

**STRATEGIC PLANNING PROCEDURE AS A PANACEA FOR EFFECTIVE
TEACHING OF ENTREPRENEUR EDUCATION**

BY

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ABSTRACT

Education plays a crucial role in shaping Individuals and societies, providing them with knowledge, skills and values necessary for personal growth and societal progress. This abstracts explores the strategic planning procedure as a Panacea for effective teaching of entrepreneurial education in all level of education in Nigeria. It began with the definition of Education, Educational planning, the important of Strategic Planning for effective teaching of entrepreneurial Education and some procedures in strategic planning. The paper also provides the meaning of Entrepreneurial Education, the objectives and content of Entrepreneurial Education as well as the important of effective teaching of Entrepreneurial Education. It goes deep into effective teaching of Entrepreneurial Education through strategic planning and the methods. Moreover a comprehensive table showing the distinctive aspects of focuses between methods required for Entrepreneurship teaching and the conventional teaching method was provided. The paper recommended among others that Entrepreneurship teachers should be retrained and there should be proper linkage with entrepreneurs and other stakeholders for effective teaching of Entrepreneurship Education through strategic planning procedure in all levels of education.

INTRODUCTION

Education is seen as an instrument that provides learners the insight about the values, knowledge, skills, and attitude necessary for achieving both human and national development, Education enables the learners to embrace the culture and tradition of the society which is need for growth and development in the 21st century. Education is an instrument of for national development, it fosters the worth and development of the individuals for the general development of the society (Onye and Anyaogu, 2024)

Educational planning can be defined as the process of preparing a set of decisions about the educational enterprise in such a way that the goal and purpose of entrepreneur education will be sufficiently reliable resources.

Ogun (2018) sees “educational planning as the process of applying scientific or rational procedures to the process of educational growth and development so as to ensure the efficiency and effectiveness of the educational system”. It is a cohesive force that coordinates and directs many different components of Entrepreneurial Education system and ensures that long term goals are appropriately mapped out. The obvious fact is that Educational planning is a rational decision making process; it is designed to direct Entrepreneurial Education activities towards the achievement of clearly defined Entrepreneurial Educational goals in such a way that the best uses are made of the limited educational resources. It is the responsibility of the management of the system to ensure that proper and adequate plans are made. Failing to plan, it is said, is planning to fail. Organizations (Education) are enjoined to take time to plan because, “it was not raining when Noah built the ark”.

In trying to narrow our definition to a specific form of planning; that is, strategic planning, we can say that basically, strategic planning is a comprehensive statement of an organization’s mission objectives, and strategic “detailed roadmap” of the direction and course that an organization intends to follow in conducting its activities. It has also been defined as a disciplined effort to produce fundamental decisions and actions that shape and guide what an organization is, what it does and why it does it with a focus on future.

The NUC (2003) draft manual on strategic planning as a “coordinated and systematic process aimed at providing an overall course and direction for an organization (education for the purpose of optimizing its potentials”. The process involves the setting of measurable medium to long term goals based on the real internal strengths and weakness of the organization (education) as well as the opportunities and threats in its environment.

One of the great concerns of Nigerian education is the perennial planning procedure for effective teaching of entrepreneur education at all levels and the role of the various governments, is the achievement of the objectives of entrepreneur education to curtail massive unemployment, poverty and provide fertile ground for achieving self employment and self actualization.

Entrepreneurial Education was introduced as a result of worrisome rising rate of unemployment among the school leavers. Entrepreneurial education therefore refers to the process of equipping individuals with the knowledge, skills, and mindset needed to develop an entrepreneurial mindset and succeed in entrepreneurial endeavor. It encompasses a range of educational activities and programs that aim to foster entrepreneurship, innovation and business creation.

Entrepreneurial education can take various forms, including; formal education, programs, workshops, seminars, boot camps, online courses and mentorship programs. It can be offered at different educational levels from secondary schools to universities and beyond. The goal is to nurture and support individual on their entrepreneurial aspirations whether they aim to start their own venture or apply an entrepreneurial mindset within the existing organization.(Ponmalar, Jesrina and manimekalai, 2023)

The essence of entrepreneurial education is to facilitate the attainment of self reliance and one way of achieving that is through strategic planning for effective teaching. The paper therefore posed the following questions.

