



## E-BUSINESS COMPETENCIES REQUIRED BY UNIVERSITY BUSINESS EDUCATION STUDENTS FOR MANAGEMENT OF SMALL SCALE BUSINESS

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### **Abstract**

*An e-business competency required by university business education students for management of small scale business was carried out in Enugu State. The researchers adopted survey research design. The population comprised 292 bank supervisors made up of 198 male and 94 female in the 73 commercial bank branches in Enugu metropolis. The entire population was utilized for the study, therefore, no sample was drawn. The instrument used for data collection was a structured questionnaire of 21 items. The instrument was validated by three experts. Out of 292 copies of the questionnaire distributed, 281 were properly filled and returned representing 92.3% return rate. Data collected were analyzed using mean and standard deviation while t.test was used to test hypotheses at .05 level of significance. The result of the analysis showed that university business education students require e-banking and e-accounting competencies for management of small scale business. Based on the findings of the study, the researchers recommended that e-banking and e-accounting should be incorporated into the business education curriculum and also, business educators should train and re-train themselves on e-business competencies.*

**Keywords:** *E-business, E-banking, E-Accounting and Business education students*

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### **Introduction**

Technology has greatly shaped the business environment of today. Many business transactions today can be carried out online or through computer networks. This agrees with the observation made by Udegbunam, Uchenu, Odimmega & MacPherson (2018) that many companies greatly rely on technology to provide accurate information for their effective management in today's business world. With the development in internet and web-based technologies, there is clear distinction between traditional markets and the global electronic business (E business).

E business is synonyms to E Commerce. It is the buying and selling of goods and services in the internet. Anjali (2014) noted that E business include any process that



a business organization conducts over a computer mediated network. In the view of Ayeni and Olatona (2015) Electronic commerce( E-commerce ) is the sale or purchase of goods/services conducted over computer networks by methods specifically designed for the purpose of receiving or placing of orders . E commerce has revolutionized the mode of business transactions. Customers can now bank, invest, distribute and communicate anytime, anywhere through the internet. E commerce typically involves four stages Vis viz:

the customer stage which can be obtained from the various E commerce sites available . a typical example is Amazon. Com.

Ordering stages by the customers, if the goods/services are available .

Payment stage for the goods and services.

Lastly is the delivering stage which must be done by the organization via electronic means (Vijay, 2018).

Commerce involves online business operation for products and services both between companies and between the company and the customer. E commerce is relevant in our daily lives in the following ways:

It offers variety of products which cannot be easily obtained in the traditional market.

selling products and services online is less expensive. Both the fixed cost and variable costs are drastically reduced.

delivering via electronic means it faster and less time consuming.

It offers transparency in business through the use of point of sale machine (POS) and other digital transactions in the bank.

it enhances faster service delivering. Goods/services can be delivered all over the world through the internet thereby generating higher profit with lesser overhead cost.

It offers more customer retention because business maintains the names of their customers in their database. Despite the relevance of E- Commerce, it also has its drawback such as cybercrime.

The impact of E commerce is highly noticeable today in financial institutions such as banks. Customers need not to spend their precious time cuing up in the bank to cash, transfer and check their balance. This can easily be done through electronic cash transfer, automatic teller machine (ATM) and online banking. The risk of carrying money about has been reduced barely at minimal because customers can transfer money through their mobile phone at the comfort of their bedroom. Banking industry



has embraced electronic banking such as ATM to cash, transfer money and pay bills. Onyebu (2011) stated that banks face higher cost when conducting business with customers through cheques compared to electronic mail. Onyeabu further emphasized that a transaction handled via the internet will cost a bank less amount than deposit/withdrawal by cheques over the counter at the branch office. Modern technological devices used in the bank include ATM which can be used to cash, transfer money from one account to another, pay bills and check balance. Credit scoring software allows loans to be approved within a space of time. Onyeabu (2014) citing Micheal observed that new auto-writing cheques can be used in writing cheques instead of using pen. Therefore, new technologies of banking industries include but not limited to the following: Automated teller machine (ATM), Point of Sale Terminal (POS), Mobile Banking or banking on wheels, Cash Card, pay direct, telephone banking, internet banking, electronic fund transfer, master cards, alerts and auto writing cheques.

