culture of entrepreneurship education in the higher institutions of learning and the larger society.
2. The government should evolve a national culture of entrepreneurship by supporting, training and rewarding self-reliant graduates across Nigeria.

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