

**EMERGING NEEDS IN BUSINESS EDUCATION CURRICULUM ON ONLINE
PUBLICATION PACKAGES: ECONOMIC DEVELOPMENT IN
FEDERAL OF COLLEGE EDUCATION, ZARIA**

BY

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ABSTRACT

The study investigated Emerging needs in Business Education Curriculum on Online Publication Packages: Economic Development in Federal College Education, Zaria. Three objectives and three research questions were formulated to guide the study. The descriptive survey research design was adopted for the study. The population of study was 1507 and sample size of 300 respondents. 300 item questionnaire was used as an instrument for data collection. Data obtained were analyzed using mean score from 2.5 the remark is accepted below 2.5 is rejected to answer the research questions. Based on the findings conclusion and recommendation was made; The Nigerian government should address the issue of incessant supply of electric powers. Government should provide huge sum of money for the procurement of ICT tools/facilities.

Keywords: Business Education, Curriculum, Online Publication Packages, Economic Development

INTRODUCTION

The Federal college of Education Zaria, formerly known as the Advanced Teachers' College Zaria. The town of Zaria lies between latitude 11.07 and 12 degrees North and longitude 07.44 and 8 degrees East. Located at a distance of about 962Km from Atlantic Ocean, it is about 80 kilometers North of Kaduna, the capital of Kaduna State.

In April 1959, the Federal Ministry of Education, realized the cardinal importance of educational development to a nation newly attaining political independence, appointment a commission under the chairmanship of Sir Eric Ashby, master of Clare College, Cambridge, to

investigate the needs of Nigeria significantly entitled “Investment in Education”, the government of Nigeria in 1961 presented to the white paper for saw a possible increase in the enrolment of existing secondary schools and the building of 600 new ones, with an annual intake of pupils rising from 12,000 to 45,000. In order to meet this rapid expansion, four new Advanced Teachers Training Colleges were recommended: One in Lagos and one in each of the three regions; Zaria, Owerri and Ondo. For the colleges to take off, four requests for assistance were made to the then United Nations Special Fund which later became the United Nations Development Programme, special Fund component.

The National Commission for Colleges of Education (NCCE) became the funding and policy agency of the colleges as from 1st January 1990. The commission was established by the federal Government through Decree 3 in an official gazette published on 17th January, 1989. A decree promulgated by the Federal Government changed the name of the college from Advanced Teachers’ College Zaria, to Federal College of Education, Zaria, along with other colleges of Education in Kano and Ondo. (See Federal Republic of Nigeria Official gazette No. 16 of 14th May, 1991 vol. 78 Decree No. 12 Federal College of education (Amendment Decree 1991).

Business Education is one of the aspects of vocational education that focuses on skills and knowledge acquisition for the recipients. The goal of business education according to Anao, (2013) is the production of manpower that possesses the requisite knowledge, skill and attitude for harnessing other resources and brings them into co-operative relationships yielding goods and services demanded by society for satisfaction of other wants and needs. However, business education been skill acquiring discipline must inculcate in the recipients to have knowledge and skill of Information and communication Technology (I.C.T).

As the access to information continues to grow exponentially, business education remains more channels for the transmission of prescribed set of information from teachers to students over a fixed period of time. (Odiari, 2010). Buttressing the above view, Kwacha (2007) affirms that the use of educational systems are increasingly obliged to use Information and communication Technology (ICT) hence, it provides information and knowledge for learners as well as exercising abilities and skills needed in the labour market. The labour market demands a work force that can use technology as a means to increase productivity and creativity. This includes networks such as fixed wireless and satellite, broadcasting networks, telecommunications, and applications like the internet, intranet, database management systems and multi-media tools. To Alibi (2004), these skills include identifying reliable sources of information, effectively accessing these sources of information, synthesizing and communicating that information to colleagues and associates. Information is very vital for under-graduate learning, teaching, research and publishing, and as well as in carrying out class assignments and home work. Hawkins (2008) sees information as essential for effective means for processing and transmitting teaching-learning.