Sweety(2017) emphasized that improvement in financial innovations and technologies has made E-banking an intensive part of banking sector. If this is the situation in banking industry, business education students require the skills in E-banking for effective management of small scale business.

Equally, new technologies have become a driving force in modern accounting. No business entity can thrive without effective accounting system because accounting is the language of communication in any business, In conformity with this is the statement made by Nwokike (2010) that for one to properly manage his/her business effectively, the person should acquire the basic accounting skills for keeping records of his business transactions. Moreover, Onou and Orienor (2014) noted that prior to the computerization of accounting systems, recording and processing of accounting information were done manually by accountants. Accounting systems are responsible for recording, analyzing, monitoring and evaluating the financial condition of companies and the preparation of documents necessary for tax purposes e.t.c. Recently, electronic accounting has paved its way in many businesses as a result of internet technology.

Electronic Accounting (E Accounting) refers to any accounting system that relies on computer for performance. Mohammed, John and Joshua (2011) refer to E-Accounting as an accounting system that relies on computer technology for capturing and processing financial data in an organization. E accounting can also be



described as any accounting system that utilizes ICT application tools and device in gathering, recording, analyzing, processing, interpreting and communicating accounting transactions and information concerning economic events to enable stakeholders to make informed decisions. Further, any accounting system that involves the application of computing, mobile and internet technologies in performing accounting functions is referred to as E- Accounting. E- Accounting has the following benefits. It reduces the volume of work, improved productivity, reduces transaction costs and higher information quality and a variety of reports can be quickly generated on demand (Zoryada 2003).

The earlier and faster the developing countries and small scale business enterprises utilize. E Business and E Accounting, the faster it enables the country to become more developed. Nowadays, business enterprises that intends to survive in the business environment is expected to position itself properly to utilize E business because of the numerous benefits and opportunities it offers. Iwudu cited by Onyebu (2014) stated that today, technological advancement in the world has enormous impact on most business enterprise.

According to Ebuo (2011), Small business is one which is owned and managed by one or two persons, influenced by the family in decision making, has undifferentiated organizational structure, market share is relatively small and employ less than fifty (50) workers. E business / E-commerce such as E Banking is electronic business resources which business education students need the competencies in order to swim with the sharks without being swallowed in the competitive business world on graduation.

Business Education students are youths running a programme in business education in universities. Business education is an educational programme offered in the universities and colleges of education. In the view of Ibrahim and Yakubu (2018), business education is concerned with teaching the skills, attitudes and knowledge needed for success in business career. Business education involves teaching the recipient the competencies and saleable skills for sustainable business career. The major areas of business education in universities include: Accounting, commerce and co-operative/marketing and office technology management education. Business education has the potential of equipping the students with the saleable skills for establishment and management of small scale business. Business Education Students need to be innovating, creative and adapt to new technologies in business



environment such as E Banking and E accounting. The earlier these new technologies are incorporated in the curriculum, the better for business education students. This will help them to easily embrace these new technologies in the business world on graduation. Hence the needs for this research work.

### **Statement of the Problem**

New technologies have posed a serious challenge to business educators and their students. The modern offices where business education students are going to work on graduation is highly mechanized as a result of new technologies. Equally, modern businesses are now adopting new technologies. The researchers were perturbed that if business education students do not possess E-business competencies on graduation, they may find it difficult in managing small scale business and this may likely lead to business failure.

### **Research Questions**

The following research questions were answered by the study

What are the E-banking competencies required by business education students for management of small scale business?

What are the E-accounting competencies needed by business education students for management of small scale business?

### **Hypotheses**

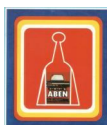
The following hypotheses were tested at .05 level of significance.

