

ENTREPRENEURSHIP EDUCATION AND CREATIVITY CHALLENGES AND PROSPECTS

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Abstract

The paper entrepreneurship and creativity education x-rayed the theoretical application of creativity on entrepreneurship education with the aim of solving both the short term and long-term problems occasioned by unemployment and poverty in Nigeria. The paper emphasized the need for our teeming youths and adults to develop a positive attitude and mind-set towards acquiring skills and also to be creative. This will go a long way to make them become self employable, self-reliant and self-sustaining in all aspects of life. The concept of entrepreneurship entrepreneur and creativity were highlighted. The qualities of an entrepreneur and creative entrepreneurs were heuristically presented. The 4 phases in entrepreneurship were identified. A suggested start up timetable of an entrepreneur was also presented. About 53 entrepreneurship skills that can be developed in both adults and children were also suggested. Indicators for an entrepreneurial success and failure were fully explained, constraints to the entrepreneurial process were also identified. The challenges to both entrepreneurship and creativity education as a new field were pin-pointed, the way forward were recommended that; the 3-tiers of government should recognize the fact that entrepreneurship education and creativity are all new, hence should aid in the establishment of workshops, recruit trainers and teachers to train those willing to go into entrepreneurship skills, include entrepreneurship education in all levels of our educational system, provide sub-loans to beginner., Young entrepreneurs can also organize cooperatives to raise funds to start up an enterprise, which surely would lead to a boost in the National economy.

Key Words: Entrepreneurship, Creativity, skills.

One of the major problems faced by youths and the larger population of the Nigerian citizens today, is the high rate of poverty and unemployment. This is the probable cause of the numerous crimes in the society, such as; armed robbery, corruption, cheating, prostitution that a cursory view would reveal is found among the Nigerian youths. Thus: entrepreneurial education and training becomes very pertinent, to bring back these idle youths in our country who involve themselves in the above social ills to track. According to Ojo (2008), entrepreneurship education is the only sure way of preparing our unemployed adults populace and youths for self-employment. He further opined that to ensure self-reliance, entrepreneurship is needed so as to inculcate into the individual, particularly our teeming youths, knowledge and skills to enable them set-up their own small scale business or pass onto the students such skills and knowledge so as to produce school leavers with techniques for setting better livelihood and to employ others. Denga and Denga (2013) opined that the compelling need for entrepreneurship education is premised on the fact that looking for a job is as difficult as the job itself nowadays in all parts of the world. The time has come when both youths and adults need to develop a positive attitude and mind-set towards acquiring occupational skills that will help them become self employable, self-reliant and self-sustaining in all aspects of life.

This paper attempted to discuss the theoretical application of creativity on

entrepreneurship education with the aim of solving both the short and long term problems occasioned by unemployment and poverty in Nigerian in particular and developing countries in general.

The Concept of Entrepreneurship

Kuratko (2003) defined entrepreneurship as a dynamic process of vision, change and creating. It requires an application of energy and passion towards the creation and implementation of new novel ideals and creative solutions. Kuratko and Hodgetts (2004) posited that the essential ingredients of Entrepreneurship include the willingness to take calculated risks in terms of time, equity or career, the ability to formulate an effective venture team, the creative skills to marshal the needed resources and fundamental skills of building solid business plans, and the vision to recognize opportunity when others see chaos, contradiction and confusion, the vision to see prospects and gain when others see deficits. Denga and Denga (2013) see entrepreneurship education as straightening the cognitive, affective and psychomotor domains. According to them, this means that it encompasses intellectual creativity, character training and manipulative or motor skills. The three domains are harnessed in creating goods, services, searching imagining, identifying exploiting opportunities and bring them to profitable ventures.

Hisrich and Peters (2002) cited in Aliyu (2008) defined entrepreneurship as the process of creating something different with value by devoting the necessary time

and effort, assuming the accompanying financial, psychological and social risk and receiving the resultant rewards of monetary and personal satisfaction. Another expanded definition of entrepreneurship given by the centre of Miami University of Ohio (2003) cited in Aliyu (2008), saw entrepreneurship as the process of identifying developing and bringing a vision to life. The vision may be an innovative idea, an opportunity or simply a better way to do something. The end result of this process is the creation of new venture formed under conditions of risks and considerable uncertainty.

