

# Entrepreneurship in Office Technology and Management Education and Language as a Panacea for Economic Growth in Nigeria

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## Abstract

This paper discusses the language as a tool for fostering entrepreneurship and business education, the origin of office technology and management education, industrial revolution as entrepreneur engine, panacea for economic growth. In addition, it discussed the reasons why most entrepreneurs fail in business, entrepreneurship as a means of reducing poverty, Self employment as quickest way out of poverty and various types of business ideas. The paper uses historical survey in analyzing and evaluating the views of various authors in an attempt to inform researchers, business educators, and scholars on current reasoning on the issue of entrepreneurship in office technology and management education and English language as a panacea for economic growth in Nigeria etc. Conclusion and recommendations were made.

## Keywords

Technology, Panacea, Economic, Entrepreneurship, Education, Culture, Language

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## 1. Introduction

As language is a nurturing agent in anything, so also without effective communication in language amongst employers and employees, among manufacturers and consumers, among distributors and receivers, there will be no effective entrepreneurship. For business education and entrepreneurs to be viable, the use of proper and correct language has to be put in place.

For instance, English language which is our common language in Nigeria should be enhanced so that there will be effective business communication and entrepreneur. It is obvious that African literature originates from African culture and African culture influences all aspects of African life including business education and entrepreneurship. For instance, the Yoruba people who are the producers of a

popular type of clothing called Adire or tye and dye assembles all the materials they need to use from the environment before going ahead to produce this glamorous type of clothe which attracts many people irrespective of there age, tribe and colour.

African literature has portrayed the different areas of African culture which can enhance entrepreneurship and business education. For instance, the carpenter comes up with different product of furniture viewing different African sculpture like ancient ivory and ancient carvings and all these are to be sold by using any means of language for communication which must be understood by both parties.

According to Ohiwerei (2015) communication is indispensable management tool in business organization. Business communication has sometimes been described as the art of transferring information and ideas from one mind

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or organization to another. It is much more than this. In its vital sense, communication means exchange of knowledge, facts, discovery, emotion, opinion, ideas and feelings in a mood of mutual understanding, a two way process in which the speaker must have a listener and the writer a reader to share his experience. The understanding can be achieved only if the parties “speak the same language” only, that is, if the word communicated have the same meaning to both and are used in the same sense.

Office technology and management education on the other hand, is a unit under the business education in the department of business education. In the early days of this programme, those who started it were either referred to as typists, shorthand-typists, accounts clerks, stenographers, account supervisors, account officers and store keepers. They were referred to as those who studied commercial subjects. These subjects were mainly typewriting, shorthand, book-keeping, English, office practice etc.

Commercial therefore means according to English Dictionary connected with buying and selling of goods and services which also therefore means commerce. Today those who are involved in buying and selling taking the risk of lifting their businesses higher are referred to as entrepreneurs. An entrepreneur is therefore defined by English Dictionary as a person who makes money by starting or running business, especially when this involved taking financial risk.

From the above explanation, it is historically clear that entrepreneurship has been with human being right from birth but has not been in academically utilize. It is in line of this the authors want to find out the militating factors responsible for the inimical to the growth of Nigeria economy, whether entrepreneur has a place in the scientific development in Nigeria, whether entrepreneur can build a nation scientifically, whether entrepreneur is a means of diverting attention from sciences.

This work is collaboration between office technology and management education and English Language which shows how entrepreneurship and business education can attain its height through the use of English language. The finding of this research is hoped to be of great immense benefit to the government. It will enable the government to focus on the right direction. It will also be of immense benefit to the students, whatever is the outcome of this study; students will have materials for class work, assignment even to study for their examination. It will expose the students to choose whether they want to become entrepreneurs or not. To the lecturers/teachers, it will help them for further research work as well as for literature. Also it will be of benefit to the growing population of unemployed youths as well as identifying the right use of English Language as a major tool in business communication.