The evolution of Information and communication Technology (I.C.T) in the universities environment brought a lot of changes in the teaching-learning situations. This new changes encourages distance learning and also achieve a closer collaboration between different universities and also pave way for a new pedagogical approach where there is unparalleled ability to spread knowledge and disseminate information (Nwosu, and Ogobomo 2012). The authors further attest that; The pace of change brought about by new technologies has had a significant effect on the way people live, work and play worldwide. New and emerging technologies challenges traditional process of information use, dissemination and the ways

information is managed. Easy worldwide communication provides instant access to a vast array of data, challenge assimilation and assessment skills, rapid communication plus increased access to ICT at home, work and in education establishment.

The best online publishing packages offer pre-publishing consultation, extensive publishing service options and promotional services after publishing. Most publishers have several packages available as well as add-on services for purchase. Publishers' websites have detailed information and free booklets on request. This gives you the tools you need to make informed choices about which package works best for you before you pay a cent. As you weigh your options, decide which features are relevant to your needs and avoid spending unnecessarily on ones that you won't use. If you change your mind, you can upgrade later.

The best publishers have a quick overall publishing time frame and give authors the most for their money. High-quality online publishers also provide promotional services, such as web design and copies of your book to send to reviewers, as part of the prepaid package to help you sell your published book.

These days, publishing is accessible to just about everyone. Writing a book is only half of the equation; you need marketing to let people know about your book and grow your sales. Online book publishing services should offer a wide assortment of marketing services, both in publishing packages and as optional services to make sure you have the level of marketing assistance to meet your needs. Marketing starts with your book cover design, since it's the first thing people see when looking for new reading material. Publishers offer assistance with cover design as well as image choices and placement inside the book.

Publishers also offer website design and hosting, Google ads, printed promotional materials, and videos. Publicity services they provide include press releases and social media promotion. They may even offer full-scale campaigns with coordinated print, web and video promotion.

If you have marketing and design experience, you may not need these services. However, many companies include marketing services in their packages. It's important to know whether you can purchase only the publishing services you need so you are not paying for ones you don't.

Entrepreneurship has emerged over the last two decades as arguably the most potent economic force the world has ever experienced. With that expansion has come a similar increase in the field of entrepreneurship education. The recent growth and development in the curricula and programs devoted to entrepreneurship and new-venture creation have been remarkable. Entrepreneurial education is the process of providing individuals with the ability to recognize commercial opportunities and the insight, self-esteem, knowledge and skills to act on them. It includes instruction in opportunity recognition, commercializing a concept, marshalling resources in the face of risk, and initiating a business venture. It also includes instruction in traditional business disciplines such as management, marketing, information systems and finance.

It is against this backdrop that the researcher seeks to carry out an investigation on emerging needs in business education curriculum on online publication packages: economic development in Federal College of Education Zaria. Students in business education are not yet fully aware of the benefits to be derived from being online publication packages.

Statement of the Problem

The central problems which are attributed to this study “emerging needs in business education curriculum on online publication packages: economic development in Federal College of Education Zaria.”, may be due to poor usage or not issue of class size, inability to improve on the needed facilities, equipment, technical expertise, lack of computer laboratories, workshops, seminars, poor organization of the few available instructional materials, Textbooks and supplementary Teaching and Learning Materials, in business education lecturers, attitudes towards the use of ICT, and the weakness of the school administrators in finding solutions to the problems for the effect of misuse of ICT, all need serious attention.

Aliyu (2006) justify this statement when he asserted that it is common knowledge today that, most business education teachers and lecturer lacked skills in ICT and cannot teach them effectively.

Objective of the Study

The major objective of this research is to determine emerging needs in business education curriculum on online publication packages: economic development in Federal College of Education Zaria. However, it will be achieved through the following specific objectives:

- i. To identify the strategies for effective utilization and application of online publication packages in the teaching and learning of business education courses in F.C.E Zaria
- ii. Find out the extent of utilization of online publication packages tool in the teaching and learning of Business Education courses in Federal College of Education Zaria
- iii. Determine the problem that hinders the effective utilization and application of online publication packages in the teaching and learning business education course in federal college of education Zaria.

