RESOURCE MANAGEMENT (HUMAN AND MATERIAL) ENTREPRENEURIAL COMPETENCIES NEEDED BY FRESH GRADUATES OF BUSINESS EDUCATION IN ANAMBRA STATE

Dr. Uzo-Okonkwo, N.H.  
Dept of OTM  
School of Business Education  
Fct (T), Umunze  
nmekailoisiom @gmail.com

Oduh, J.O.  
Dept of Accounting Education  
School of Business Education  
Fee (t), Umunze  
justyoduh@yahoo.com

Abstract
This study investigated the resource management (human and material) entrepreneurial competencies needed by fresh graduates of business education in Anambra State. The Population was all the registered small-scale business operators in Anambra State numbering two thousand three hundred and ninety eight (2398). Systematic and Yaro Yamene determination approaches of sample were used. The sample for the study was three hundred and forty three. A research question guided the study. The study employed descriptive survey research design. Structured questionnaire developed by the researcher was used for data collection. Data collected were analyzed using mean and standard deviation. The result of the study showed that the registered small scale business operators in Anambra State rated resources management (human/material) entrepreneurial competencies as much needed by fresh graduates of business education. The researcher recommended, among others that government has to recognize the need to equip fresh graduates of business education with entrepreneurial competencies as a strategic imperative for self-reliance and nation-development as well as take steps to help in teaching and learning of business education students by providing enough teaching material, resource persons, facilities and encourage collaboration between schools and industries.

Introduction
Management has been defined as the process of utilizing the human and material resources, to accomplish designated organizational, objectives. Hit middeist and Mathis in (Uzo-Okonkwo (2014) reviewed management as the integration and coordination of resources in order to move, towards designed objectives Uzo-Okonkwo (2014:89) broadly defined management as a process of pulling ideas, suggestions and activities of the various sub-groups, systems … by developing and directing them towards predetermined goals.

Management consists primarily of planning, organizing, directing and controlling. Ojukwu (2009), defined management as the process of allocating an organizational input (human and material resources) by planning, organizing, directing and controlling for the purpose of producing output (goods and services) desired by its customers so that organizational objectives are accomplished. Thus if a fresh graduate through planning
and proper organization manages an organization, a change can be anticipated and when it occurs it can be properly directed and controlled. Sannie (2009) defined manager as a person whose primary objective is getting things done through the efforts of other people. Uzo–Okonkwo (2014) went further to say that manager is someone who plans, organizes, directs and controls both the human and non-human resources effectively and efficiently to accomplish organizational objective. The duties and responsibilities of a manager are very crucial to every successful organization. Sannie in Uzo-Okonkwo (2014) identified the following as the duties and responsible of a manager.

- The manager sets goals and objectives, interprets them to the subordinates for efficient implementation.
- The manager uses his initiative to distribute the scarce resources of an organization.
- The manager makes sure the resources of an organization are fully utilized without wasting any.
- It is the duty of the manager to make sure that a conducive environment is created for workers in order for them to put in their best.

Entrepreneurship according to Drucker (1985) helps in the process of using private initiative to transform a business concept into a new venture or to grow and diversify an existing venture or enterprise with high growth potential. Entrepreneurship also refers to the skills and knowledge required by the entrepreneur for effective combination of factors of production and for the production and management of goods and services that are in demand. Entrepreneurship education is the kind of education organized to equip the learner with entrepreneurial skills that will enable fresh graduates start off a business and the techniques involved in the management of the business.

Competency could be defined as an underlying characteristic of individual that is causally related to criterion referenced effective and/or superior performance in a job or situation. Underlying characteristics means the competency is a fairly deep and enduring part of a person’s personality and can predict behavior in a wide variety of situations and job tasks. Causally related means, that a competency actually causes or predicts behavior and performance. Criterion referenced means that the competency actually predicts who does something well or poorly, as measured on a specific criterion or standard Uzo–Okonkwo, (2014).

