

## ENTREPRENEURSHIP EDUCATION AND JOB CREATION AMONG THE YOUTHS IN NIGERIA: IMPLICATION FOR COUNSELLING

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### **Abstract**

This paper examined entrepreneurship education as a reliable tool for job creation among youths in Nigeria. It pointed out that entrepreneurship education is an educational programme that provides students with the knowledge, skills, motivation and creative freedom to start off a small scale business, many of which go on to become big businesses in future. Whenever entrepreneurship is made mention of, there is a tendency to conclude that these are professional business practices that make one a successful entrepreneur, even in the midst of grave challenges. This paper also revealed that entrepreneurship education is an educational programme geared towards employment generation and economic sufficiency. Proper integration of the entrepreneurship education into the lives of youths will help to sustain our culture, peace and national development. When students take entrepreneurship education it enables them to take control of their future and become self employed, since it exposes them to the activities of entrepreneurship and identifies entrepreneurship prospects areas in their chosen career. In some entrepreneurship education helps to make job creation very easy this is so because the person become self employed and also employ people as the case may be. It was also pointed out that entrepreneurship behaviours differ from one individual to another and that these behaviours can be practised, developed and learned, hence it is very apt to expose students to entrepreneurship education. Further more, the paper looked at the meaning, objectives, importance and challenges of entrepreneurship education and above all recommendations were made on how to ensure effective entrepreneurship education in Nigeria.

**Keywords:** Entrepreneurship Education, Job Creation, Sustainable Culture, Peace and National Development.

Education is a reliable tool in the development of human beings. Empowering people through functional education has added advantage of making them better equipped in life, making them live fulfilled life; success is sure; they are better focused, among others. Education, as a concept, has been defined in so many ways based on the way it was viewed by the authors, hence it lacks precise definition judging from the differences in the way it has been viewed. These differences include purpose, values, curriculum package or process of delivery and the objective it is meant to accomplish in the life of the learners.

For a proper understanding of the topic in question, it is apt to define education here in terms of purpose. In the author's own view, education can be defined as a means of transport that drives one to a destination that may be unacceptable to him or her. In the same vein, education is that which helps students to develop their inherent potentials to become productive and useful citizens of their society. Education is a major factor in skill development, it depels ignorance and lays a foundation for development and prosperity (Offor, 2013).

Similarly education is the process of training individuals to acquire relevant skill, knowledge, attitude and competence that will empower them to live effectively and efficiently in their environment (Ogwuazor, 2013). Entrepreneurship, therefore, is the process of creating something new with value by devoting the necessary time and effort assuming the accompanying financing, psychic and social risks and recovering the resulting rewards of monetary and personal satisfaction and independence (Hisch & Peters, 2008) cited in Oladunjoye & Omemu (2013). Also, entrepreneurship is the key driver of our economy, wealth and a high majority of jobs are created by small business entrepreneurship - minded individuals.

Also entrepreneurship education is the willingness and ability of an individual to seek for investment opportunities, to establish and run an enterprise successfully. Similarly, Omotayo (2006) and Baba (2013) defined entrepreneurship as the act of starting a company, arranging business deals and taking risks in order to make profit through the education skills acquired. The entrepreneurship spirit is the pre-requisite to an entrepreneurship society and culture. This spirit is needed for the overall economic growth, sustainable culture, peace and national responsibility/development.

Therefore entrepreneurship education, according to Ocho (2005) & Ojeifo (2013), is the process through which individuals are made participating members of the society. It enables them to become capable of living within the society and to contribute towards its economic development. In this regard the products of the entrepreneurship education are equipped with potentials to become job generators as against being job seekers. This enables them to contribute meaningfully to the economic development of the nation. Consequent upon the above, they integrate or weave in their educational entrepreneurial skills into the society thereby, helping to achieve sustainable culture, peace and national responsibility.

Entrepreneurship relates to the state of being busy either as an individual or society as a whole during commercially viable and profitable work. (Offor, 2013). In line with the above, entrepreneur keeps individual and the members of the society busy doing business that are attainable and profitable. Therefore, it should be encouraged among the youths so as to take care of unemployment creation of jobs and satisfy their desire to be financially buoyant.

