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## AN ANALYSIS ON ENTREPRENEURIAL SKILLS NEEDED BY GRADUATES FOR SUCCESSFUL OPERATION OF A BUSINESS ENTERPRISE IN BAUCHI STATE

Alhaji Kawugana, PhD

[alhajikawugana@gmail.com](mailto:alhajikawugana@gmail.com)

Federal Polytechnic Bauchi, Dass Road Opp. Gwallameji

P.M.B.0231 Bauchi, Bauchi State Nigeria

### Abstract:

*The aim of the study was to examine the entrepreneurial skills required by graduates. Specifically, management skills, marketing skills, technical skills, and accounting skills needed by graduates for successful operation of a business enterprise in Bauchi state. The study employed a survey research design and the population consisted of 300 respondents. 20 structured questionnaires were used in generating data for the study. The data collected were analyzed using the statistical mean and standard deviation. The finding revealed 3 management skills, 5 technical skills, 5 marketing skills and 3 accounting skills needed by graduates for successful operation of a business enterprise depending on the size of the business enterprise. It revealed entrepreneurship skills will serve as basis for self-employment among the graduates, which will reduce the problem of waiting for white collar jobs. It was recommended among others that there is the need for undergraduates programme to strive toward entrepreneurial skills acquisition because success and progress in the world of becoming self-employed or self-reliant is dependent on the amount of business skills possessed.*

**Keywords:** Analysis, entrepreneurial skills, Graduates, business enterprise, successful operation

### **Introduction:**

Today's world is not one that encourages anyone to sit with arms folded. Even with the prevalence of white collar job. It is expedient to acquire entrepreneurship skills. This can be used as a means of generating extra income. Records of the world's most successful men and women today do not reveal people who sat in one place from dawn to the dusk, for some monthly wages, but those who took up the challenges to start up worthwhile ventures not fearing risks or the lack of finance. These are real entrepreneurs.

Entrepreneurship is a process of bringing together creative and innovative ideas, combining them with management and organization skills in order to combine people, money and resources to meet an identified need and thereby create wealth (Agomuo, 2012). It is the willingness and ability of an individual to seek out investment opportunities, establish and run an enterprise successfully. Entrepreneurship is thus, the process of learning the skills needed to assume the risk of establishing a business.

The skills acquired in any of the area of social science or engineering programme promotes training in entrepreneurship as well as equip graduates with requisite skills to establish and run small businesses of their own. According to Ademiluyi (2007), entrepreneurship skills are simply business skills which individuals acquire to enable them effectively function in the turbulent business environment as an entrepreneur or self-employed. Akinola (2011) pointed out that it takes special skills to succeed as an entrepreneur. Also most entrepreneurial skills come by learning and practicing. Nevertheless, the various skills embedded in social science or engineering programmes need to be explored and learn by its prospective graduates for them to succeed as later entrepreneurs.

Onyekonwe (2008) defines entrepreneurship as the process of identifying, developing and bringing a vision to life. The vision may be innovative idea and opportunity or simply a better way to do something. An entrepreneur is also viewed as an innovator. He introduces new ideas, new products, new techniques, open up new markets etc. the entrepreneur thus perceive business opportunities and takes advantages of the scarce resources to use them.

However, graduates of social science or engineering programme without the relevant entrepreneurial skills will find the labour market most unrewarding and unfavorable in terms of creating job for them instead of seeking jobs where none-exist.

It is on the strength of this and bearing in mind the roles of the individuals in the society that the graduates go into entrepreneurial investments as a means of generating profits, doing what they love to do, attempting to get away from the problems of paid employment, politics, and career constraints and preparing for self-retirement (Iheonunekwu, 2013).

### **PROBLEM STATEMENT**

Entrepreneurship deals with the process of recognizing a business opportunity, operating and maintaining that business. Though people engage into it without acquiring much skills and competences that will enable them to effectively operate the business. As a result of this attitude, failure followed instead of success. Their failure is not because they do not have the necessary capital and machines to stay afloat, but because they lack the prerequisite skills needed to grow from a small position to a bigger one, and as well to remain in the business. The situation now is that most social science or engineering graduates make little or no attempt to establish small scale business of their own despite the abundant business opportunities in the country. Instead, they continue to besiege ministries, private companies, financial institutions and government offices in search of jobs that are either extremely few in supply or even non-existent.

