

BUSINESS EDUCATION AND BUSINESS ADMINISTRATION GRADUATES AND THEIR CHANCES OF EMPLOYMENT OPPORTUNITIES

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Abstract

This paper is set to find out between Business Education and Business Administration graduates, who have better employment prospects. The paper highlights the concepts, objectives, compendium and areas of job opportunities for both business education and business administration graduates. It was discovered that Business Education graduates have more employment opportunities than their business administration counterparts because business education not only make its graduates to be professional teachers but also nurtures and train them to be competent and productive managers and administrators of business organizations which business administration only provides. It was recommended that business educators should rise up from their slumber and organize general public enlightenment programme on the viability of Business Education because Business Education is the umbrella that houses all the management science courses. (Accounting, Business Administration, Marketing, Entrepreneurship, Banking and Finance). Hence, before anybody should be offered appointment as a teacher, he/she must have adequate education background certified by Teachers Registration Council of Nigeria (TRCN) as it is done in other professions like law, medicine etc.

Key Words: Business Education, Business Administration, Graduates, Employment Opportunity

Introduction

Business Education and Business Administration are among the academic programmes done within the University academic environment. Business education emphasized on business, education, managerial and administrative processes while business

administration emphasized only on business and its managerial and administrative processes.

Business Education as a course is known to be one of the skilled acquisition courses offered in vocational and technical education programme in the tertiary institutions. Ogidi and Umezulike (2017) asserted that business education is a course that prepares students for entry into and advancement in jobs within business and it is equally important because it prepares students to handle their own business affairs and to function intelligently as consumers and producers of goods and services as well as better citizens in a business economy. Business Education to Okoye and Udegbumam (2018) is that type of education that gives the individual what they need to succeed either in small scale or large scale business. Amoor and Udoh, (2008), asserted that business education plays a significant role in Nigeria economic growth and development. To Amoor and Udoh, business education improves personal qualities and builds the attitudes of individuals that are necessary for adjustment to personal and employment situations and provide knowledge skills and competencies for individuals to function well in office occupation and also create job for themselves and others. This implies that business education trains and enhances skills and knowledge needed for office employment and management of personal, private and public business organization. Business education motivates students to become hardworking and gives them the drive to move up in the workforce (Okoye and Udegbumam, 2018). Thus business education graduates are efficient and productive due to their exposure to education, administrative, managerial, entrepreneurial, accounting, business, marketing, vocational and technical oriented courses while on training or study.

On the other hand, business administration is concerned with inculcating administrative principles and rules in solving organizational problems. Osoba (2002), sees administration as the effective coordination of human and material resources in an organization to achieve a specific objective. Amiaya and Omogbiya (2010), sees business administration as the company's operational activities of organizing, planning, directing, supervising and regulating the general terms for a range of functions. Thus business administration is effective for materials resources of an organization in order to achieve higher efficiencies of organizational set goals and objectives through human beings.

In business administration, students are trained to be effective in communication skills, administrative skills and take risks.

Concept of Business Education

Business education is a vocational, administrative, managerial, accounting, marketing and secretarial oriented course that could be obtained both at colleges of education and universities. Umeh and Oguejiofor (2018) asserted that business education as a component of vocational education prepares individual for career in business and also be intelligent consumers of economic goods and services. Umezulike in Ogidi and Umezulike (2017) described business education as education that involves teaching students the fundamentals, theories and processes of business and education.

Agwumezie (1999), sees business education as a programme that prepares students for entry into and advancement of jobs within the business. Igboke (2000), view business education as a dynamic field of study that geared towards preparing youths and adults for and about business. Business Education is an important part of the general education which

emphasizes on skills and competencies acquisition that can be applied for teaching office administration / management and business related occupations.

Iwuh (2016), sees, business education as a study that equips an individual with the occupation skills and knowledge that will enable him or her fit into and find job satisfaction in the labour market. Njoku (1997), sees business education as that facet of educational training that help the individual to acquire relevant skills needed for a living. Again, Njoku (2006), defined business education as an educational programme that equips an individual with functional skills, knowledge, attitude and value that would enable him/her operates in environment he/she find himself/herself.

However, business education is an administrative, managerial, business, marketing, secretarial and skills acquisition oriented course preparing its recipients to fit into private and public offices and to be self-reliance in any environment they find themselves. Okoye and Udegbumam (2018) opined that Business Education motivates students to become hardworking and gives them the drive to move up in the workforce and raises people's productivity, creativity and promotes entrepreneurship and technological advancement. Business education gives individuals the skills to live, learn and work as productive citizens in a global society.

Objectives and Goals of Business Education

Ekpenyoung (2010) in Umeh and Oguejiofor (2018) listed the following as objectives of business education.