Judging from the fact, that education is the instrument for change per excellence in the life of individuals and development of the nation, the Nigerian educational system is always undergoing changes so as to marry with the needs of ever changing society. This is to take care of the increasing rate of unemployment among the youths that is young school graduates or leavers, which necessitated the introduction of entrepreneurship education. These young school leavers seeking for job as a source of income were expected to be gainfully employed. The public service jobs and sector jobs are not enough to absorb these job seekers some of the paid jobs in some sectors of the economy, most especially among the small and medium scale enterprises are not very lucrative, Exploitative wages are paid to their employees. The vast majority of the employable workforce is unemployed. This situation is not pleasant all in our society as it creates unhappiness, poverty, frustration, idleness, worrisome behaviour in the populace. The large army of unemployed youths is dangerous for the security of the country. They are willing hands to be easily recruited for criminal activities such as kidnapping, armed robbery, insurgency and the like, because they are jobless. There is an old adage that an idle mind is the devil's workshop.

From the forgoing, it is very evident that the introduction of entrepreneurship education was one of the best options to help take care of these job seekers and in the same vain create jobs for the unemployed The advent of entrepreneurship education was precipitated by the need for job seekers to

explore other avenues that can help them prosper in their career. In addition, education came into existence to meet the desire to encourage job seekers to start off their own business outfit that will enable them become employers of labour over time.

Moreover the National Policy on Education by the Federal Republic of Nigeria (2004), in support of meeting the needs of the job seekers, stipulated the achievement of self reliance, self development and egalitarian society for the secondary schools students and higher education. So entrepreneurship education came into place to achieve the above goals of self reliance and self development, more especially. The entrepreneurship education and job creation has been on since the time past. The increase in the number of job seekers is indicative of the fact that entrepreneurship education that is supposed to give birth to successful entrepreneurs is yet to achieve reality in Nigeria. Therefore it is not an overstatement when we say that the journey to turning out successful entrepreneurs in Nigeria is still very far. As such more interventions are required to refocus and align with the vocational interests of the students with the reality. The mentality of young graduates and job seekers has to be changed so to help them become successful entrepreneurs who own their own in order words create jobs and become employers of labour.

Entrepreneurship education is highly needed in Nigeria to meet the goals of globalization of education through entrepreneurship. It is against this backdrop that the then president of the Federal Republic of Nigeria president Olusegun Obasanjo mandated that all students in Nigeria regardless of their majors will need to study entrepreneurship education.

This paper is therefore, set to investigate entrepreneurship education for job creation among youths in Nigeria. Looking at the above reasons for the introduction of entrepreneurship education, every reasonable and well meaning Nigerian that wants the youths to be job creators, become entrepreneurs and job creators for the sustenance of our economy peace and national development will support the promotion of entrepreneurship education. It will examine the importance of entrepreneurship education, the challenges, the strategies for enhancement and make recommendations.

### **Importance of Entrepreneurship Education**

Entrepreneurship education is a key driver of our country's, wealth and a high majority of jobs are created by small businesses started by entrepreneurially -minded individuals. Most of these small businesses later grow to become big businesses (Aondoaseer, 2013).

Entrepreneurship education gives creative freedom to those who are products or recipients of entrepreneurship education. The recipients of entrepreneurship education have a high self esteem and sense of control over their own lives. Also it focuses on developing understanding and capacity for the pursuit of entrepreneurship education, skills and attributes in widely different contexts. Entrepreneurship education is not restricted to specific individuals rather it is open to all (Aondoaseer, 2013). Individuals differ in their capabilities for demonstrating and acquiring entrepreneurship behaviour, skills and abilities. The entrepreneurship behaviour can be practiced, developed and learned hence it is important to expose all students to entrepreneurship education to support the above. The President of the Federal Republic of Nigeria, president Olusegun Obasanjo mandated that all students in the schools should be made to study entrepreneurship education. This in itself is an encouragement to the learners/youths who will now realize that it is important to study entrepreneurship education since the instruction is from the topmost authority then.

Furthermore entrepreneurship education provides benefits to society, even beyond application to business activity. Another important aspect of entrepreneurship education is that it has personal qualities which are relevant to entrepreneurship. These qualities include creativity and a spirit of initiative, among others. These spirits are useful to everyone in their working responsibilities and their day to day experiences through entrepreneurship education. Relevant technical and business skills need to be provided for them to be self-employed and or start their own venture, or might do so in the future. Thus, entrepreneurship education makes these skills available to youths or the job seekers to graduates to equip them with the skills needed for the take off of their own business.

Based on assumption, the vision of students of entrepreneurship education will be sharpened in such a way that the average student can now translate his/her visions into economic and commercial activities that are capable of enhancing the well being of the entire citizenry. Moreover entrepreneurship education is designed to meet the existing survival situation in the country. Entrepreneurship education gives the graduates or school leavers or youths the power to run away from relying on the olden day tools for survival which includes fishing, farming and blacksmithing in pursuit of modern business tools for survival in the society. Modern day graduates shy away from taking to farming which they view as derogatory, unbecoming and dirty.

