



## **ENHANCING DIGITAL SKILLS ACQUISITION THROUGH BUSINESS EDUCATION FOR ENTREPRENEURSHIP DEVELOPMENT**

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### **Abstract**

*The rate at which youths are suffering in the bid to search for employment opportunities is alarming owing to the fact that many are not capable to undertake ventures which would make them self-employed and as well employers of labour. As a result, the study was carried out to investigate digital skills acquisition through business education for entrepreneurship development. The study was carried out in Oyo State of Nigeria. Survey research design was adopted for the study. The population for the study comprised 3659 entrepreneurs whose names were on record with the State Ministry of Trade, Industry and Cooperatives. The sample for the study was 361 entrepreneurs in Oyo State. The sample was arrived at using Yamane sample size formula and was drawn through proportionate stratified sampling technique. Two research questions guided the study. Descriptive statistics of mean and standard deviation were employed for data analysis. Mean was used to answer the two research questions while standard deviation was employed to determine the homogeneity or otherwise of the respondents opinions. The results of the data analysis revealed that both digital data analysis and search engine optimisation skills were rated very high by the entrepreneurs which suggest that the skills need to be enhanced through business education programme in order to aid entrepreneurship development in the State. The study recommended amongst others that business education trainees should be exposed to necessary digital skills in order to facilitate smooth establishment running of self-owned businesses which douse the tension of unemployment in the nation.*

**Keywords:** Digital Skills, Acquisition, Business Education and Entrepreneurship Development

### **Introduction**

The rate at which unemployment thrives in Nigeria is alarming. One could wonder why it is so when many educational institutions are in place offering different forms of programmes. The main expectation of many is that anyone who must have gone through one educational training or the other should not be found in the predicament of unemployment, this situation could be totally avoided if the necessary steps and update are being carried out from time to time on the overall educational system. If truly economic improvement is to be witnessed in any nation, education of such nation must be occasionally revisited to keep in line with social, environmental and technological changes. When the appraisal of activities and a set of instructions undertaken in educational institutions particularly those relating to vocational training is conducted, it would pave the way for accommodation of relevant learning activities that will promote the well-being of the recipients after the training period. The well-



being of individuals would be improved upon as they would have acquired useful skills that are capable of creating enabling environment for them to be on their own after graduation. If this is achieved, the syndrome of unemployment will be drastically reduced and the search for white collar job would be low. One of the vessels through which unemployment could be gotten rid of is to enhance learning of business education.

Business Education as seen by Olawoyin (2021) is the education that is organized, designed and planned to be imparted in the students, trainees, youths certain required skills, understanding, and knowledge about business activities with a motive of turning the recipients to self-reliant and or self-employed beings and thereby combat unemployment and aid national development. The role of business education in nation building can never be over emphasised. Part of the roles of business education programme is to build individuals who will turn to be self-employed and at the same time employer of labour. Business Education could therefore be operationalised to be the type of education that is designed and planned in such a manner that it will prepare individual recipients for future job and vocation with a view to eliminating idleness in the society. Elimination of idleness could be achieved as the graduates of business education would be fully engaged in entrepreneurship.

Entrepreneurship is a set of activities that assist individuals to witness improvement and or new things in the process of producing goods and services for the consumption of the public. Entrepreneurship refers to all those activities which are to be carried out by a person to establish and to run the business enterprises in accordance with the changing social, political and economic environments. Entrepreneurship includes activities relating to the anticipation of the consumers likes and dislikes, feelings and behaviors, tastes and fashions and the introduction of business ventures to meet out all these expectations of the consumers (Rao, 2022). Rao (2022) defined entrepreneurship as a system of operating business in which opportunities existing within the scope of a market are exploited. In the view of Tutorial Point (2015), Entrepreneurship Development is a practice meant to improve entrepreneurial skills among people. In other words, it is the inculcation, advancement, and grooming of entrepreneurial skills into a person needed to establish and successfully run an enterprise. For the achievement of improved entrepreneurship development at this global existence of business activities, there is need to fervently adopt certain digital skills which could aid daily transactions of would be entrepreneur. The digital skills include but not limited to data analysis skills and search engine optimization skills.