From the above definitions, entrepreneurship can be described as a process of action that an entrepreneur undertakes to establish an enterprise or a business. It is the ability to create and build something from practically nothing. It is also the attitude of the mind to seek opportunity, take calculated risks and derive benefits by setting up a venture. It comprises numerous activities involved in conception, creation, and running an enterprise. It is very relevant and applicable to the entire life of mankind, not business alone.

The Concept of Entrepreneur

The entrepreneur develops a business model, acquires the human and other required resources and is fully responsible for its success or failure.

Denga and Denga (2013) opined that genuine entrepreneurs are those that create business, and go further to see business opportunities, taking risks beyond security and having the tenacity to

push an idea through to reality and special perspectives.

Qualities of an Entrepreneur

For an entrepreneur to success in his business, the following qualities must be noted seriously.

i) Agility: A successful entrepreneur has an agile mind. He thinks very fast and intelligently. This enables many entrepreneurs access business opportunities after identifying a need and he moves quickly to satisfy it.

ii) Business consciousness: Most successful entrepreneurs are business conscious people. Their eyes and ears are mostly focused on hearing about or seeing a business opportunity and they easily notice one when it appears before other persons discover it as a business opportunity.

iii) Courage: Entrepreneurs exhibit extreme courage to cope with all the risks of operating their own business. Low patronage, harsh economic environment, the risks of loosing one's total investment, and dwindling fortunes of the business hardly discourage successful entrepreneurs.

iv) Dynamism: A good entrepreneur has the ability and enthusiasm to turn his business out of a state of declining profit or margin of distress to a margin of safety. He brings new ideas creates new business, environment, and adds new product lines and turns around the fortunes of his business to the better. He is indeed capable of making things happen.

v) Enterprising: An entrepreneur has the energy and ability to venture into

new business areas. He may start from the scratch or buy an existing business and bring creative innovations that are bound to succeed. In the same vein, he may bring new ways of doing things and make them successful.

vi) Focus on profit: The difference between income and revenue expenses is matched to determine profit or loss. The profit margin shows that the business is successful. This makes entrepreneurs have their eyes focused on profit.

vii) Gap-filling: Human needs that are unsatisfied present an opportunity for entrepreneurs to assemble the resources required for their satisfaction. The satisfied needs are gaps which the entrepreneurs are always striving to fill.

viii) Hard work: Entrepreneurs have appetites for hard work. Most of them work for longer hours and gain little but they hardly give up. The ability to work hard usually contributes greatly to their success story.

ix) Initiative: Entrepreneurs use their initiative to run their business they have the ability to decide and execute new ideas and plans in their business without waiting to be told.

x) Judgment: Successful entrepreneurs share good sense of judgment. Doing business involves decision making i.e. Choosing between alternatives

xi) Knowledge of the market: Successful entrepreneurs usually have a good idea of who the customers or target market are, before implementing decisions relating to the marketing mix variables

(product, price, distribution, and promotion).

xii) Leadership: Entrepreneurs lead their organizations. They establish direction, initiate actions, communicate, inspire and motivate their employees towards achieving organizational goals.

xiii) Moderate risk taking: Entrepreneurs have preferred for moderate risks. They hardly seek wild risks. An entrepreneur tries as much as possible to reduce risks by removing as many obstacles as possible. He plans for a successful launch of his venture, takes calculated risks based on knowledge of the market, the available resources and a predetermined measure of the potential for success.

xiv) Need to achieve: Entrepreneurs tend to have an abundance of confidence in their ability to succeed and strive for greater heights.

xv) Organizing ability: Entrepreneurs have the skills to organize allocate resources, assign tasks, and establish procedures for accomplishing goals. By combining people and jobs effectively, they are able to transform their business ideas into reality.

xvi) Responsibility: Entrepreneurs take personal responsibility for the outcome of their businesses. They enjoy being their own boss. In this way they are in control of their resources and can use them to achieve self-determined goals.