- i. What are the strategic planning procedures?
- ii. What is the importance of strategic planning in relation to effective teaching of entrepreneurial Education?
- iii. What are the procedures in strategic planning?
- iv. What is Entrepreneurial Education?
- v. What are the objectives of Entrepreneurial Education?
- vi. What is the importance of effective teaching of Entrepreneurial Education?
- vii. What are the effective teaching strategies for Entrepreneurial Education?
- viii. What is the constraint to effective teaching of Entrepreneurial Education?

Provision of answers to the following questions is the focus of this paper.

Strategic Planning Procedure

Strategic planning is a comprehensive statement of an organization's mission, objectives and strategic "detailed roadmap" of the direction and course that an organization intends to following conducting it's activities. It has also been defined as a disciplined effort to produce fundamental decisions and actions that shape and guide what an organization is, what it does and why it does it with a focus on future.

Importance of Strategic Planning Procedure in Relation to Effective Teaching of Entrepreneurial Education

Strategic planning for effective teaching of Entrepreneurial Education as a management tool that is employed to determine for an organization the vision, mission, values, goals, objectives, resource value responsibilities and a time frame in its effort to do a better job.

Strategic planning procedure for effective teaching of Entrepreneurial education ensures that the energy of the institution is focused on very constructive issues that members of the organization work towards the same goals and helps to adjust the organization's direction in response to a changing environment.

Effective planning procedure in teaching Entrepreneurial Education would allow educators to set clear objectives and goals for their curriculum, ensuring that all teaching efforts are aligned with desired outcomes.

- ❖ Strategic planning procedures for effective teaching of Entrepreneurial Education helps in designing a curriculum that is relevant to current market trends and skills on entrepreneurial practices.
- ❖ Integration of skills: it aids in the integration of essential skills such as critical thinking, problem solving and creativity, which are vital for Entrepreneurship Education.
- ❖ Effective strategic planning procedure for effective teaching of Entrepreneurial Education facilitates the efficient allocation of resources, including time, funding and

personnel also helps in identifying the tools and resources necessary for effective teaching and enhance the learning environment for entrepreneurial education.

- ❖ Strategic planning procedures in relation to effective teaching of Entrepreneurial Education encourage adaptability and Responsiveness market changes”. Entrepreneurial Education involves navigating a dynamic market, strategic planning allows entrepreneurial educators to stay responsive to changes and incorporate real-time entrepreneurial challenges. “Student Feedback” A strategic approach encourages the collection and analysis of student feedback allowing for adjustments in teaching methods and curriculum contents.
- ❖ Strategic planning procedures for effective teaching of Entrepreneurial Education can foster partnership with industry stakeholders, which can enrich the educational experiences through internship gust lectures and mentorships. It also encourages engagement with the local entrepreneurial community, providing students with practical insights and opportunities.

It provides a structural framework for setting clear objective developing relevant curricula, optimizing resources and fostering an entrepreneurial mindset. By engaging in thoughtful strategic planning procedures, educators can create a dynamic and responsive learning environment that equips students with the necessary skills and knowledge to succeed in their entrepreneurial ventures.

Procedures in Strategic Planning for Effective Teaching Entrepreneurial Education

Although every strategic planning procedure for effective teaching of Entrepreneurial Education is uniquely designed to fit the specific need of a particular organization (school), every successful model or procedure include the following steps;

Vision and Mission

The organization begins by identifying its vision and missions. Vision sets out the reasons for the organization existence and the “ideal” state that the organization aims to achieve; the mission on the other hand identifies. major goals and performance objectives. These two are defined within the framework of the philosophy and are used as content for development and evaluation of intended and emergent strategies.

Entrepreneurial Education is learning geared towards developing in people those skills, competences, understanding and attributes which equip them to be initiative as well as identify, create, initiate and successfully start and manage business.

Starting and managing a business successfully are the key issues in Entrepreneurial Education and it required strategic planning. Anyakoha (2012) on her lead paper maintain that in Entrepreneurial Education students need to learn new skills, new ideas new problem solving techniques and explore new empowerment opportunities. The objectives and contents of Entrepreneurial Education that need strategic planning she enumerated are:

Objectives of Entrepreneurial Education

The planning should be in such a way that at the end of the programme, the students will be able to:

- Understand the characteristics and operational responsibility of an entrepreneur.
- Identify problems that could be translated into entrepreneurial opportunities
- Generate creative business ideas based on identified problems
- Make informed decisions
- Set business goals
- Develop business plan
- Make informed financial decisions
- Carry out feasibility study
- Develop strategic plan
- Possess relevant non-technical skills
- Organize experts and technical support as necessary
- Start a viable business
- Possess marketing skills
- Carry out financial analysis
- Understand business insurance policies
- Communicate effectively
- Manage human resources
- Take informed and manageable risks
- Possess organizational skills
- Adjust appropriately to change
- Apply new technologies.