Unemployment is one of the most serious problems facing Nigeria today. The bad situation has been exacerbated by mass production of graduates from various polytechnics without commensurate creation of employment opportunities is what drew the attention of the researcher to institute a research in order to determine solution to the problem faced by the graduates of social science or engineering in Bauchi. In order to realize the dream of self-employment and sustainability, graduates of social science or engineering are required to identify and be equipped with entrepreneurial skills which will act as the galvanizing tools for successful entrepreneurship.

The question now is what entrepreneurial skills are needed by social science or engineering graduates for successful operation of a business enterprise?

The aim of this study is therefore to identify the entrepreneurial skills that are needed by social science or engineering graduates for successful self-employment.

### **OBJECTIVES OF THE STUDY**

The major objective of the study is to examine the entrepreneurial skills needed by social science or engineering Graduates for successful operation of a business enterprise (self-employment). Specifically, the study seeks to: -

- (i) Find out the management skills required by social science or engineering graduates for successful operation of a business enterprise.
- (ii) Find out the technical skills needed by social science or engineering graduates for successful operation of a business enterprise.
- (iii) Ascertain the level of Marketing Skills required by social science or engineering graduates for successful operation of a business enterprise.
- (iv) Determine the Accounting Skills needed by social science or engineering graduates for successful operation of a business enterprise.

### **Literature Review**

#### **Concept of Entrepreneurship**

The concept of entrepreneurship has been associated with several activities concerned with the establishment and operation of business enterprises. The activities include identification of investment opportunities, decision-making as to the opportunities to exploit, promotion and establishment of the business enterprises, aggregation of the scarce resources required for production and distribution, organization and management of the human and material resources for the attainment of the objectives of the enterprises, risk bearing, and innovation. Obviously, an effective performance of the above activities is critical to the birth, survival and growth of the business enterprises.

Esene (2008) stated that Entrepreneurship is the process of exploring the opportunities in the market place and arranging resources required to exploit these opportunities for long term gain. It is the process of planning, organizing, opportunities and assuming risk. Thus it is a risk of a business enterprise. Stevenson (2012) defines entrepreneurship as the pursuit of opportunity through innovative leverage of resources that for the most part are not controlled internally. According to Gana (2011), entrepreneurship is the ability to seek investment opportunities and establish an enterprise based on identified opportunities. Entrepreneurship is perceived as a dynamic process of creating wealth by individuals who assume major risks in terms of equity, time and or career commitment or provide value for some products or service, Agomuo, E.E. (2012). OHara (2011) proposed that entrepreneurship is a willingness

to undertake risk. What this means is that entrepreneurship is not a state of being nor is it characterized by making plans that are not acted upon. One argument may be that entrepreneurship may or may not be self-sustaining, nor earn significant revenue. Regardless of the outcomes, when an individual creates a new organization, he has entered the entrepreneurship paradigm. From the above definition it implies that an entrepreneur is an opportunity focused individual who searches, studies and scans the environment for business in order to identify and exploit or take advantage of any possible opportunity (Adidu, 2008). According to Histrich (2008), it is the process of creating something new with value by devoting the necessary time and effort, assuming the accompanying financial, psychological and social risk and receiving the resulting rewards of monetary and personal satisfaction and independence.

Frequently, entrepreneurship is thought to apply only to the management of small business such as the roadside furniture maker, cobbler, tire vulcanizes, hairdresser and so on, but recent giants like Dell Computers and Microsoft have shown how a small business that started small can grow into a conglomerate if given an enabling environment. The ability to develop a new venture or apply a new approach to an existing business is sole idea of entrepreneurship (Sternfioff, 2013). According to Russell (2008), entrepreneurship is the process of discovering new ways of combining resources. For any definition of an entrepreneurship to be comprehensive it must consist of creating a firm or business, bearing the risk; buying and selling at uncertain prices, need of advancement or prosperity and attempt to create value through recognition of business opportunity. But Stevenson and Grousbeck (1999) argued that not all small business managers are entrepreneurs because they don't innovate. On the other hand the function that is specific to entrepreneurs is the ability to take the factors of production- land, labour and capital and use them to produce new goods and services. However, they argued that entrepreneurs perceive opportunities that other business executives do not see or care for. Creativity and entrepreneurship promote the birth of new firms which is critical to economic development efforts. Therefore, a definition which seem to fully capture the true meaning of entrepreneurship is the one provided by Stevenson (2012) as a process in which individual pursue opportunities, fulfilling needs and wants through innovation together with the attendant risks. Based on the above definitions, it can be concluded that entrepreneurship is the process of carefully determining and analyzing unmet needs through creatively satisfying those needs by bearing the related risks. By combing the above thoughts, it can be argued that entrepreneurs are risk bearers, coordinators, organizers, gap-fillers, leaders and innovators.