Data analysis skills are the utilization of functional procedures and modern softwares to gather and process a wide range of information from different online interactions of one's target market (Michael, 2022). These skills are relevant to every entrepreneur who really mean business in this contemporary digital era. These skills would facilitate enabling environment to compete with counterparts across the globe and would create ample opportunities for any organisation to reach out to various customers in the world using limited effort. On the other hand, search engine optimization skills are a set of skills that are needed to support all levels of digital selling and marketing. These skills would enable individual venture to have adequate ability to ensure understanding of the ongoing business activities across the globe and as well equip with handling methodologies of facilities available to reach out to the whole world of market. This study therefore was conceived to investigate acquisition of digital skills through business education for entrepreneurship development.

### **Statement of the Problem**

There is general outcry within the nook and cranny of the nation on the spate at which graduates are rolling out from different tertiary institutions without equivalent job opportunities. This situation continually disturbs the individuals in the society just as the burden of the graduates is still lying on the neck of their parents. It is worrisome therefore that despite the efforts of Nigerian government through varying degrees of policies that are aimed at creating employment opportunities,



a large number of graduates are still obviously roaming the streets of the nation searching the white collar jobs that are apparently not in existence. It is against this backdrop that this study was designed to determine digital skills that need to be acquired through business education programme in order to aid entrepreneurship development among the graduates of the programme.

### Research Questions

1. what are the data analysis skills need to be acquired through business education for entrepreneurship?
2. what are the search engine optimization skills need to be acquired through business education for entrepreneurship?

### Method

The study adopted descriptive survey research design. The area of the study was Oyo State, Nigeria. The population of the study consisted of 3,659 entrepreneurs whose names were on records with the Ministry of Trade, Industry and Cooperatives. The sample used for collection of data for the study was 361 entrepreneurs in the State. The sample was arrived at through Taro Yamane sample size determination formula. The sample was drawn through proportionate stratified sampling technique. The instrument used for collection of data was titled Digital Skills Acquisition Questionnaire (DSAQ). The instrument was of two sections A and B. Section A sought to elicit information of the respondents while section B was divided in to two parts. Part 1 with 7 items sought to collect data relating to research question 1 while part 2 with 7 items elicited information relating to the research question 2. The instrument was on 4-point rating scale of (Strongly Agree-4, Agree-3, Strongly Disagree-2 and Disagree-1). Internal consistency of the items was determined using Cronbach Alpha statistical method which produced 0.81 coefficient. The instrument was considered reliable. Mean was used to answer the two research questions while standard deviation was employed to determine the homogeneity of the respondents opinions. The criterion mean of 2.50 was used to adjudge the position of the respondents. Any mean found between 2.50 and 4.00 was rated "Agree" while any mean found below 2.50 was regarded as "Disagree".

### Results

**Table 1: Mean Ratings and Standard Deviation on Data Analysis Skills Acquisition through Business Education for Entrepreneurship Development  
N= 361**

S/N	Item Statement	Mean	SD	Remarks
1.	Ability to easily generate backlinks	3.32	1.40	Agree
2.	Ability to understand the basics of website design and meta tags	3.15	0.69	Agree
3.	Ability to keep in touch with Google's constant algorithm changes	3.10	1.27	Agree
4.	Ability to reach out to large number of customers	2.78	0.85	Agree
5.	Ability to improve on marketing activities	2.99	0.77	Agree
6.	Ability to electronic facilities with ease	3.45	1.21	Agree
7.	Ability to find potential issues on the websites and work on them	3.43	1.09	Agree
<b>Grand Total</b>		<b>3.17</b>	<b>1.04</b>	<b>Agree</b>

From Table 1, items 1 to 7 have their means rated between 2.78 and 3.43, all of which are greater than 2.50. This shows that all the respondents agreed that all the skills relating to data analysis are needed to be acquired through business education programme for entrepreneurship development.



