

Business Education: The Gateway for Skills Attainment Required in the Business World for Sustainable Development

BAGUDU, Ahmad Ibrahim¹, HAMIDU, Marliya²

^{1,2}Department Of Office Technology And Management, Federal Polytechnic, Bali
P.M.B 05 Bali, Taraba State

ABSTRACT: Business education as an aspect of larger educational system comprises a variety of teaching and learning outcomes that are intended to provide skills for personal business or career in the business world. The trust of this paper is to explore Business Education: The Gateway to Skills Attainment Required in the Business World for Sustainable Development which was meant to clarify the conceptual analysis of business education, skill attainment, the business world and sustainable development. Besides, the paper studies the stages of skills attainment with tangent to the current career thinking towards business world for sustainable development. Finally, the paper draws recommendation and conclusion on the key concepts associated with the topic.

Corresponding Author:
BAGUDU, Ahmad Ibrahim

KEYWORDS:

Business Education, Gateway, Skills Attainment, Business World and Sustainable Development.

INTRODUCTION

Business Education is a branch of the general education programme falls within the spectrum of vocational education which usually deals with empowerment necessary to meet business challenges in a dynamic business world. Jimoh-Kadiri and Bupo (2011) describe business education as the transfer of pedagogical and business competencies necessary for teaching business attitudes, concepts, skills and knowledge. It offers recipients the ability to cope with emerging changes in education, and in business where the person is expected to manifest all the skills acquired while in training. It's a discipline that is expected to expose its recipients to diversity curricula, hence, it is that type of education that inculcate in its recipients attitudes, knowledge, skills, values that is required in the business world (Ezeani 2012).

It's a gateway as greatest weapon against poverty on the part of the youths. This literarily means that business education provides skills in producing a healthy, literate self-reliant citizen that would create wealth for human and sustainable economic development. Business education must have impacted many skills and creative knowledge required for employment generation opportunities in the business world which make the business graduates to adopt some strategic survival instincts (Udoye 2019). The skills attainment required for the operation of business but what does the concept business mean. According to Soumya (ND) described business as production and purchase of goods and services and selling them with a view to satisfy human wants and thereby earn profits. However, the business education concept has it objective as to train people to become highly skilled and proficient in technology and management studies in order to become self-reliant and adequately equipped with entrepreneurial knowledge to meet the developmental needs of the nation for sustainable development (James 2018). When an individual sets out to learn any business skill he usually starts with a communicable programme of instructions and it is a fact that good learners does not jump into an operation without first receiving the necessary verbal instruction.

Concept of Business Education

It is not debatable; that concept of business education denote to programme of study at tertiary level that are aimed at producing the right caliber of people with relevant skills, knowledge, competences, values and attitudes that can fit in any sectors of business world for sustainable development. This concurred with Agwumezie in Ezeani (2012) opinion that, business education as a programme in education that prepares students for entry into and advancement of jobs within the business. The author added that business education is an educational programme which involves acquisition of skills, knowledge and competences which makes the recipient/beneficiary proficient. However, in order to understand the concept of business education, it would be necessary to look at the meaning of business education., Osuala in Ajisafe, Bolarinwa and Edeh (2015) described business education as a programme of instruction which consists of two parts:

1. Office education: A vocational programme of office careers through initial, refresher and upgrading education

2. General business education: A programme to provide students with information and competences which are needed by all in managing personal business affairs and in using the services of the business. The concepts applied as an essential part of the preparation of youths for live and living.

Similarly, Abadom in Kayii, and Odili, (2015) described business education as the educational process whose aim is to prepare people for career or roles in business world as in

1. Educating individuals about business;
2. Providing a continuous program of planned learning experiences; designed to equip individuals to fulfill effectively three roles;
 - a. producing and distributing goods and services as workers;
 - b. using the results of production as consumers; and
 - c. making judicious socio economic decision as citizens
3. Providing career information that helps students relate their interest needs and abilities to occupational opportunity in business
4. Providing educational opportunities for students preparing for careers in field other than business to acquire business knowledge and skills needed to function effectively in those careers,

Conclusively, in a research conducted by Onajite, Mohammed in Hafizu, Mahmud and Amina (2022) reported the concept of business education as a course of study that encompasses education programme for business, office occupation, economic understanding, entrepreneurship and it seeks to develop in the learners basic skills for personal use in the future. The authors added that, business education programme involves training students in topics relevant to the business world such as accounting and marketing office technology, commerce for sustainable development.

The Areas of Business Education

The area coverage of business education is very broad as it deals with the study of the subject of related disciplines in education. Okoye, (2021) opined as an education for office occupation, accounting, distributive and marketing occupation, purchasing, teaching, business administration and entrepreneurship development. Business education can be a combination of two or more disciplines dealing mainly with the art of shorthand writing, typewriting, accounting, business mathematics, secretarial duties, and commerce and office practice (James 2018). The authors added that, business education go round the core value that focused on Office Technology and Management (OTM) as one aspect that gives sound training to professional Office Managers who are outstanding among their equals and are able to discharge their duties with excellence.

This course equips its beneficiaries especially tertiary education graduates, with the right skills that will enable them engage in the world of work either as office executives or as private practitioners, employers of labour or for self-employment in a private small scale industry. It is an umbrella under which all business programmes take a shield, such as marketing, business administration, secretarial studies and accounting. The skills may be acquired in three aspects of business education and effectively orients these skills to the students (Ajisafe, Bolarinwa, & Edeh, 2015). These lead to effective attainment of skills by the students which positively affect their wellbeing as individuals in their families in particular and the nation at large, thus addressing the nation's sustainable development positively.