Entrepreneurship, according to Esene (2010) is the willingness and ability of an individual to seek out investment opportunities, establish and run an enterprise successfully. Onyekonwe (2008) defines entrepreneurship as the process of identifying, developing and bringing a vision to life. The vision may be innovative idea and opportunity or simply a better way to do something. An entrepreneur is also viewed as an innovator. He introduces new ideas, new products, new techniques, open up new markets etc. the entrepreneur thus perceive business opportunities and takes advantages of the scarce resources to use them. According to Etuk (2002), "entrepreneurship concerns the persistent pursuit of opportunity to create wealth through innovative creation of product or service that meet customer's needs, using scarce resources in a way that results in a growth enterprise which satisfies the expectation of stakeholders, whose role sustains the business". From the above definition it implies that an entrepreneur is an opportunity focused individual who searches, studies and scans the environment for business in order to identify and exploit or take advantage of any possible opportunity.

## FORMS OF ENTREPRENEURSHIP

Forms of entrepreneurship according to Sexton et al, (2013) are as follows: -

- (i) **Government as entrepreneur** - it is believed that the primary responsibility of every government is the well-being of its citizenry. Government is known to have accelerated the rate of economic growth. In Nigeria, government is involved in transportation, manufacturing, whole sale distribution etc. Government usually delves into business with the start off capital which may be too high for individual entrepreneurs. The essence of government involvement in entrepreneurship is profit making in order to satisfy the numerous needs of its citizenry.
- (ii) **Corporate body as entrepreneur**- this is coming together of two or more persons with the same business idea and managerial skills with the sole aim of setting up business to maximize profit. This is made possible when the start-off capital of a particular person is not enough for the venture, hence the need for partnership. What is of uppermost importance here is that day to day running of business activities is shared among individuals concerned. There is also agreement on the sharing of business profits.
- (iii) **Individual as entrepreneur**- this is one-man business venture. It is a form of sole proprietorship. The implication is that the day to day running of the business rests solely on the individual concerned. This is the type of business or enterprise this paper seeks to discuss for the benefit of the readers.

## CHARACTERISTICS OF ENTREPRENEUR

Babaji , A., Abdullahi, A.P., Aliu, A., Ado, M. and Oyakola, N,A. (2009) stated that entrepreneurs have the following characteristics: -

**Initiative:** - He is ingenious, resourceful and alert to opportunities.

**Attitude:** - He must have positive outlook toward people.

**Leadership:** - Be able to inspire confidence and loyalty among his employees and business associates.

**Responsibility:** - He must be willing and capable of assuming complete responsibility for the operation and success of the business.

**Organizing:** - He must be capable to put fundamental issues in logical orders.

**Decisiveness:** - He must be capable of reaching quickly and accurately when decisions are required

**Perseverance:** - He must remain steadfast in working towards his goal and not easily discouraged.

**Physical energy:** - He must be well above average in terms of maintaining a high level of energy.

**Industriousness:** - He must be capable of working hard for the long hours required in an independent business.

## ENTREPRENEURIAL SKILLS

Entrepreneurial skills are simply business skill, which an individual acquires to enable him function effectively in the turbulent business environment as an entrepreneur or a self-

employed. Agbonifoh (1999) also defined entrepreneurial skills as skills relating to identifying business opportunities and receiving a sustainable income from these opportunities. The acquisition of entrepreneurial skills means combining personal characteristics, financial resources within one's environment and taking advantage of them for rewarding outcome.

The acquisition of entrepreneurial skills means possessing the ability to find and evaluate business opportunities, gather the necessary resources, initiate appropriate action to ensure success; and implement actions to take advantage of the opportunities for rewarding outcome. The entrepreneur according to the chambers 21<sup>st</sup> Century Dictionary (2006) is defined as someone who engages in business enterprise, often with some personal financial risk. Entrepreneur can be defined as a person who always searches for change, response to it and exploits it as an opportunity.