## 2. Industrial Revolution as Entrepreneur Engine

According to *Ladenburg (2007)* in order to have a successful entrepreneurship revolution, the country must be industrial revolution base which must encompass the following;

- a. Natural resources such as fertile soil, coal, and iron ore;
- b. Basic inventions such as the telegram, telephone and electric generators;
- c. A transpiration system, called an infrastructure which includes roads and railroads: A large working force;
- d. A surplus of money to invest;
- e. Men or women of talent, ambition, and energy, with administrative abilities;
- f. A favourable government policy;
- g. a culture that must accommodate people from other cultural diversity;
- h. a general means of language communication;
- i. political stability;

In Nigeria today we lack all the basic ingredients for entrepreneur industrial revolution some of these components are:

- a. Insincerity of the political class;
- b. Non-favourable government policies;
- c. Lack of regular electricity supply;
- d. Lack of good road
- e. Lack of funds.
- f. There are no railroads.
- g. Nigeria has no large workforce to inject physical cash into the system.
- h. There is no good transportation system.
- i. High cost of living.
- j. High cost of fuel/diesel to run generators.
- k. Presently, Nigeria is not economy friendly.
- l. Insecurity to life and property.
- m. Talented youths are dying in Libya Red sea on daily basis in an attempt to look for better life condition in another man's land.
- n. There is no surplus money to invest.
- o. There is no town or villages Nigeria can boast of good water system.
- p. There are no good medical facilities.

It is a sorry state that the above components which would have been the engine to entrepreneurship and industrial revolution in Nigeria and increase the fortune of Nigeria and Nigerians have turned to agent that foster limitation against the growth of entrepreneurship in particular and Nigerian economy in general.

Ladenburg (2007) opined that it is easy to see the advantages an industrial revolution can bring. He stated further, “imagine not having electricity, running water, or a car. Imagine walking ten miles to a one-room school, wearing clothes that were made at home” etc. Ladenburg imagined this, but to Nigerians, the situation on ground is worse than what Ladenburg imagined. Therefore, it would be difficult for any entrepreneur to survive under this unfriendly and hard condition.

For the above to take place, the following must be put in place:

Government must play its roles by providing;

Security, good road, electricity, effective communication services, water supply, enabling law and protection of investors' funds.

### **2.1. Panacea for Economic Growth**

Most Nigeria office technology and management educators and those in the arts are afraid to invest into entrepreneur because of the uncertainty of the unknown either gain or loss of their capital. It is in line of this, Ihekwoaba (2007) stated the following as self imposed problems, as problem of indecision, problem of procrastination, fear of failure, fear of making a mistake, fear of the unknown, fear of competition, fear of taking a risk, fear of absence or inadequate fund, fear of not making it in shortest time, fear of criticism.

For any economy to grow, an entrepreneur must be determined and to do that business irrespective of the first huddle or frustration. Ihekwoaba equally opined that for an entrepreneur to be successful, he/she should choose a firm date, product line and location to start a business, no matter how small and therefore, recommended the following remedies for an entrepreneur that wishes to succeed:

There should be careful planning for what the entrepreneur wants to do, he/she should consult experienced people and making up mind and damn the consequences. An entrepreneur should bear in mind that God has reserved the knowledge of tomorrow only to himself and that we should only make attempts by making business plans. By developing realistic business plans we can overcome fear of competition, cash, sales, prosperity, trade credits, success etc. An entrepreneur should bear in mind that making a mistake is a part of learning process. But mistakes should be minimal

otherwise; they would result to imperfection and lack of skills.