These objectives of Entrepreneurial Education are based on the global market demand and relevant fields of students as well as their interest needs and the aspiration and it need to be strategically planned to achieve the above objectives.

The content of Entrepreneurial Education based on the identity objectives include Entrepreneurial opportunities, decision making skills, Business plans, strategic plan, organizational skills, marketing managerial skills, Analytical skills, financial management skills, creativity, problem solving skills, procedure for starting business and so on.

Based on the content and objectives of Entrepreneurial Education, the following characteristic of entrepreneurs are deduced, ability to recognized and take advantage of opportunity, resourcefulness, creativity independent thinking, optimism, industry innovativeness, readiness to take risks and leadership qualities as well as achievement motivation.

For effective teaching of these content appropriate teaching strategies are map-out and planned. Such teaching strategies will pay less emphasis on lecture method that involved remembering, or recall of facts. Anyakoha (2012) advocate for analytical skills methods which focus on the ability to; seek and find information, crystallize issues, formulate testable hypothesis, evaluate and make informed decision.

Effective teaching strategies for Entrepreneurial Education should be planned in such a way that involves a participative style and an orientation toward action and learning by doing which deviate completely from the conventional mode of teaching in which students play a passive role in learning such teaching strategies should student—centered like Discovery methods, inquiry methods and so on.

The strategic planning procedure should take into consideration the main differences between the entrepreneurial education approach of teaching and the conventional approach. Usman and Sanusi (2017) provided a table to show a clear distinction between the two approaches.

Aspects	Conventional Method	Entrepreneurial Method
Actions	Content driven	Process driven
Focus	Trainer led	Students-center
Trainer role	Expert	Facilitator
Emphasis	Knowing what	Knowing how and who
Trainees activity	Working alone	Working in small group
Ethos	Competitive	Collaborating
Trainee role	Passive/receptive	Active/generative
Frame expectations	Dependence	Independence
Sessions opportunist	Programmed	Flexible
Topic	Imposed	Negotiated
Mistakes	Should not be made	Are to be learned fray
Trainee discretion	Limited	Wide
Assessment	Exams/test	Profiles and results
View of the world	Right/wrong	Uncertainty shade of grey
Determined by	Exam board	Local needs
Staffed by	Subject expert	Cross curricular team
Aim	Practice into theory	Theory into practice.

(Adapted from Caird, Sand Johnson C, in Aminu, Usman and Sanusi, 2017)

Constraints to effective teaching of entrepreneurial education

- Inadequate skilled competent teachers
- Inadequate teaching method
- Inadequate laboratories and entrepreneurial development centres
- Adequate instructional materials
- Lack of collaborative practical work
- Inadequate power supply
- Poor linkage with other entrepreneurs and stakeholders
- Large class size
- Poor mindset of students toward Entrepreneurial Education
- Lack of networking and integration of functional skills.
- Inadequate funding.

Based on the above discourse and constraint, the researchers made the following recommendation.

Recommendation

1. Government should provide adequate laboratory facilities and instructional materials for Entrepreneurial Education
2. Entrepreneurial Education teachers should be re-trained to equip them with the entrepreneurship method of teaching which is student-centred, active and collaborative.
3. Planning of the Entrepreneurial Education should be in such a way that will involve small group classes, with regular power supply.
4. Strategic planning of the contents and objectives should be adopted to achieve the integration of Entrepreneurial skills and adequate networking.
5. There should be proper linkage with entrepreneurs and other stakeholders for effective teaching of Entrepreneurial Education through strategic planning procedures.

Conclusion

Effective teaching of Entrepreneurial Education facilitated by strategic planning procedure is one of the ways of solving the problem of massive unemployment and under-utilization of human resources in Nigeria. The provision of the enabling environment and resources will make the planning easy and learning/skills acquisitions thrive.

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