1. to develop individuals who will properly equipped with the pre-requisite knowledge and skills for productive work life.
2. to develop a pool for competent and reliable technical manpower, capable of being mobilized in times of national economic emergency.
3. to develop individuals who will be capable of meeting the modern business and technological challenges.
4. to develop in the youth, the right attitudes and skills towards work.
5. to equip the youth with the requisite knowledge and skills for paid or self-employment.
6. to prepare the youth for meeting community, state and national economic aspirations.
7. to enable the youths choose and perfect on those areas of business education for which they have interests and aptitude.
8. to equip the learners to develop skills for making national economic decision in various areas of business.
9. to provide student with vocational and technical knowledge.
10. to enable the learners to relate their expertise to the needs of their communities.
11. to prepare business and industrial managers who will be capable of meeting technological and managerial complexities of modern industry, and to provide the vocational and technical knowledge in various areas of business.

Moreso Obi and Otamiri (2010) as cited by Olise (2014) outline actual and operative goals of business education as:

1. to produce efficient and effective management, secretarial, accounting and marketing managers.

2. to produce lecturers who will handle business and management courses in our universities and colleges of education.
3. to prepare people for self-employment in situation where there is no available paid employment.
4. to propagate the development of business through the teaching of business and management.
5. to expose the students via the available courses to the limitless horizon of the business world and prepare them for roles as qualified administrators and managers in business organization.
6. to develop in the students' requisite skills and expertise in management of both private and public enterprise and armed them with the analytical ability needed to meet the growing challenges of present and future Nigeria and International environment.

Ubulom (1999) as cited in Obi (2012) outline the goals of Business Education to include:

1. to make available to all students the opportunities to explore and learn about the world of business and the possible interests and potential careers it has to offer.
2. to help develop in all students the ability to choose wisely the goods and services that business has to offer.
3. to assist in developing all intelligent understanding on the part of all students of the various occupation to be found in the world of business.
4. to enable students acquires business knowledge and skills that may be needed for personal use.
5. to prepare students to enter into and follow business as a career.
6. to prepared students to perform business activities common to many professional areas.
7. to prepare students for more effective study in the field of business.
8. to prepare students to be business teachers.

Furthermore, Aina (2002) listed the goals of business education to include the following:

1. to apply the various business concepts acquired in class to real life situation.
2. to acquire skills and the competencies required for the performance of basic business job.
3. to keep simple records of financial and other transactions in the office and operate and cater for office machines and equipments.
4. to identify and discriminate among alternatives available to them in the market given limited resources.

Skills Acquired In Business Education

Looking at the numerous identified designated goals and objectives of business education, one is convinced that business education does not only makes its graduates to be professional teachers, it does also nurtures and trains them to be competent and productive managers and administrators of business organizations.

Compendium of Business Education

Business education programme is designed in such a way that the courses offered both at the undergraduate and postgraduate levels acquaint its recipients or graduates to be efficient, productive, marketable and employable. Business education courses include; principles of management, basic word processing, marketing management education, introduction to computer, principles of instruction, philosophy of education, curriculum development, financial accounting, quantitative financial analysis, leadership behaviour, history and philosophy of science, business education methods, test and measurement, sociology of education, philosophy and logic, office management; educational technology, elements of business administration, practical teaching, educational administration and planning, business education statistics, business law, production management, data processing and management information system, educational psychology, research methods and data processing, business machines, cost accounting, consumer behaviour, data processing and management information system, entrepreneurship development, project evaluation, administration of vocational and technical education, Students Industrial Work Experience Scheme (SIWES), organization of primary and secondary education, comparative education, small business development, professional seminar, business education and industrial relation, sales management, business finance, manpower development, instructional strategies in business education, professional business communication, advanced financial accounting, management accounting, government accounting, contemporary issues in business education, auditing, taxation, business mathematics, business statistics, administrative theory and practice, administrative and supervision in business education, managerial economics, office information system, human resources management etc.

Source: Delta State University and Chukwuemeka Odumegwu Ojukwu University undergraduate and postgraduate Academic Programmes.

Concept of Business Administration

Amiaye and Omogbiya (2010), defined administration as the activities that are done in order to plan, organize and run a business, school or other institutions. Osoba (2002), sees administration as an effective coordination of human and material resources in an organization to achieve a specific objective. Erhurun and Chigbufue (2012), opined that administration is a deliberate effort meant to achieve result. Thus Administration is the effective coordination of organizational materials resources in order to achieve higher efficiencies output.

Hornby (2010) define business as the activity of making, buying, selling or supplying goods or services for money. Hornby (2010), also define business administration as the study of how to manage a business.

From the above definition of Business and Administration, the writers view business administration as the study of business activities and the coordination and controlling the activities in order to achieve a predetermined set goals in an organization. Amiaya and Omogbiya (2010) sees Business Administration as the company's operational activities of organizing, planning, directing, supervising and regulating the general term for a range of function. In business administration programme, students are trained in various section of accounting, communication, principle of management and marketing. The students are trained to take risks. Business administration deals with the process that are requires for

business management. This involves planning process, marketing, sales and recruitment etc.