1.4 Researcher Questions

The following research question is state guide the researcher;

- i. What is the strategies for effective utilization and application of online publication packages in the teaching and learning of business education courses in FCE Zaria?
- ii. To what extent are utilization of online publication packages tool in the teaching and learning of Business Education courses in Federal College of Education Zaria?
- iii. What are the problem that hinders the effective utilization and application of publication package in the teaching and learning business education course in federal college of education Zaria?

Review of Related Literature

An Overview of Business Education in Nigeria

Business education which is currently being offered in Nigerian universities, polytechnics, colleges of education, private commercial and secretarial colleges and as business studies in secondary schools, is, according to Gana (2012), as old as the History of Education in Nigeria.

Over the years, efforts of various groups and individuals have contributed in no small measure to the development of business education programmes in schools. For instance, the Phelps-Stolkes report of 1920 and the report of the Ashby Commission of 1960 encouraged the establishment of business education courses in higher institutions of learning in Nigeria. It also encouraged the introduction of technical subjects into secondary school curriculum. Business education which started in private secretarial/commercial schools is currently being offered in Universities, Polytechnics as well as secondary schools in Nigeria.

Concept of Business Education

Business education is an aspect of vocational education, which equips individuals with the necessary skills, and theoretical knowledge needed for performance in the business world either for job occupations or for self employment. Business education is education for business and about business. Vocational/business education is offered at both the formal and the non-formal setting. Formal education here refers to educational programme offered at the secondary schools and higher institutions aimed at providing vocational skills to children and youths.

On the other hand, non-formal vocational education refers to educational programme offered outside the formal school system aimed at providing, developing and improving vocational skills and general knowledge for children and youths who dropped out of the formal school system for one reason or the other.

The formal school system, as provided for by the Federal Government in its National Policy on Education (1981), (1998) and (2002) offers business studies which comprises of shorthand, typewriting, commerce, office practice and book keeping. It is a compulsory subject at the Junior Secondary School level of Education.

According to the JSCE syllabus, each of the components of business studies is taught as units and they are examined either in objective questions form or essay or both as the case may be.

The National Policy on Education (NPE) further provides that on completion of the junior secondary school, students should be streamed into senior secondary school, the technical college, vocational training centre and the apprenticeship scheme on the basis of 60%, 20%, 10% and 10%. Education for business is obtained at the senior secondary level and it is the type of

education that gives specific business knowledge. Vocational education at this level includes shorthand, typewriting, book-keeping, commerce etc which are taught as separate subject with emphasis on practical training. This enables students to acquire skills either in accounting, secretarial or office administration/marketing respectively.

One of the aims of secondary education is that secondary school leavers should be able to make a useful living for themselves within the society (NPE 2002). According to Fafunwa (1991), the purpose of education is functionalism. Vocational/business education provides practical skills for occupational purposes.

Concepts of Online Publication Packages

Online publication has been around for about ten years --ever since people started putting their text files on the Internet in an effort to share information. However, it seems when dealing with print, we all know what the word publishing encompasses --everything from books, to magazines, to newsletters and brochures. But in the online world, because everything sent across the Internet is, in a sense, posted to the public domain for others to read, many feel that even email, chat groups, anything that IS online, is published. It can make for a confusing area of conversation and research (Feenberg 2011). For the sake of a more focused and easily understood reference, we'll look at online publishing in the same terms in which we think of print publishing --a work meant for public consumption that entails professional (although not necessarily for profit) care given to design, editing, audience, and distribution. Basically, we're addressing what we like to call online desktop publishing; however, even under this title you're likely to find a variety of definitions.

To **publish** is to make content available to the general public. While specific use of the term may vary among countries, it is usually applied to text, images, or other audio-visual content on any traditional medium, including paper (newspapers, magazines, catalogs, etc.). The word **publication** means the act of publishing, and also refers to any printed copies.(Okigbo&Okeke, 2012)

"Publication" is a technical term in legal contexts and especially important in copyright legislation. An author of a work generally is the initial owner of the copyright on the work. One of the copyrights granted to the author of a work is the exclusive right to publish the work.(Odiari, 2010)

In the United States, publication is defined as:

the distribution of copies or phonorecords of a work to the public by sale or other transfer of ownership, or by rental, lease, or lending. The offering to distribute copies or phonorecords to a group of people for purposes of further distribution, public performance, or public display, constitutes publication. A public performance or display of a work does not of itself constitute publication.