Important of Business Education

1. Business education has made it possible for those who want to be retrained in order to upgrade their skills and have access to education. In this way, people who finish secondary grammar school with no saleable opportunity skills will have to acquire skills that make them become functional, through retraining programmes
2. Business Education is important to the nation because more people would have skills that can make them ready employers of labour. Dependence on the nation would be minimized as people become job creators and by implication the courses expose students to a special area such as Monolingual and Bilingual as well as in general education and to equip students with effective work competencies and socio-psychological work skills which are essential in everyday interactions with others for peaceful societal and economic development

Basic Requirements for Skill Attainment

Skill Attainment: Skill attainment is a gradual developmental process that requires our cognitive processes to work with our physical abilities to learn how to perform business, tasks, that were previously unfamiliar with (Kayii, & Odili, 2015). However, skill does not depend solely upon a person's fundamental, innate capacities but must be developed through training, practice and experience an individual acquired. The authors added that skills can be described also as the art of possessing the ability to power, authority, or competency etc. to do the task required of an individual on the job. In a study conducted by Baret in David and Abiola (2022) reported that business education has the following skills attainment required in a business world for sustainable development to include:

1. Technical skills which has to do with writing oral communication, monitoring environment, technical business management, technology, interpersonal, listening, ability to recognize, network, building, management style, coaching and being a team player.
2. Business Management skills as it focused on planning and goal setting, decision making, human relationship, marketing, finance, accounting, management, negotiation, venture, and managing growth,
3. Personal Entrepreneurship skills, which in these respects involve inner control discipline, risk taking, innovative, change oriented, persistent visionary leader and ability to manage change.

This cannot be achieved except through an understanding of the learning process, analysis of how well it is performed and identification of how the performance of this skill can be improved in the business world. Okoro and Ursula (2012) opined that there are two fundamental issues used when a skill is to be acquired:

1. The conditions which promote attainment
2. The change that will occur when the skill is acquired.

However, when an individual set out to learn a new skill, he usually starts with a communicable programme of instruction. Good learners do not jump into an operation without first receiving the necessary verbal instruction. Thus the instruction given in bits, units modules in stages, perhaps must be fused together to form a skilled performance.

Stages of Skill Attainment: The learning of skill is a continuous and dynamic process when the learner acquires a business skill certain changes can be seen in their presentation as they move through stages of learning which according to Kayii, and Odili, (2015) reported that, the stages of skill acquisition was proposed and developed by Paul and Michael in 1967 that can be analysed in three stages such as cognitive, association and autonomous stages of skill attainment. On the other hand, David and Abiola (2022).identified skills attainment was built in four main stages in the world of business for sustainable development to include:

1. Analyze and identify the current and foreseeable skill needs to business, in terms of management, administrative and technical skills and relative importance of these.
2. Identify the entrepreneur's own personal goals, objectives and analyze and evaluate his/her own skills and resources in relation to these.
3. Produce a realistic personal development plan for the potential entrepreneur
4. Monitor on-going performance on follow-up of the entrepreneur once the business has started and progress made towards developing the new skills that had been previously identified as necessary for the success of the business.

The Business World and Sustainable Development

Business is primarily an economic activity as it involves production and distribution of goods and services for earning a living. It is a social institution that helps to improve the living standards of people through effective utilization of scarce resources of the society for sustainable development. The concepts sustainable development has wider meaning but on the area of study as in research conducted by Hansa in Nwokike, Ezeabii and Jim (2018) reported the concepts in most cases deals with the carrying capacity of natural system with social, political and economic challenges faced by the society. Other researchers are of the opinions that sustainable development is all about improving the lives of people (China, Lilly & Igbemi 2017).

However in the contexts of business world, sustainable development means adopting business strategies and activities that meet the needs of the enterprise and its stakeholders presently and enhancing the human and natural resources that will be needed in the future. Ukairo in Nwokike et al, (2018) opined that to achieved sustainable development in any nation, there must be a balance between environmental, societal and economic considerations needed to maintain and improve the quality of generations to come. It has been viewed in a broader perspective of the whole topic sustainable development to mean equipping the graduates of the programme with vital skills for self-employment that they can contribute to the economic development of the nation. Conversely, some authors are of the opinion that the concept sustainable development has to do with the ability to continuously learn, adapt and develop, revitalize, reconstruct, and reorient to maintain a lasting and distinctive position in the business world by offering buyers above-average value today and in the future..... (Grudzewski et al. in Katarzyna & Joanna, 2016)

CONCLUSION

In conclusion the paper described business education as an educational programme that is geared towards economic development by equipping individuals with saleable skills, knowledge and competences required to compete in the business world for sustainable development. Business education can fully realize this dream of nation's economic development when it is sustainable. It has concluded that business education is an indispensable gateway to skills attainment required in the business world for sustainable development, because of its relevance in providing the needed manpower in industries. The paper further dived on the skill acquired by the recipient that could help them to be self employed by establishing business that would improve the living standards through effective utilization of scarce resources of the society for sustainable development. Finally the paper identified the subject disciplines of business education that provides skills attainment required for business world and sustainable development in some areas of

specialization like the office occupation, accounting, distributive and marketing occupation, purchasing, teaching, business administration and entrepreneurship development.

RECOMMENDATION

1. Government shall take necessary measures to ensure that quality of instruction at all levels of education especially business education courses shall be oriented towards skills attainment required in a business world for sustainable development.
2. The Institution should device means for student orientation in course specification as the need for skill edict with a significant promotional content that would stimulate and sustain the interest of the students in the programme.
3. Government, institution and shareholder should create the means for the most promising new-business student projects to transition to a business center, for students to attempt a startup after graduation.

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