Ibrahim (2008) stated that business education encompasses knowledge, attitude and skills needed for all citizens in order to effectively manage their personal business and function effectively in their economics system. Business education is a course of study which equips individuals with functional and saleable skills, knowledge, attitudes and values which enable fresh graduates to operate in the environment he finds himself such that he is self-reliant and become a job creator rather than a job seeker (Awojobi,
2011). Business education strives to fulfill the functions of entrepreneurship education through the various programmes of study which include computer and management. The teaching of entrepreneurship education in higher institutions of learning expose graduates to numerous self employment opportunities, such as secretarial services, credit card issuing, financial planner portfolio, management, marketing consulting services, Human rights organization and office administration services. With these entrepreneurship education now stands as alternative for fresh graduates to start and manage a business of their own.

The study therefore sought to find out the resource management (human and material) entrepreneurial competencies needed by fresh graduates of Business education.

Statement of the Problem

The nature of business education programme makes it a job creating course where fresh graduates have a wide choice of creating and starting business. The importance of productivity in any organization can hardly be over stated. The productivity of an organization is seen as the relationship between units of labour input and units of output. Okoro and Bajur (2011), opined that the success or failure of an organization or enterprise depends on management. Management influences and determines the productivity of the subordinates. Research shows that productivity is never low under a manager known for his integrity, initiative, a sense of justice and emotional stability, (Okoro and Dajur, 2011). From the foregoing one could infer that if an entrepreneur adopts the right methods and processes, utilizing good management acumen and skill, productivity will be enhanced. It is on that premise that the study tends to find out the management (human and material) entrepreneurial competencies, needed by fresh graduates of Business education.

Purpose of the Study

The purpose of the study was to identify the resources management (human and material) competencies needed by the fresh graduates of business education.

Research Question

What are the resource management (Human and material) competencies needed by the fresh graduates of Business education?

Method

The study was conducted in Anambra state of Nigeria. The population consisted of all private business organizations registered with Nigerian Association of small scale industrialist under-Nigerian Chamber of Industry, commerce, mines and Agriculture in Anambra state, comprising manufacturing and allied businesses, general business services, constructions and Agro allied, giving a total of 2398. A sample size of 343 was
determined using systematic sampling technique and Yaro Yamane determination of sample. The instrument for data collection was a 17 structured questionnaire on a 5 point likert scale which was validated by three experts, two from business education and one from measurement and evaluation. Data collected were analyzed. Nominal values were assigned to different option for the items and the eman of each item was interpreted in relation to the limits of the value assigned to the response categories of the instrument as follows very much needed (VMN) with a value of 5, much needed (mN) with a value of 4, Needed (N) with a value of 3, Rarely needed (Rn) with a value of 2 and Not Needed (NN) with a value of 1.

Results
What resource (human/material) management entrepreneurial competencies are needed by fresh graduates of business education?

Table 1
Mean results of resource (Human /material) entrepreneurial competencies needed by fresh graduates of business education.