To perform or display a work "publicly" means;

- (1) to perform or display it at a place open to the public or at any place where a substantial number of people outside of a normal circle of a family and its social acquaintances is gathered; or
- (2) to transmit or otherwise communicate a performance or display of the work to a place specified by clause (1) or to the public, by means of any device or process,

whether the members of the public capable of receiving the performance or display receive it in the same place or in separate places and at the same time or at different times.

Marketing

Although there are no or few distribution costs for online publishing, it does take a bit of marketing to get people to your site. You must register your publication with as many search engines as possible and, often, this entails a cost. However, if this isn't done, no one will be able to find your site. This process needs to be given regular attention as your description or focus changes and as new search engines are introduced. Also, other sites that have agreed to link to yours need to be regularly contacted to make sure that link will remain on their site. So, while marketing and distribution might be cheaper for the online publication, it is not without its costs especially in terms of labor and time.

The Utilization of Online Publication Packages Tool in the Teaching and Learning of Business Education Curriculum

The term *online learning* (or, as it is sometimes called, *distance learning*) includes a number of computer-assisted instruction methods. For the purposes of this handbook:

Two parallel processes take place in an online environment:

1. Students become more active, reflective learners.
2. Students and teachers engage in learning through the use of technology and become more familiar with technology by using it.

Online learning is most effective when delivered by teachers experienced in their subject matter.

The best way to maintain the connection between online education and the values of traditional

education is through ensuring that online learning is “delivered” by teachers, fully qualified and interested in teaching online in a web-based environment (Feenberg 2011).

Research Design

The research design refers to the outline that will be used to collect or generate data that will be relevant to the study. The research design is essentially plan structure and strategies of investigation connived so as to obtain answers to research problems.

Thus, descriptive research design this is concerned on finding facts to ascertain the nature of something as it exists. In contrast analytical research is concerned with determine based on analysis of fact collected.

Population of The Study

The population of this study is 1507, which consist Pre-NCE 43, 197, 188, 150, regular. NCE PP 150, 160, 170, 180. B.Ed 12,130, 88, 39. The breakdown of the population is presented in table 3.1

Table 3.1 Breakdown of population distribution for the selected classes.

Class	Numbers of students
Pre-NCE	43
NCE I-III	535
NCEPPP I- IV	660
B.Ed	269
Total	1507

Source: first semester class list 2018

Sample Size and Sampling Technique

The sample size is 300 which is in line with odukumule (2005) who suggest 20% of the produce should be used as sample size that is less than 1507.

Presentation of Data

**Table 4.1 Summary of Responses of Research Question One:
What is the strategies for effective utilization and application of online publication packages in the teaching and learning of business education courses in FCE Zaria**

S/N	Questionnaire	SA	A	D	SD	TR	Mean	S.D	Remark
1	Teachers have negative attitude towards the adoption and utilization of ICT	40	450	80	10	300	3.1	2.5	Accepted
2	Government funding and procurement for ICT tools	600	300	100	0	300	3.3	2.5	Accepted
3	Proper supervision of teachers on ICT	40	30	540	10	300	2.1	3.5	Rejected
4	Provision of qualified mechanical personnel for proper maintenance of ICT tools	200	60	400	30	300	2.3	3.5	Rejected
5	Training of business teachers on periodic basis	400	600	100	50	300	3.8	2.5	Accepted

Source: Field Survey, 2018

From the table above, the teachers have negative attitude towards the adoption and utilization of ICT, with the mean score of 3.1 is accepted while the standard deviation of 2.5. Moreover, Government funding and procurement for ICT tools with a mean score of 3.3 while, the standard deviation of 2.5. The Proper supervision of teachers on ICT, with a mean score of 2.1 is rejected while, the standard deviation of 3.5 Provision of qualified mechanical personnel for proper maintenance of ICT tools, with a mean score of 2.3 the remark is rejected while the standard deviation is 3.5 Training of business teachers on periodic basis with a mean of 3.8 while the standard deviation is 2.5.