Entrepreneurial Phases

Entrepreneurial Process comes in phases; Tyolumun and Umogbai (2008)

have indicated 4 distinct phases of entrepreneurial process as:

- i) Identification and evaluation of the opportunity
- ii) Development of the business plan;
- iii) Determining the required resources; and
- iv) Management of the resultant enterprise.

Timetable of a Business Plan for a Start Up

To start up a business, an entrepreneur needs a timetable to start up successfully. Tyoumun and Umogbai further presented a schematic timetable of a business plan for start-up as follows:

- Make a decision to start a business
- Examine your strengths and weaknesses
- Choose a product or service
- Carry out a feasibility study or market research
- Determine your potential share of the market
- Choose a business location/address
- Draw a financial plan
- Draw a production plan
- Prepare a management plan
- Prepare a marketing plan
- Mobilize funds to start your business in earnest

Common Entrepreneurship Skills that can be Developed in Both Children and Adults

1	Paint making	2	Painting
3	Cosmetics production	4	GSM /Phones/Calculators
5	Chalk making	6	Soap making
7	Pop ceiling making	8	Arts and craft work
9	Fruit Juice/yoghurt production	10	Beads making
11	Rest room management	12	Pot moulding
13	Boat construction	14	Tissue paper making
15	Bricks making and layering	16	Plumbing works
17	Mat making	18	Basket-weaving
19	Dying of cloths	20	Key-cutting/duplicating/fixing.
21	Signpost making	22	Polish and candle making
23	Computer appreciation (ICT)	24	Vulcanizing/ tyre puncture repairs
25	Book binding	26	Carpentry /wood /rod
27	Beverages making	28	Air fresher/powder making
29	Interior decoration work	30	Insecticides production
31	Bleach/cream making	32	Welding and metal making
33	Fish pond construction/management	34	Rope fabrication making
35	leather work/shoes and belts making	36	Maize flour production and packaging
37	Construction of solar panels for solar energy	38	Garri processing and packaging
39	Corn chip production and packaging	40	Palm kernel milling ad processing
41	Rice milling and packaging	42	Pop corn production and packaging
43	Oil and gas products blending and plants	44	Plantain chip processing and packaging
45	Potato chip processing and packaging	46	PVC manufacturing
47	Bottle and sachet water production and packaging	48	Ginger processing
49	Ice block production	50	Fishery industries
51	Poultry production	52	Garment and textile production
53	saw mill and plywood processing etc		

Predictors of Entrepreneurial Success

The following factors may predict entrepreneurial success

- i) **Market:** Business to Business (B2B) model, not Business-to-consumer. High growth market

Target Customers Missed by Others

ii) **Industry:**

Growing industry
High technology impact on the industry
Low capital intensity
Small average incumbent firm size

iii) **Team**

Large venture team, not individual entrepreneur
Graduate degrees
Management experience
Work experience in the start up industry
Employed full-time prior to new venture, as opposed to unemployed
Prior successful entrepreneurial experience motivated by high profits, not independence number and diversity of individuals social ties

iv) **Company:**

Written business plan
Activity focused on single product or service
Competition based on a dimension other than price
Early frequent and intense marketing tight
Financial control
N100, 000 + start-up capital
Corporation, not sole proprietorship

v) **Status:**

Wealth
Dominant race, ethnicity or gender in socially stratified culture.