Entrepreneurship education empowers students to become job generators, or job creators rather than jobseekers thereby helping to achieve the laudable goal of self reliance and self development in the country. An educational programme that is largely loaded with interesting characteristics of this nature should be embraced with all seriousness by everybody whether young or adult in Nigeria since we belong to the developing countries and at this time when the country is facing the challenges of unemployment among the youths. The youths form a greater part of the population, it is expected that they should be encouraged to acquire skills that will add meaning to their lives and the society at large thereby helping to achieve the goal of self reliance, self development for the youths and the whole nation.

### **Challenges that Face Entrepreneurship Education in Nigeria**

Entrepreneurship education is facing a lot of challenges in our educational system just like any other course of study. These challenges hinder the effective implementation of the programme. Consequent, upon the achievement of the goal of National Policy on Education which is that of self reliance. These challenges affects the goals of Entrepreneurship education which is that of making job seekers become job creators, These challenges will be succinctly discussed below:

- Government policy on entrepreneurship education and how it should be carried out is not clearly defined. For instance, issues on who should teach these students and how the business should take off is not well stipulated.
- Funds are not provided for the new entrepreneurs to start up their business. These funds are not easy for the young job seekers to raise so they need some small scale loan or what we may refer to as micro credit loan.
- Lack of regular power supply is also a challenge. Most businesses can not thrive very well without regular supply of electricity. So electricity is needed for the businesses to move forward.
- The attitude of parents, teachers and students towards entrepreneurship education is also a challenge. Parents have very poor social and economic assessment of entrepreneurship education. They view, treat and describe entrepreneurship education as a job or trade that is not befitting for

young graduates, especially the university graduates. All that the parents desire for their children is for them to get a white collar job. Similarly, the students also think and behave like their parents.

- Lack of security of both life and property: Security of the individuals in the society, the business outfit, the owner and the workers, the working gadgets is very paramount. Insecurity is a threat to growth and development of entrepreneurship in the society. When the safety of people in a society is not guaranteed the resultant effect is that every activity including education will be adversely affected.
- Teaching in entrepreneurship education is purely theoretical with little or no touch of practical work as there are no enterprises attached for students to develop skills which are of great need to the entrepreneur. Therefore stressing the practical aspect of entrepreneurship education should be of paramount importance to the teacher and students of entrepreneurship education.
- The human work force to work in these businesses is also a big challenge. Adequately trained teachers of entrepreneurship education need to be recruited. These teacher/educators of entrepreneurship education are easy to come by.

It is worthy to note that all of these challenges can be taken care of, if properly addressed so as to help in achieving of the goal of self reliance in this regard, unemployment problem will be reduced to the barest minimum.

### **Strategies for Promoting Entrepreneurship Education in Nigeria**

Strategies refer to the processes of moving it forward or promoting it. For the promotion of entrepreneurship education, several strategies have to be employed. Nwangwu (2006) Akpuni (2008) and Baba (2013) came up with some strategies on how to achieve effective entrepreneurship education in the country. These strategies are as follows.

Strategies for promoting entrepreneurship education should involve both the students, the school, government, parents and society. It is not a task to be undertaken by one person or one body but by all and sundry.

For the promotion of entrepreneurship education several strategies have to be employed. Nwangwu (2006), Akpomi (2009) and Baba (2013) came up with some strategies on how to achieve effective entrepreneurship education in the country. These are as follows:

1. There should be some form of genuine work based learning incorporated in some students as part of national economic development strategies. This implies enriching the curriculum to incorporate more vocational and technical training. The development of apprenticeship scheme would give new graduates some work skills and experience.
2. There should be school-based enterprises where students identify potential business plan, create and operate small business by using the school as a mini-incubator.
3. Government should establish small business schools where interested students and community members can participate. This will make students to be self-reliant.
4. Government should develop entrepreneurship internship programme by matching students with locally successful entrepreneurs which have clearly established education programme.
5. The government should establish an entrepreneurship college aimed at fostering the specific skills required for entrepreneurship. This will serve as skill-acquisition centre for the youths.
6. Government should create an economic friendly environment. This centres on reduction of taxes on small scale business.

7. There should be enough incentives for students of vocational and technical schools. This will motivate them to establish their business after schooling.