**Table 2: Mean Ratings and Standard Deviation on Search Engine Optimisation Skills Acquisition through Business Education for Entrepreneurship Development**

**N= 361**

<b>S/N</b>	<b>Item Statement</b>	<b>Mean</b>	<b>SD</b>	<b>Remarks</b>
8.	Ability to analyse business decision	2.91	0.45	Agree
9.	Ability to make relevant business decision	3.20	1.23	Agree
10.	Ability to Ability to understand structured query language	3.41	1.11	Agree
11.	Ability to think critically	3.45	0.98	Agree
12.	Ability to create dashboards and reports	3.22	1.21	Agree
13.	Ability to visualise data at a glance	2.89	1.02	Agree
14.	Ability to adapt quickly to change in technology	3.01	1.13	Agree
<b>Grand Total</b>		<b>3.16</b>	<b>1.02</b>	<b>Agree</b>

From Table 2, items 1 to 7 have their means rated between 2.78 and 3.43, all of which are greater than 2.50. This shows that all the respondents agreed that all the skills relating to search engine optimisation are needed to be acquired through business education programme for entrepreneurship development.

### **Discussion of Findings**

Result in Table 1 reveals that all the items were rated Agree. Entrepreneurs unanimously agreed to data analysis skills for acquisition through business education programme for entrepreneurship development. The data analysis skills include ability to easily generate backlinks, Ability to understand the basics of website design and meta tags, ability to keep in touch with Google's constant algorithm changes, ability to reach out to large number of customers, ability to improve on marketing activities, ability to electronic facilities with ease and ability to find potential issues on the websites and work on them. With the grand mean of 3.17, it is therefore concluded that data analysis skills need to be acquired through business education for entrepreneurship development. This finding is in conformity with the findings of Enor (2013) who found that self-employed building craftsmen block moulders needed to acquire marketing skills in order to set clear market goals. The result of the study is also in agreement with Binuomote and Okoli (2015) who pinpointed that Business Education students needed technical and financial management skills to function well in this time of economic meltdown in Nigeria.

Result in Table 2 shows that all the items relating to search engine optimisation skills are rated Agree by entrepreneurs suggesting that they need to be acquired through business education for entrepreneurship development. The search engine optimisation skills include ability to analyse business decision, ability to make relevant business decision, ability to Ability to understand structured query language, ability to think critically, ability to create dashboards and reports, ability to visualise data at a glance and ability to adapt quickly to change in technology. The grand mean of 3.17 is a revelation of the fact that the entrepreneurs concurred that search engine optimisation skills need to be acquired through business education for the purpose of entrepreneurship development in Nigeria. The outcome of this study is in line with the study of Eze, Ezenwafor and Igberaharha (2016) who found that business education graduates highly needed accounting skills for self-employment. Adequate acquisition of these skills will enable the graduates of business education programme to have dexterity required to thrive businesses of their own and thereby aid entrepreneurship development. The result is also in agreement with the findings of Ezenwafor and Olaniyi (2017) who found that human relation skills were highly needed by Business Education graduates to succeed in self-employment and contribute to entrepreneurial development.



### Conclusion

Digital skills are useful tools in the process of improving business tentacles and will contribute immensely to the growth of Gross Domestic Product (GDP) as the skills would enable the business owners (entrepreneurs) to reach out to customers across the globe. The digital skills if well acquired by the business education programme trainees, they will be given ample opportunity to compete favourably with counterparts across the world since the whole world is now seen as a room. As a result, business education programme should embrace and enhance teaching and learning of digital skills as such will facilitate smooth entrepreneurship development alongside enhanced marketing of goods/products at a bearable overall cost.

### Recommendations

Based on the findings of this study, the following recommendations are made:

1. Business education trainees should be exposed to necessary digital skills in order to facilitate smooth establishment running of self-owned businesses which douse the tension of unemployment in the nation.
2. Tertiary institutions where business education is offered should provide enabling window and requisite facilities for enhancing digital skills learning as this will reduce the rate at which employment is sought by the graduates owing to the fact that they will be able to organise and manage businesses of their own.

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