In summary, from the table above, respondents have the positive, **the strategies for effective utilization and application of online publication packages in the teaching and learning of business education courses in FCE Zaria**

**Table 4.2 Summary of Responses of Research Question Two:
To what extent are utilization of online publication packages tool in the teaching and learning of Business Education courses in Federal College of Education Zaria**

S/N	Questionnaire	SA	A	D	SD	TR	Mean	S.D	Remark
6	Provision of ICT tools, facilities and infrastructure	800	150	60	20	300	3.4	2.5	Accepted
7	Government intervention into ICT school curriculum	800	300	0	0	300	3.7	2.5	Accepted
8	In collaboration of public sector in the provision of ICT tools	600	450	0	0	300	3.5	2.5	Accepted
9	Integration of ICT to instruction	400	450	60	20	300	3.1	2.5	Accepted
10	Scheduling of computer time	800	300	0	0	300	3.7	2.5	Accepted

Source: Field Survey, 2018

From the table above, provision of ICT tools, facilities and infrastructure, with the mean score of 3.4 while the standard deviation of 2.5. Moreover, government intervention into ICT school curriculum with a mean score of 3.7. While, the standard deviation of 2.5. In collaboration of public sectors in the provision of ICT tools, with a mean score of 3.5. While the standard deviation of 2.5. Integration of ICT to instruction with a mean score of 3.1. While the standard deviation of 2.5. Scheduling of computer time with a mean of 3.7 while the standard deviation of 2.5.

In summary, from the table above, respondents have the positive, **the utilization of online publication packages tool in the teaching and learning of Business Education courses in Federal College of Education Zaria?**

**Table 4.3 Summary of Responses of Research three (3)
What are the problem that hinders the effective utilization and application of publication package in the teaching and leaning business education course in federal college of education Zaria?**

S/N	Questionnaire	SA	A	D	SD	TR	Mean	S.D	Remark
11	Provision of adequate telephone lines	120	30	520	10	300	2.3	3.5	Rejected
12	Adequate power supply	200	600	100	0	300	3.0	2.5	Accepted
13	Provision of sufficient peripherals	40	90	400	70	300	2.0	3.5	Rejected
14	Provision of enough supervision	200	750	60	20	300	3.4	2.5	Accepted

	staff								
15	Provision of enough simultaneous access	200	600	60	20	300	2.9	3.5	Accepted

Source: Field Survey, 2018

From the table above, respondents, provision of adequate telephone lines, with the mean score of 2.3 while the standard deviation of 3.5. Moreover, adequate power supply with a mean score of 3.0 while the standard deviation of 2.5. Provision of sufficient peripherals with a mean score of 2.0. While the standard deviation of 3.5. Provision of enough supervision staff with a mean score of 3.4. While the standard deviation of 2.5. Provision of enough simultaneous access with a mean score of 2.9 while the standard deviation of 3.5.

In summary, from the table above, respondents agreed the problem that hinders the effective utilization and application of publication package in the teaching and learning business education course in federal college of education Zaria?

Conclusion

The findings of the study showed that there was no significant difference in the mean scores of business education teachers irrespective of their gender. So the result indicate that due to non-availability of ICT tools/facilities, business teachers were unable to make effective use of the ICT tools in delivering business education courses, therefore, resulting to low skilled teachers and students which is the negative objective of ICTs. Hence, a competent teacher masters his/her subject matter.

Recommendation

The following steps would be adopted in proffering solutions to the influence of emerging need in business education curriculum an online publication package

1. The Nigerian government should address the issue of incessant supply of electric powers.

2. Government should provide huge sum of money for the procurement of ICT tools/facilities.
3. The philanthropist should in collaboration with the school provide ICTs tools, ICT centers and donation of funds.

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