Predictors for Entrepreneurial Failure

The factors that may predict entrepreneurial failure if not well checked are as follows:

- Low Business Acumen, failing to add values to consumers lives
- Jack of all trade, doing what everyone is doing and not doing what one can do best
- Short-sightedness: failing to create long lasting solutions for today's vices
- Extravagance; satisfying, unnecessary wants and misuse of resources at hand
- Insecurity; not building an efficient team

Constraints to the Entrepreneurial Process

Entrepreneurial can be constrained by the following:

- i) Initial capital
- ii) High caliber employees
- iii) Ability to change and adapt rapidly
- iv) Self-actualization of human resource]
- v) Excessive over heads and operating cost

The Concept of Creativity

Creativity is the Hallmark of entrepreneurship education. Japanese and Chinese have enshrined it in their school curricula right from the primary level inculcating creativity in the minds, habits and way of live, according to Denga and Denga (2013), creativity is a sure and easy process of grafting entrepreneurial skills. The concept creativity has increasingly become a global imperative that is viewed by many scholars as a driving force

behind man's greatest ideas and most comprehensive solution to problems such as unemployment business glut, technological inertia and root learning

Creativity as defined by Denga and Denga (2013) is a concept characterized by critical and reflective thinking, effective imagination, innovation, originality, inventiveness, ability to improvise under non-regular circumstances, independence from status quo, ability to harness imagination to creatively solve problems, willingness to take risks and ability to solve complex challenges. They continued that mankind as dreaded creativity and tried to ascribe it to the mighty power of God who created (the 5th word in the book of Genesis). Many people conclude that some special people are divinely endowed with special and sacred powers to be creative. There is thus, a lethargic tendency to actively embrace creativity and teach others to be creative. The creative entrepreneur proves that God has handed the wonderful power of creativity to mankind to create and to be successful in any enterprise

Qualities of a Good Creative Entrepreneur

The following qualities characterized a creative entrepreneur:

- Effective imagination – ability to imagine new business venture
- Critical thinking – does not follow any business venture blindly as others
- Innovative – believe in change as being the only thing that is permanent
- Originality – always strive to discover something new

- Risk taking – not minding the after effect
- Flexibility – to adapt easily to consumer's taste. To mention just a few, as some of the qualities have been earlier highlighted at the qualities of a good entrepreneur.

Challenges of Entrepreneurship and Creativity Education

Both entrepreneurship and creativity education are relatively new. Most new ideas are initially held suspect. The white collar jobs have for a long time enjoyed seniority in Nigeria. As a result, their emerging has engaged in small battles and skirmishes to try and persuade the majority of Nigerians to believe that these two have power and effectiveness to minimize unemployment by helping people to create their jobs and be self employed.

- Many educational institutions in Nigeria are yet to include entrepreneurship and creativity in their curricula.
- Research and publications in terms of journals, textbooks and monographs that will popularize it are inadequate.
- Teachers, instructors and facilitators are presently in acute shortage as these disciplines are relatively new.
- Lack of technological environment like electricity to power the computers and other materials that provide on line opportunities.
- Negative mindset, as old traditions hardly die.

- Lack of formal academic programmes which is a lack of commitment on the part of institutions
- Learners' or students interest
- Lack of loans to interesting entrepreneurs to set up their own enterprises
- Lack of political will by the 3 tiers of government to embrace entrepreneurship as a boost to the national economy (Denga, 2010: 25-32).

Conclusion

This paper sums up the fact that an entrepreneur needs to be creative, in any business venture. The concepts of creativity and entrepreneurship have been heuristically presented with qualities of a good entrepreneur and creative entrepreneur highlighted. The challenges were noted and the ways forward were recommended.

Recommendations

The following recommendations are made based on the foregoing

1. The 3-tiers of government should help in the establishment of workshops for varying trades, business centres and ventures and venues for training and practicalising theoretical concepts in entrepreneurs and creativity education.
2. For entrepreneurship and creativity education to flourish well and embrace the 21st century and beyond, teachers or trainers must be more competent in the use of academic technology and also expand their pedagogies to include new approaches to the teaching of these two

concepts. E.g. The use of video, projectors etc (Solomon and Duffy 2002:82-83).

3. The school curriculum in Nigeria should be diversified and need to exploit fully our God-given potentials, so that youth and adult who cannot further their education to the tertiary level, can create opportunities for self-employment from entrepreneurship and creativity education.

4. Government should provide loans to interesting and creative entrepreneurs directly to embark on their business ventures

5. Interesting creative entrepreneurs can organize themselves; form cooperatives where they can generate funds to get their start-up-capital.

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