The problem, however, with the education sector of Nigeria and other developing countries have become so serious that the United Nations Education, Scientific and Cultural Organization (UNESCO) concluded that the aims of various governments to combat poverty through the education system lack the practical skills. These practical skills can be acquired through Entrepreneurship Education Programme (EEP). Entrepreneurship Education (EE) is valuable to all students including those who are taking courses other than management and business.

### **TYPES OF SKILLS REQUIRED FOR SUCCESSFUL OPERATION OF A BUSINESS ENTERPRISE**

Some of the skills required for successful operation of a business enterprise are enumerated as follows: -

#### **1. Management Skills**

Management is the art of getting things done through people. It is the process of harnessing the diverse resources (materials finance, people and time) in a manner as to achieve what the organization set to achieve. It equally involves good planning, organizing, directing and controlling of workers and materials to effectively and efficiently meet set objectives of an enterprise. Etuk (2012) sees management as the process of directing, administering or running a business. It is essentially directing human efforts and energies and coordinating the whole as a team, and giving vital leadership.

- > Planning or devising both short-range and long-range plans for the organization and setting goals to help achieve the plans.
- > Organizing or deciding how to use resources such as people and materials.
- > Staffing, or hiring and training workers.
- > Directing, or guiding employees perform their work in a way that supports the organization's goals.
- > Controlling or motivating the organization's progress towards reaching its goal.

Osuala (1996) identified management incompetence as one of the specific reasons for business failure since managers do not have what it simply takes to run a small business.

He emphasized that management skills of small business can be learnt as managers are not born but made. He further maintained that the valuable skills of management can be learnt through trial and error, but most of the errors can be eliminated by education.

Akinola (2011) also pointed out that one of the problems facing entrepreneurs is lack of managerial skills and experience and thus, suggested that entrepreneurs should have good training in the art of management. The entrepreneurs especially those in Accounting areas require managerial skills because they also play the role of managers since they are responsible for the attainment of their organizational goals and objectives.

According to him, these skills are conceptual and technical skills. Conceptual skills are those skills required to relate parts of the company's work to the whole. Technical skills are those required for turning out the actual products or services of the firm and are needed for performing specific activities within the organization.

Management skills are required by Accounting graduates in starting, developing and managing an enterprise. It also includes skills in decision making control and negotiation, essential in creating and growing a new business venture. Anyakoha (2015) identified some important management skills required by the entrepreneur-business education graduates to successfully establish, run and manage a business enterprise to include the ability to: -

- > Set appropriate businesses objective
- > Plan effectively for objective attainment;
- > Organize resources (human and materials) for goal attainment;
- > Implement plans for goal attainment;
- > Evaluate all activities/operations on the process of goal attainment
- > Make appropriate use of feedback.

Other management skills required for success in entrepreneurship also include the ability to or having knowledge of:

- > Making long and short term planning;
- > Purchase goods, tools and equipment;
- > Factors involved in overhead control;
- > Inventory control and turnover
- > Acquisition of management and supervisory skills
- > Manage time and meet job schedules;
- > Need for employees growth and development;
- > Identify opportunities and generate ideas suitable to the opportunities; and
- > Confidence to make a decision and act upon it

Therefore, management skills is essentially required by entrepreneurs-Accounting graduates in order that they can effectively achieve their business goals through coordinated efforts of planning, organizing, staffing, directing and controlling.

## **2. Marketing Skills**

Marketing skills is another important and essential skill which depends on the very success or failure of a business. Marketing is a common phenomenon but it is a very complex and elusive subject matter. The activities of marketing are so diverse that it is difficult to say exactly what marketing is. Osuala (1993) defined marketing as the process by which the productive potentials of the company is used to satisfy individual and social needs of all kinds.

Ezeani (2009) sees marketing as consisting of all profitable human activities undertaken by the firm towards the creation of goods and services. Argument among Nigerian traders is that successful entrepreneurship in trading occupation simply depends on talent and luck". They believe that programmed training in marketing skilled is irrelevant for success in trading

activities. This view is rooted in ignorance because education and training can promote individual initiative and marketing competencies.

Sales and marketing skills will enable one to make such vital business decisions as “getting the price right” which is an important factors in retail marketing. Sales and marketing skills will keep the entrepreneur informed, knowledgeable and confident as to determine the most efficient method of physical distribution of goods and services.