Objectives and Goals of Business Administration

Kelvin(2017), outlined goals of business administration to include the following:

1. To develop necessary knowledge to become organization's managers.
2. To become competent administrators.
3. To become skillful and honest entrepreneurs.
4. To inculcate knowledge relevant to economics, finance, accounting, management and marketing.

Compendium of Business Administration

Courses offered that bring about acquisition of skills and knowledge in business administration includes: business mathematics, business statistics, accounting, cost accounting, quantitative analysis, human resources management, production management, auditing, entrepreneurship development, introduction to business, marketing, principle of management, business communication, managerial finance, legal environment of business etc.

Source: Delta State University and Chukwuemeka Odumegwu Ojukwu University undergraduate and postgraduate Academic Programmes.

Skills Acquired In Business Administration

Kelvin (2017), outlined skills acquired in business administration to include:

1. Understanding the determining factors and mechanism in the behaviour of an individual economy in a global content.
2. Interpreting and understand economic policies within a national and international framework.
3. Knowing the world of civil, commercial tax and labour law.
4. Knowing and understanding the basis of people behaviour in organizations as well as identifying the priority objectives of matter in the work environment.

Employment Opportunities for Business Education Graduates

The Master of Science Degree (M.Sc) in Business Education Handbook of Chukwuemeka Odumegwu Ojukwu University (2017), outlines some employment opportunities for business education graduates. They includes:

1. Teacher of Business subjects in Secondary School.
2. Administrators of Vocational / Technical Programme at Federal, State and Local Government Level.
3. Lecturers in NCE Programme in Colleges of Education or Polytechnics.
4. Lecturers in ND or HND in Secretarial Studies / Office Technology and Management (OTM), Accounting, Marketing, Business Administration in Polytechnics.
5. Lecturers (Graduates Assistant) in First Degree Programme in Business Education in Universities.

Other areas business education graduates can secure employment opportunities include:

- a. As Administrative Officers in Tertiary Institutions.
- b. As Administrative Officers in Federal and State Ministries, Agencies and Commissions.
- c. As Administrative Officers in Oil & Gas Sector, Maritime Sector, Health Sector and Banking Industries.
- d. As Managers to Business Organizations.
- e. As Public Relation Officers of Multi-National Companies.
- f. As a Bursar in Secondary Schools.
- g. As a Clearing and Forwarding Agent.
- h. As Sales Manager.
- i. As Account Officer.
- j. As Officers (Administrative Section) in the Army Force, Navy, Custom, Immigration etc.
- k. As Financial Officer
- l. As Market Research Analyst
- m. As Advertising manager

Source: Association of Business Education Students Handbook, Delta State University Chapter (2017)

Employment Opportunities for Business Administration Graduates

Kelvin Walker (2017) outline employment opportunities for business administration graduates as follows.

1. Commercial Loan Officer
2. City Manager
3. Sales Manager
4. Human Resource Manager
5. Public Relation Specialist
6. Advertising Executive
7. Financial Officer
8. Market Research Analysis
9. Account Officer
10. Administrative Officers in Organizations

Conclusions

Going through the details of the write ups Business Education graduates have more employment opportunities than business administration graduates in both education, business sectors as well as in the labour market for the following reasons:

1. All the employment opportunities listed for business administration graduates, business education graduates are also well fitted and qualified.
2. Business Administration graduates cannot be employed as secondary school teachers unless he or she will go for a post graduate diploma in Education (PGDE).
3. Following the policy and directive from the Federal Government(2009) that all teachers and lecturers who do not have education background or certification should

register for a Post Graduate Diploma in Education (PGDE) or stand the chance of losing their job after the expiration of the time frame stipulated.

Business education graduates offered administrative, managerial, accounting, financial, marketing and leadership related courses as business administration graduates do. But business administration graduates do not offer courses in education like business education graduates

The writers were optimistic that if this federal government policy is implemented in the academic environment, no business administration graduates will be employed to teach in the secondary schools, Colleges of Education or Universities as a Lecturer or graduate assistant even with business administration first class certificate at any level(first degree or postgraduate) without a Post-Graduate Diploma in Education Certification.

Hence business education graduates have more chances of employment opportunities than their business administration counterparts in the education, business sectors and labour market in general.

Recommendations

The writers made the following recommendations for consideration and implementation to enhance Nigeria academic environment:

1. All teachers and lecturers must possess adequate education background certified by Teachers Registration Council of Nigeria (TRCN) as it is done in other professions like law, medicine, engineering etc
2. It should be made compulsory and mandatory for lecturers in the tertiary institutions who do not have education background to go for postgraduate diploma in education without delay.
3. Tertiary institutions management should stop employing lecturers without education background.
4. Association of Business Educators of Nigeria should organize intensive sensitization programme to enlighten the general public on the viability of business education because Business Education is the umbrella that houses all the management science courses: Accounting, Business Administration, Marketing, Entrepreneurship, Banking and Finance

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