<table>
<thead>
<tr>
<th>S/NO</th>
<th>ITEMS</th>
<th>X</th>
<th>SD</th>
<th>INTERPRETATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Ability to take moderate calculated risk</td>
<td>3.85</td>
<td>0.98</td>
<td>MN</td>
</tr>
<tr>
<td>2</td>
<td>Ability to overcome handles, solve a problem and complete a job</td>
<td>3.89</td>
<td>0.98</td>
<td>MN</td>
</tr>
<tr>
<td>3</td>
<td>Ability to set high clear and challenging goals</td>
<td>4.21</td>
<td>0.93</td>
<td>VMN</td>
</tr>
<tr>
<td>4</td>
<td>Ability to apply the managerial functions to productivity</td>
<td>4.19</td>
<td>0.81</td>
<td>VMN</td>
</tr>
<tr>
<td>5</td>
<td>Ability to sue oral and written communication</td>
<td>4.19</td>
<td>0.84</td>
<td>VMN</td>
</tr>
<tr>
<td>6</td>
<td>Ability to display a sense of judgment</td>
<td>4.02</td>
<td>0.98</td>
<td>MN</td>
</tr>
<tr>
<td>7</td>
<td>Ability to determine the appropriate employee training and development</td>
<td>3.91</td>
<td>1.01</td>
<td>MN</td>
</tr>
<tr>
<td>8</td>
<td>Ability to maintain a high level of drive and energy</td>
<td>4.09</td>
<td>0.94</td>
<td>MN</td>
</tr>
<tr>
<td>9</td>
<td>Ability to deal with failure</td>
<td>4.03</td>
<td>0.94</td>
<td>MN</td>
</tr>
<tr>
<td>10</td>
<td>Ability to negotiate effectively</td>
<td>3.85</td>
<td>0.93</td>
<td>MN</td>
</tr>
<tr>
<td>11</td>
<td>Ability to seek opportunities in change and respond to changes in business world</td>
<td>3.95</td>
<td>0.98</td>
<td>MN</td>
</tr>
<tr>
<td>12</td>
<td>Ability to set priorities and organize to achieve</td>
<td>3.91</td>
<td>1.02</td>
<td>MN</td>
</tr>
<tr>
<td>13</td>
<td>Ability to identify and withstand competition.</td>
<td>3.98</td>
<td>0.96</td>
<td>MN</td>
</tr>
<tr>
<td>14</td>
<td>Ability to manage cash flow</td>
<td>4.06</td>
<td>0.91</td>
<td>MN</td>
</tr>
<tr>
<td>15</td>
<td>Familiarity with method for conducting effective interview. Recruiting and dismissing or employee</td>
<td>3.91</td>
<td>0.96</td>
<td>MN</td>
</tr>
<tr>
<td>16</td>
<td>Ability to manage success</td>
<td>4.12</td>
<td>0.92</td>
<td>VMN</td>
</tr>
</tbody>
</table>
Discussion

Results in the table above showed that all the resource (human /material) management entrepreneurial competencies studied were rated much needed by small scale business operators’ in Anambra State. Asuquo (2014) and Uzo–Okonkwo, (2014) noted that management competencies are needed and are inseparable. They go hand in hand and are like the front and back of a coin. Uzo-Okonkwo (2014) further noted that fresh graduates, that is would be entrepreneurs require managerial skills because they also play the role of managers since they are responsible for the attainment of their organizational goals and objectives. Again Ikeanyionwu (2006) also noted that administrative skills are needed for effective management of small–scale business as entrepreneurs. It is not surprising that entrepreneurs rated these competencies as much needed, because as managers, they are supposed to look at organizations in its totality. That is ability to apply the managerial functions to productivity and ability to self – evaluate personal skills. Again fresh graduates need these competencies in order to be able to determine appropriate employee training and development, display a sense of judgment and initiative and appraise employee performance. The fact that entrepreneurs rated these resource management (human /material) competencies, as much needed as revealed in this study is a pointer to the fact that fresh graduates of business education should be exposed to other managerial functions as their counterparts in business administration.

Conclusion:

This study investigated the research management (human and material) entrepreneurial competencies needed by fresh graduates of business education to operate and manage small scale and medium businesses as entrepreneurs. From the findings of the study, it can be concluded that resource management (human/material) entrepreneurial competencies are needed by fresh graduates of business education to effectively operate as entrepreneurs.

Recommendations

Based on the findings of the study, the researcher makes the following recommendations.
1. Schools should take steps to help in the teaching of learning of business education students by providing enough teaching material, resource persons, facilities and encourage collaboration between schools and industries.
2. Schools should establish entrepreneurship centers in schools, which will help the students to have practical oriented studies on entrepreneurship or a kind of simulation.
3. Fresh graduates of business education should be abreast of managerial functions and duties in order to be able to manage and sustain their business.

References