Ezeani (2009) identified important sales and marketing skills, which the entrepreneur should possess to include:

- > Knowledge of seasonal fluctuation of goods;
- > Ability to determine the extent to which products will sell;
- > Familiarity with various aspects of sales and salesmanship
- > Ability to budget and forecast;
- > Ability to determine current trends in sales of products
- > Ability to determine what customers need and shortage of such goods;
- > Knowledge of advertising;
- > Ability to determine and interpret factors which indicate extent of and strength of competition; and
- > Ability to determine availability of goods/raw materials for product and shortage of finished goods.

The acquisition of marketing skills offers the entrepreneur the unique strategy for succeeding in business. The entrepreneur is able to offer the right product to his targeted customers. He is able to cost and determine his product price and which will be acceptable to the customers, based on their perception of the value and a cost that allows for profit making. Accounting graduates require these marketing skills in order to enable them identify their potential customers; persuade them to buy their product or services.

Ademiluyi (2007) also identified the following marketing skills and competencies, which are needed for effective entrepreneurship by graduates:

- > Salesmanship;
- > Negotiation;
- > Sales record keeping;
- > Sales promotion;
- > Stock record keeping;
- > Pricing;
- > Advertising channels;
- > Advertising media;
- > Consumer behaviour appreciation; and
- > Transportation

Marketing authorities generally agrees that business organization exists to serve markets for which they engage in production and distribution of goods and services. Modern marketing emerged as the concept that business exists to create and serve customers and at the same time achieving the firms profit objective (Ezeani, 2009). Entrepreneur in social science or engineering areas should therefore organize their resources to concentrate on achieving success in the market place as mishandling or negligence can lead to failure.

### 3. Technical Skills

Barron (2007) opined that Technical skill is the operational capabilities to perform job specifications. Word processing is a very widely used technical skill in many organizations. Furthermore, entrepreneurs must have the ability to use a basic spreadsheet and create spreadsheets that fulfil a specific purpose. By using a spreadsheet program, an entrepreneur can stay organized and work more effectively. Presentation programs allow an entrepreneur to manage meetings and product proposals more effectively.

Edward (2012) identified important technical skills, which the entrepreneur should possess to include:

- > Email Management: - Entrepreneurs need to learn how to manage a large number of emails. An entrepreneur has the advantage of knowing how to effectively manage and filter emails. Simply responding to emails can take up the entire day if email is managed properly. Learning how to use tools to perform filtering, auto-forwarding, labelling, and creating auto-responders can help you get through the junk and get to the important emails.
- > Basic Website Coding: - Entrepreneurs don't need to be able to create a website from scratch, but knowing the basics of HTML can help you to identify and fix issues on a website quickly. When writing articles and drafting responses, HTML can help speed up the process of creating Web-ready content without the need to hire an outside programmer to ensure your content displays correctly. Entrepreneurs often work long hours and sometimes fixing an issue in a website can be done more effectively and quickly if the entrepreneur has a little knowledge about coding.
- > Analytics: - Unless you want to operate blindly without knowing how customers interact and respond to a product, an entrepreneur needs to know the basics of how to read and deploy analytics. Analytics can help you better understand what customers are searching for and whether or not a particular marketing plan worked. The best marketers review analytics daily and constantly adjust their marketing plan to meet the needs of customers.
- > Email and Keyboard Shortcuts: - Entrepreneurs are often shocked by the sheer number of emails they receive on a daily basis. Knowing how to use keyboard shortcuts to get through an inbox more effectively can cut your time down when responding to and managing your emails. Basic computer applications and shortcuts can also help you quickly pull up applications, windows and get out of a non-responsive application before it takes away too much time from your day.

### 4 Accounting Skills

Osuala (1995) is of the view that there is a correlation between inadequate record and the business organizations of which this constitute a major problem. Accounting is the systematic recording of financial transactions. It is a service activity, the function of which is identifying, measuring, recording and communicating quantitative information, primarily financial in nature, about economic entities Ezeani (2008) sees accounting as the process of expressing the economic activities of everyday life in money terms, so that we may estimate the costs of creating goods and services, make decisions about production on the basis of these estimates, compare the actual costs as they occur with the estimate originally made, and adjust the output and prices of goods and services accordingly. Ama (1999) as cited by Ezeani (2008) sees

accounting as a set of themes, concepts or (ideas) and techniques by which financial data are processed into meaningful information for reporting, planning, controlling and decision-making purposes.