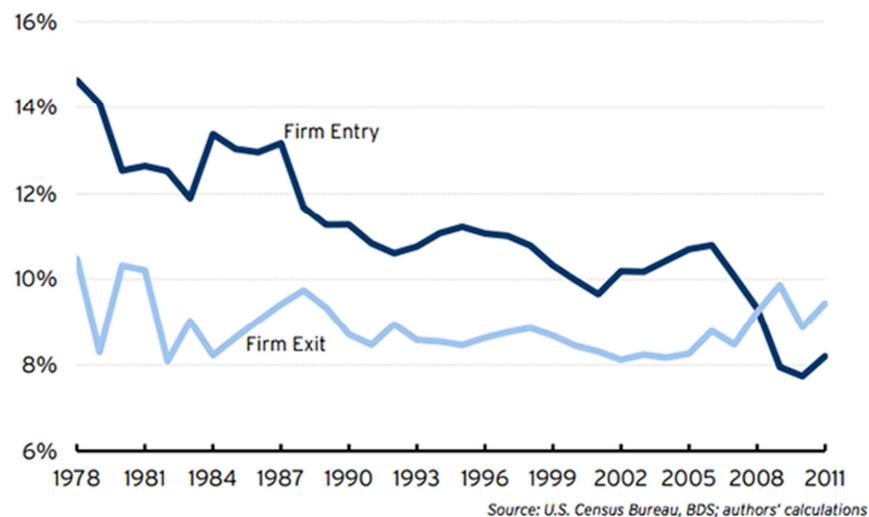
Ihekwoaba (2007) further stated that an entrepreneur should think deeply of other methods of survival and make greater efforts to start including raising capital such as making approaches, re-approaches, re-re-approaches, requests, repeat request, demands, appeals. Overtures, from friends, neighbours, relatives, old class mates, church members, discussion partners and all people with whom you relate in one way or the other. Moreover, not every business starts with cash. One can lobby and get trade credits through good public relations, he can approach a manufacturer or distributor by showing pleasant attitude and become an agent, sales representative, advertiser, middleman commission etc. All entrepreneurs should know that all business have gestation period which is also a learning or consolidation stages.

Though, people are bound to criticise, but criticism enables a business to learn from his mistakes without paying for it. Those who criticise your business should not be taken as enemies but as friends as their criticism if properly listened to and examined will definitely assist to improve the business to a higher level. This ascertain is a confirmation by former Ghana President when he lost his re-election stated that he refused to listen to his critics advice rather he was carried away by praises from those who were feeding from him and that cost failure to his re-election in 2016.

An entrepreneur must be able to use pleasant words to attract customers, and should bear in mind that customers are kings.

### **2.2. Reasons Why Most Entrepreneurs Fail in Business**

According to Nathan (2011) premature scaling spending money beyond the essentials on growing the business (e.g., hiring sales personnel, expensive marketing, perfecting the product, leasing offices, etc.) before nailing the product/market fit. While it sounds simple enough, the message of Nail It then Scale It is that most startups are dying and they are dying because they are doing good things but doing them out of order. In other words, they are doing things that seem to make sense, like investing to build the product, hiring good people to help them sell it, developing marketing materials, and essentially doing all the kinds of things that big companies with lots of resources do when they are executing on a known opportunity. But most startups are chasing an idea: the founders, no matter how much they believe in their idea, are operating on a guess about an unknown opportunity with a potentially unknown solution.



**Figure 1.** Pie chart below showing the U.S. economy has become less entrepreneurial over time Firm Entry and Exit Rates in the United States, 1978-2011.

All these unknowns mean we need to manage the process of coming to market differently and number one on the list is to avoid spending money scaling the business before you have really nailed what customers want and how to reach them. As the report points out, it often takes 2-3 times longer than founders expect to really nail the product before scaling the business really becomes appropriate. Nathan (2011) further explains that entrepreneurs fall into the premature scaling trap because of Entrepreneur's Paradox. Essentially, if entrepreneurs didn't really believe in their ideas, they would never have the courage to risk their effort, reputation, and money by taking action. But precisely because entrepreneurs believe so deeply in their idea, they jump into action by investing in creating a business, building a product, and then spending the money to try and sell it. What they almost always overlook is one deadly fact: that their belief is only a guess at what customers want that needs to be quickly and iteratively tested in the market before doing all those other "good" things.

According to Tito (2016) entrepreneurship is a way of life that offers unlimited possibilities to those who truly believe in it and live by it. But at the same time, entrepreneurship is a way of life that can totally alter the course of your life if misunderstood. Entrepreneurship is not something you can fake your way through; you are either doing it right or not doing it right simple. Tito listed the following reasons why your business will fail:

### 2.3. Survival Driven (Seeking Money Before Adding Value)

This is one of the most obvious reasons why most entrepreneurs fail. If your primary motivation for being in business is to acquire wealth rather than to create and add

value, then you have started off on the wrong foot. If the drive for money supersedes the drive to create innovative products/services that will add value to your target market, then is time for some serious soul searching.