There is no significant difference between the mean responses of male and female bank supervisors on the e-banking competencies required by business education students for management of small scale business

Significant difference does not exist between the mean responses of male and female business education students on the e-accounting competencies required by business education students for management of small scale business

### **Method**

The researchers adopted a descriptive survey research design in carrying out the study. The area of the study was Enugu State. The population was 292 bank supervisors in the 73 commercial bank branches in Enugu metropolis. The entire population was utilized for the study, Therefore, no sample was drawn. To answer the research questions, a structured questionnaire comprising 21 items were used for



data collection. The instrument was validated by experts, 2 business educators and a lecturer from measurement and evaluation, all from the Faculty of Education, Enugu State University of Science and Technology. The total copies of questionnaire returned was 281 out of 292 copies distributed, representing 92.23% return rate. 281 copies of the questionnaire returned were used for data analysis. Data were analyzed using mean and standard deviation for the research questions while the hypotheses were tested at .05 level of significance using t. test. To reach the decision regarding mean, the real limits of the numbers were adopted thus:3.50 4.00 Very highly required, 2.50 3.49 highly required,1.50 1.49 moderately required, 1:00 1:49 Not required

## Results

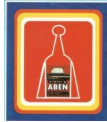
### Research Question 1

What is the E banking competencies required by business education students for management of small scale business?

**Table 1:** Mean and standard deviation of male and female responses on E-banking competencies required by business education students for management of small scale business.

S/N	E-banking competencies required by university business education students include abilities to use	Male: N=188		Female: N=93		Group overall		Dec.
		X <sub>1</sub>	SD <sub>1</sub>	X <sub>2</sub>	SD <sub>2</sub>	XG	SDG	
1	Automated Teller Machine (ATM)	3.66	0.51	3.63	0.51	3.65	0.51	VHN
2	Electronic Fund Transfer	3.57	0.62	3.47	0.56	3.54	0.60	VHN
3	Online Account organization	3.38	0.77	3.33	0.54	3.37	0.70	HN
4	Cheque imaging	3.19	0.91	3.14	0.80	3.17	0.88	HN
5	Credit Scoring Software	3.07	0.82	3.04	0.74	3.06	0.79	HN
6	Point of sale terminal (POS)	3.34	0.65	3.19	0.66	3.29	0.66	HN
7	Mobile Banking	3.63	0.56	3.59	0.52	3.62	0.54	VHN
8	Cash card	3.34	0.77	3.19	0.81	3.29	0.78	HN
9	Pay Direct	3.29	0.66	3.22	0.66	3.26	0.66	HN
10	Credit Scoring software	3.31	0.75	3.33	0.69	3.31	0.73	HN
<b>Aggregate Mean</b>		<b>3.38</b>	<b>0.70</b>	<b>3.31</b>	<b>0.65</b>	<b>3.36</b>	<b>0.69</b>	<b>HN</b>

Table 1 shows that the identified 10 items are the E-banking competencies very highly required by business education students for management of small scale business with the aggregate mean of 3.36. The mean ranges from 3.06 to 3.65 while



the standard deviation ranges from 0.51 to 0.88. The low standard deviation shows that the respondents are very close in their perception.

**Hoi:** There is no significant difference between the mean ratings of male and female bank supervisors on E-Banking competencies required by business education students in the management of small scale business.

**Table 2:** *t-test analysis of male and female bank supervisors on the e-banking competencies required by business education students for management of small scale business.*

Gender	N	T	DF	Sig.(2 tailed)	Mean difference	Standard error
Male	188					
		1.254	279	0.211	0.64213	.51226
Female	93					

Table 2 shows that t value of 0.05 level of significant and 50 degree of freedom for the 10 items is 1.254 with a significant value of 0.211. Since the significant value of 0.211 is more than the 0.05 level of significant. This means that there is no significant difference with regard to the 10 items on the mean responses of male and female bank supervisors on the E-banking competencies required by Business Education Students for management of small scale business. Hence the null hypothesis is not significant.

### Research Question 2

What are the E- Accounting competencies required by business education students for management of small scale business.