Davidson (1982) as cited in Akinola (2011) stated that accounting provides information for three broad purposes or uses, thus: -

- > Managing decision-making
- > Managing planning, controlling and internal performance evaluation.
- > Financial reporting and external performance evaluation.

The Nigeria Small Business Practitioners Association (NSPA) enumerated the objectives of accounting information and statement to include the following:

- > To provide information useful for making decisions;
- > To yield an accurate and true picture of operating results;
- > To supply information useful in judging management's ability to utilize enterprise goals;
- > To provide information useful to investors and evaluating potential cash flows to them in terms of amount, timing and related uncertainty;
- > To provide users with information for predicting, comparing and evaluating enterprise earning power;
- > To permit prompt filling of report and tax collecting agencies; and
- > To reveal all possible employee frauds, wastes, thefts and record keeping errors.

Having basic accounting knowledge or skills does not necessary imply that the proprietor (entrepreneur) should be able to appreciate the contributions that accounting information offers in solving both financial problems that may arise from time to time. The entrepreneur should be able to prepare and interpret his/her financial statements. He should be able to keep and maintain records of receipts and payments (cash book), income and expenditure and a balance sheet for the business.

The need of modern business makes it essential for all managers (entrepreneurs) to have a sound appreciation of the financial implications for their plans and actions. They went further to explain that in the competitive world, the key factors are costs, prices, turnover and profits. These are factors, which no manager can ignore. Therefore, it is very important that every entrepreneur possess the basic or fundamental knowledge of accounting. They should be able to appreciate and interpret simple accounting statements. This will help in reducing the rate at which small-scale business go into liquidation.

Igbo (1995) as quoted by Akpotowoh (2015) identified some of the accounting and financial skills required by entrepreneur in Accounting areas for successful operation of a business enterprise to include:

- > Knowledge of accounts;
- > Knowledge of costing;
- > Ability to interpret financial statement;
- > Ability to acquire the skill of preparing financial statements;
- > Ability to understand payroll and various deductions;
- > Ability to know gross and net profit;
- > Ability to know sources of funds;
- > Ability to know how to obtain loans;

- > A knowledge of federal, state and local government levies, taxes and regulations; and Acknowledge of factors involved in decision to grant loan by financial houses

### **Methodology**

As the study specifically focuses on the Analysis on entrepreneurial Skills needed by social science or engineering graduates for Successful Operation of a Business Enterprise in Bauchi state, a cross-sectional survey research will adopt and a structured questionnaire will be distributed for the study.

The study employed a survey research design and the population consisted of 300 respondents. 20 structured questionnaires were used in generating data for the study. The data collected were analyzed using the statistical mean and standard deviation. The research study is geographically limited to Bauchi state of Nigeria, and both primary and secondary method of data collection were used while the method of data analysis adopted were tabulated description, percentage, statistical commentary was used and ANOVA test statistics at five percentages significant level was used.

### **Conclusion**

Based on the findings of the study, it can be concluded that, accounting graduates require management skills to enable them successfully establish, manage and run a business enterprise of their own after graduation. It was established that marketing skills are required by social science or engineering graduates. This is based on the idea that a business without customers cannot survive. Additionally, social science or engineering graduates require accounting skills for successful operation of a business enterprise as this will equip them with the requisite knowledge and abilities to source for and obtain loans easily, to prepare and interpret simple financial statements. Accounting programme in institutions of higher learning is a major place for the acquisition of skills, attitudes and abilities required and needed for entrepreneurial success.

### **Recommendations**

Based on the findings made and the conclusions drawn, the researchers outlined the following recommendations: -

- There is the need for undergraduates in the social science or engineering Programme and even graduates from other Programme to strive toward skill acquisition because success and progress in the world of work and becoming self-employed self-reliant is dependent on the amount of skills and abilities possessed.
- There is equally the need for entrepreneurship studies in institutions of higher learning. Institutions that have not incorporated this aspect of studies are hereby advised forthwith and those already teaching these courses should improve on them because by this, students are taught the prerequisite skills and knowledge of how and what it takes to establish, manage and run successfully a business outfit of their choice in their various disciplines.
- The social science or engineering curriculum should be reviewed with a view to dropping old courses that are no longer relevant while new courses, which have relevancy with the demand of present day society and world of work be introduced. This is to ensure the production of social science or engineering graduates who are ready to take the world in terms of employment opportunities and otherwise.

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