### 2.4. Inadequate Knowledge (Low Business IQ)

The entrepreneur on the path to failure won't see the need to develop his/her business IQ because of the quest for money. Such an entrepreneur feel business is all about how much you can make. The fact that how much you can make is a function of how much you know and how much you can do is usually ignored. Thus, they forget that a business just like every other discipline requires certain competencies (knowledge, skill and experience) in order to remain functional.

So what do you eventually get? An entrepreneur who is dabbling his/her way through the ever dynamic world of business. In the end, failure becomes inevitable. Why? Because as an entrepreneur your ability to do is perpetually limited by what you know. In other words, you are the engine of your business.

So, to have more means you have to do more and to do more means you have to keep learning more! How do you learn more? By consistently focusing on personal development and self improvement through reading (books, blogs, magazines, etc.), attending seminars, business development trainings, executive mentorship or coaching programs, membership to a business club or network, etc.

### 2.5. Lack of Focus (Jack of All Trade)

The great Albert Einstein notably stated; "genius is the ability to focus on one particular thing for a long time without losing

concentration.” Such is not the case for the entrepreneur heading for doom. In fact, the exact opposite is the case; trying to do more than one thing at a time eventually not achieving excellence in any. As an entrepreneur your success or failure will be as a result of how well you maximize your strengths.

Your strengths are those activities you naturally enjoy doing and would naturally do for free your entire life if necessary. This is how every great entrepreneur in history made their success; doing what they love and loving what they do.

They are not jack of all trades and masters of none, NO. They are jack of few trades and masters of some. Why? Because entrepreneurship is about using your passion to make a positive contribution for the benefit of others. Stop doing what everyone else can do and start doing what only you can do exceptionally well. Focus on your core areas of strength.

### **2.6. Fear of Failure (Risk-Averse)**

Nursing the fear of failure is another reason why entrepreneurs fail in business. Entrepreneurship is about unleashing your passion and creativity to do something that you truly care about. It doesn't matter whether what you have in mind to create is popularly or generally acceptable, what matters is that it mattered enough to you that you are willing to do whatever it takes to make your idea become a reality.

The entrepreneur on the path to failure is the one who would never launch out because of the fear of failure, being laughed at, losing money, being called crazy etc. Daring the un-dared for the sake of making change happen is the essence of entrepreneurship and it means looking your fear in the eye and stepping out in spite of it. Don't allow fear of failure hold you back, do the thing you fear and the death of fear is certain.

### **2.7. Lack of Vision (Shortsightedness)**

Entrepreneurs fail for lack of vision. The entrepreneur on the path to doom is the one that will never think of tomorrow. If you cannot literally see yourself and your business far into the future beyond today, then you are on the path to destruction.

Why would you want to go into business just for today's sake alone? Why would you want to build a business the world will no longer remember after you are gone? The essence of entrepreneurship is to perpetually be of service to humanity.

Therefore, you must never cease to ask and be able to answer this question; “What can we start doing today to meet the needs of tomorrow?” Not having this consciousness is the reason why most entrepreneurs fail in business. Since they are not thinking about the future, the need to keep improving

their game will be less paramount and as a result; they end up being eaten up by those businesses that are consistently creating the future today.

### **2.8. Poor Money Management (Extravagance)**

Being an entrepreneur means being able to do more with less. The entrepreneur on the path to failure is the one who is extravagant –the habit of being excessively flamboyant, wasteful or spending money irrationally. Thrift or frugality is a requirement for your entrepreneurial journey if you hope to become successful. How else do you intend to succeed if you cannot judiciously manage the resources in your disposal?

A good way to avoid being extravagant is to look into financial management systems and to classify your expenses into two categories; urgent expenses and Important expenses. Your urgent expenses are your recurrent expenses, meaning they are periodic in nature. Your important expenses are your capital expenses; meaning they are not periodic in nature but are necessary for the continuity of the business.

They are more like expenses made today in order to secure the future. Also, as your business begins to grow, don't become one of those who start showing off the success of their business by acquiring unnecessary symbols of wealth. Place yourself on salary, this is very important. You must never take what is not yours, make it a priority to put aside and redeploy all excesses created by the business back into the business.