**Table 3:** *Mean ratings of male and female bank supervisors on E-Accounting competencies required by business education graduates for management of small scale business*

S/N	Item description	Male		Female		Overall		
		N=188		N=93				
		X <sub>1</sub>	SD <sub>1</sub>	X <sub>2</sub>	SD <sub>2</sub>	XG	SDG	Dec.
	E – Accounting competencies required by business education students for management of small scale business include abilities to use							
1	Quick books	3.24	0.72	3.47	0.64	3.32	0.70	HN
2	MS Excel	3.51	0.74	3.56	0.58	3.52	0.69	VHN
3	Sage Accounting	3.27	0.93	3.39	0.66	3.31	0.85	HN



4	Peach tree accounting	3.11	0.89	3.20	0.85	3.14	0.88	HN
5	Applications for payroll	3.21	0.68	3.13	0.73	3.19	0.69	HN
6	Online accounting	3.35	0.68	3.26	0.64	3.32	0.67	HN
7	Sales and receivable application	3.37	0.67	3.49	0.58	3.41	0.64	HN
8	Payable and purchases application	3.44	0.67	3.29	0.75	3.39	0.69	HN
9	Loan amortization application	3.35	0.72	3.27	0.71	3.32	0.72	HN
10	Application for preparing financial statement	3.28	0.79	3.38	0.69	3.31	0.76	HN
11	Digital tool kits/web links	3.28	0.64	3.04	0.69	3.20	0.66	HN
<b>Aggregate mean</b>		<b>3.31</b>	<b>0.68</b>	<b>3.32</b>	<b>0.68</b>	<b>3.31</b>	<b>0.72</b>	<b>HN</b>

Table 2: Shows that the questionnaire items 1-11 have a grand mean of 3.31 which ranges from 3.14 to 3.52. Therefore, the identified 10 items are the E Accounting competencies highly required by business education students for management of small scale business.

## Hypothesis 2

Significant difference does not exist between the mean ratings of male and female bank supervisors on the E Accounting competencies required by business education students for management of small scale business.

**Table 4:** Summary of *t* test analysis of male and female bank supervisors on E accounting competencies required by business education students for management of small scale business.

Gender	N	T	DF	Sig (2 tailed)	Mean Difference	Std. Error	Dec
Male	188						
		0.128	279	0.898	0.06898	.53887	NS
Female	93						

The result of the analysis in Table 4 shows that the *t*. value at 0.05 level of significant and 279 degree of freedom for 11 items is 0.128 with a significant value of 0.898. Since the significant value of 0.89 is more than the 0.05 level of significant, it implies that there is no significant difference in the mean ratings of male and female bank supervisors on the E accounting competencies required by business education students for management of small scale business.

## Discussion of findings

The bank supervisors considered E Banking such as the use of automated teller machine and mobile banking as the E- Banking competencies highly required by



business education students for management of small scale business. Because of the risk involved in carrying money about, small scale business owners need mobile banking to transact their business anytime and anywhere. In line with the findings of the study, Sweety Gupta (2017) stressed that E Banking has revolutionized the lives of individuals of present times. Sweety Gupta noted that earlier banking customers were required to personally visit a bank branch in order to transact business through their savings account but with the arrival of internet banking, the manner in which financial transactions are carried out have changed with mobile banking. With mobile banking, a small scale business owner need not go to bank to wait for a long cue in the bank before he/she can transact business. The time wasted might be utilized for other useful ventures. The null hypothesis indicated that there was no significant difference with regard to the mean responses of male and female bank supervisors on the E Banking competencies required by business education students for management.

The result of the study with respect to research question two showed that E Accounting competencies highly required by business education students are MS excel and sales/receivables application. Sales and receivables application is an accounting application that enables a small scale business owner to record his or her sales and receivables. This tallied with the opinion of Zorayda (2003) that E-accounting is beneficial because it reduces the volume of work and also improves productivity. The result of the second null hypothesis indicated that no significant difference existed in the mean ratings of male and female bank supervisors on the E accounting competencies required by business education students.

### **Conclusion**

E-Business such as E banking and E accounting is borderless entities permitting any time any- where business. Based on the findings deduced from the study, business education students require E business competencies for management of small scale business on graduation.

### **Recommendations**

Based on the findings of the study, the researchers proffered the following recommendations:

E business such as e-banking and e-accounting should be integrated into business education curriculum.

Business educators need to be trained and re-trained on the E- business competencies so that they can impart the relevant competencies to the students.



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