All of these strategies mentioned above is not very easy to realize/achieve. In other words achieving it requires the employment of hard work, planning, funds, determination, creativity, sacrifice, instruction and counselling. To start off a business is not an easy project. A lot of incentive is needed before an entrepreneur can assume the responsibility of operating a business and expects a good result by way of profit.

### **Conclusion**

This paper has addressed entrepreneurship education and job creation in Nigeria among youths. The issue of entrepreneurship education in any nation especially a developing country like Nigeria is no doubt of paramount importance. Its role in economic growth cannot be overemphasized in all ramifications. Entrepreneurship is a central pillar for economic growth and development, as well as job creation generation and poverty alleviation (Nwachukwu & Nwamuo, 2010). There is still the increasing need for highly skilled and lucrative work force in Nigeria. Professionals and non professionals must have the skills to meet modern business needs and be able to function in today's knowledge based information economy.

Entrepreneurship education was borne out of the need to take care of unemployment among youths/young graduates. The unemployment rate is high and is increasing on daily basis at an alarming rate. As a result the nations economy cannot meet the demand of young graduates seeking employment. This situation indicates that the actualization of National goals of self reliance is not yet achieved in reality. Thus, it is necessary that every serious effort be made for it to be fully developed, protected, learned and put into effective use. All of these will help to arrest unemployment among youths, thereby achieving the national goal self reliance. Therefore entrepreneurship education is a prompt response to the yearning of the people for functional education. Students should put their academic learning into practice.

### **Recommendations**

Based on the study, findings and conclusions, this paper makes the following recommendations for effective entrepreneurship education and job creation in Nigeria

1. Government should provide enabling environment for entrepreneurship education to thrive in Nigeria. It is very important to develop the private sector and this should be done through entrepreneurship education.
2. Adequate security measures for both individuals and their properties should be put in place. Regular electricity supply should be provided. If adequate security and electricity is provided, it will help to attract investors.
3. Teachers of entrepreneurship education should make use of new methods of teaching and learning that are based on inquiry and problem solving.
4. Made in Nigeria goods should be used by the citizens of Nigeria. For instance campaign for eating locally made rice and buying Nigeria made goods is in the right direction. Government should discourage the importation of goods. This will help our local industries to develop and encourage the local producers to produce more goods. For instance the campaign about buying the locally made rice is in the right direction.

5. Funds should be provided to the entrepreneurs so as to help finance the businesses. The young graduates/school leavers who want to start small scale business should be given some loan as a means of empowering them.
6. Entrepreneurship education should be relevant to the needs and aspirations of the society by pointing out the area of needs of the society and establishing entrepreneurship education training centers that will take of generation of electricity, good Tele communications technology, good textile manufacturing among others.
7. Enlightenment campaigns should be organized by government to sensitize the populace on the benefits of entrepreneurship studies. Moreover, entrepreneurial villages should be established to enable students acquire desired skills.
8. The curriculum for entrepreneurship education should be reviewed to include theory and practicals.
9. Youths should be exposed to training in technology, especially new discoveries from time to time. This will keep them with trends in technological world and thus avoid drudgery in their business (Aondonseer 2013).
10. Entrepreneurship teaching has to go beyond the traditional teachings in schools. By implication the students should be involved in experiential training.
11. There should also be openness and linkages with system of other countries abroad. This will encourage exchange of ideas and knowledge transfer through access to research endeavour.
12. Above all, any new discovery with potentials for entrepreneurial education should be encouraged and fully funded

### **Counseling Implications**

From the forgoing, it is very clear that entrepreneurship education in Nigeria is a good move towards achieving sustainable health and economic growth and development in the 21<sup>st</sup> century Nigeria.

The counsellor will not be engaged in apportioning blames to youths for not being gainfully employed, rather he/she should aim at encouraging them to be job creators in other words entrepreneurs. In this modern day, Nigeria youths are expected to be job creators, self employed and self reliant based on how much funds they can generate to salvage them from poverty.

Conuselling implications involves encouraging the youths to learn a trade and become entrepreneurs. It also involves advising the youths that are jobless, on how to be gainfully employed. The counsellor should make it clear to the youths, the benefits of being self employed and a job creator, that is becoming the owner of a business.

It also involves attaching them to those who will give them practical training on the trade so as to become experts with time. Counselling implications involves providing initial capital for them to start off the business. Also, it has to do with working with government to provide initial small scale loans for the business to take off.

Moreover, a follow up services to check on the new entrepreneurs to ascertain how far they are fairing on the job is also necessary. It also includes sending them to programmes, workshops and seminars that will help them improve on the job. All of these counselling interventions have to be done by a professional counsellot.

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