### **2.9. I Can Do Well All by Myself (Insecurity)**

There is a limit to what an individual can achieve alone, thus the need for team work. The entrepreneur on the path to destruction is the one who will never empower others nor seek the help of others for fear that they might outshine him/her. Great things are seldom achieved alone.

As an entrepreneur, it's very important you understand that you have no exclusive right to what is being done through you. Whatever it is you have in your mind to create is not entirely yours to dominate, you are only a vessel through which an idea, innovation or product/service is being launched.

So, you must get rid of any insecurity and every scarcity mentality you might have that someone is going to beat you to it. The more insecure you are and as a result keep refusing to solicit the help of those more better than you in certain areas, the more you endanger the chance of that idea, innovation, product or service ever becoming a reality. Tito (2016)

### 3. Entrepreneurship as a Means of Reducing Poverty

According to Mohammad (2005) poverty is not created by people who are poor. So we should not give them an accusing look. They are the victims. Poverty has been created by the economic and social system that we have designed for the world. It is the institutions that we have built and feel so proud of, which created poverty. It is the concepts we developed to understand the reality around us, which contributed to the creation of poverty, made us see things wrongly and look us down a wrong path, causing misery for people. It is our policies borne out of our reasoning and theoretical framework, with which we explain interactions among institutions and people that caused this problem for many human beings. It is the failure at the top, rather than lack of capability at the bottom which is the root cause of poverty.

Mohammad (2005) argued that to reduce or eliminate poverty we must go back to the drawing board. Concepts, institutions, and framing conditions, poverty will be gone, never to come back again. Furthermore, he drew attention to five issues which he felt needed to urgently be revisited, which are;

- (a) Widening the concept of employment;
- (b) Ensuring financial services even to the poorest person.
- (c) Recognizing every singly human being as a potential entrepreneur.
- (d) Recognizing social entrepreneurs as potential agents for creating a world of peace harmony and progress.
- (e) Recognizing the role of globalization and information technology in reducing poverty.

### 4. Self Employment as Quickest Way Out Of Poverty

Self employment is one of the quickest ways to be out of poverty but this is not without so many challenges some of which are ability to raise fund, inability to secure loan, and even if loan is granted the interest rate of about 30% per cent is not favourable to Nigeria economic situation. Nigeria economy is unfriendly where a dollar as at today is sold for above ₦500.00. As an entrepreneur, you cannot do everything yourself, therefore, he needs some employees who because of get rich quick will unmindful of the entrepreneurship position will be embezzling the little fund available which will quickly lead to the death of the business. To achieve all these, each has to be clearly stated and

quantified. This is equally supported by Nwachukwu (1988) who opined that an employee is consistently evaluating whether the organization is the instrument through which he can attain his own goals, and trying to determine whether his objectives are consistent with the goals of the organization and others in the organization. While Nwosu (2002) is of the opinion that the success or failure of any business or organization is dependent on its relationship to its staff since the staff serves as the administrative centre of the organization. Both the organization and the staff are dependent on each other. Furthermore, the institute of company secretaries (2012) stated that the business vision and mission is paramount to the future growth and success of the business; no matter the size. But unfortunately the vision and mission of the entrepreneur differs from those he employed to work for him.

In addition, the universities that have introduced entrepreneurship into their curriculum meant well for graduates to become self employed but unfortunately, the teaching of entrepreneurship are only done on paper work but not practical that can actually make one to be self employed. Other problems are lack of technology, regular supply of electricity, inadequate facilities, no good roads and insecurity etc.

### 5. Conclusion

It is however concluded that the Nigerian educational system has a good intension with the inclusion of entrepreneurship into the academic curriculum but unfortunately the implementation and practicality does not meet with the expectation.

### Recommendations

In consideration of the above, the authors hereby recommend as follows:

1. That the teaching of entrepreneurship should start from primary school level.
2. That government should set aside funds for intending entrepreneur who will be granted loan with one per cent interest rate.
3. That all universities should stop theoretical entrepreneurship programme rather they should be involved with the teaching of practical.
4. That universities should establish various entrepreneur centre whereby experts working there will be able to teach students and students should be made to do industrial work experience irrespective of the course of their study.

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