SIMPLE LIVING AND HIGH THINKING FOR PROMOTING A PRODUCTIVE NIGERIAN YOUTH THROUGH BUSINESS EDUCATION AND TRAINING

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Abstract

This paper examines that ideas, talents and visions are a projection of the common sense which God has deposited in every human being throughout the world, and have become a great intellectual capital which every youth must harness to gain a productive living wage. It adds that when simple living and high thinking is harnessed with the common sense by any Nigerian youth, he could change his lower thinking, crude behavior and discovers the beauty that is hidden in him, including his immense grandeur of ideas; and try to translate it, interpret it in terms of thoughts; and thereafter, a saleable skill of wealth creation must come out of it that would change his life from a lower one to a greater economic empowerment. In this regard, the paper further elicits that having some background subjects which empower business courses to run like: Typewriting/Key-boarding, Bookkeeping/Accounts, Shorthand, Office Practice, Commerce, and Salesmanship, Business Education and Training is well positioned to empower the Nigerian youth for greater usefulness to himself and the environment. The paper also recognizes that there are some problems which still stand against the liberation of the Nigerian youth to achieve a productive life-style like: poor electricity power supply, poor leadership qualities of Nigerian political class, corruption in high and low places, including the craze to travel abroad for greener pastures by many Nigerian youths and their unflinching desires to get-rich-quick at all costs. Recommendations like: minimization of large-scale corruption by high and low public functionaries, well-equipped laboratories for the acquisition of keyboarding, shorthand, accounting and computer skills, among others, have been proffered.

Key Words: *simple living, high thinking, productive youth, economic empowerment, wealth creation, living wage, large-scale corruption, good electricity power supply*

Introduction

   Prospective Business Education graduates should be able to discover employable skills for themselves that would enhance their work competencies before embarking on productive activities which will blend their latent abilities of ideas, talents and visions that are a projection of the common sense which God has deposited in every human being throughout the world, and have become a great intellectual capital which every youth must harness to gain productive living incomes. These are what great men and women have always preached and lived the practical life that such values cannot be achieved without developing the golden principle of simple living and high thinking as the background of their life-styles. This is why a life-style of luxurious living is a product of low-grade thinking that negates simple living. Such a principle, according to Saraydarian (2009), promotes good democratic governance, entrepreneurship, leadership, followership, better standards of living, virile economic activities in the forms of small-scale, medium-scale and large-scale businesses, good maintenance culture, infrastructural facilities, and the eventual rapid gaining of overall national development. This is the reason why Great Being like Jesus Christ lived practical life-style of simple living and high thinking.

   It looks very simple but very difficult to practice on daily basis because Saraydarian (2009) asserted that "simple living and high thinking demands the observance of the various laws of God, democratic instruments for good governance, and common laws that regulate human relationships that are related to business activities, family ties and national integration". Pimparkar (2019) asserted that person with preoccupied mind with some other goals every time cannot think of higher things with level of stability of mind that is required to actually form conclusion out of that thinking which can be utilized in daily life. Simple living is actually a product of high thinking. All great saints that followed the simple living and high thinking profiles of the Great Beings like Mahatma Gandhi, who attained leadership and spiritual greatness in India that shook the world by his intellectual thinking, is an example of this principle.

   On national economic development, Stoner, Freeman and Gilbert (2010) stressed that the United States of America (USA) is a typical example of her Presidents who used simple living and high thinking to use the instruments of government to empower her citizens to establish small-scale business to create wealth for productive ventures of goods and services as demanded by the citizens and other parts of the world. It is on record that President Franklin Delano Roosevelt, the only president who had ruled USA for three consecutive times from 1933 to 1945, was a great political leader and disciple of simple living and high thinking, who used the instrument of good governance to set the pace of employment generation through small-scale business and management for the American youths that were roaming the streets before he took over the mantle of leadership.

   With the enabling environment created by the American government, the present giant companies once started with small stores like the origins of Wal-Mart, AT & T and General Motors. Wal-Mart was started as a single store which Sam Watson opened in 1962 in Rogers, Arkansas. AT & T, a telephone business was started in 1876 by Alexander Graham Bell, a business teacher, while General Motors was founded by Alfred Soam in Newark, New Jersey, after graduating from Massachusetts Institute of Technology, Boston.

   Though the environment is an important determinant of the success or failure of an organization, the Nigeria's environment has not been favourable to encourage an unprecedented growth and development of small-scale businesses. Perphaps, this was what motivated Chinonye (2004) in Essay(2019) to stress that "that the environment constitutes one of the factors that determines the choice between salaried employment and starting one's own business". Sofola (1990) and Davies (2000) opined that entrepreneurial and leadership skills have been the major problems that have

bedeviled the black people in Nigeria. The authors went further to say that many Nigerian leaders, in whatever capacities, are "very greedy, self-centred and individualistic", and that the "average Nigerian people hardly establish businesses that could last for more than twenty years". As a result of corrupt policy maker and self-centred leaders, the Nigerian economy has been faced with challenges of reintegration into the global economy.

This paper is therefore, of the view that when simple living and high thinking is harnessed with the common sense by any Business Education beneficiary, he could change his lower thinking, crude behaviour and discovers the beauty that is hidden in him, including his immense grandeur of ideas; and try to translate it, interpret it in terms of thoughts; and thereafter, a saleable skill of wealth creation must come out of it that would change his life from a lower one to a greater economic empowerment. In this regard, the paper is also of the view that having some background subjects which empower business courses to run like: Typewriting/Key-boarding, Book-keeping/Accounts, Shorthand, Office Practice, Commerce, Salesmanship, Business Education and Training in computer applications, is well positioned to empower the Nigerian youth for greater usefulness to himself and the environment through sustainable income earnings.

Business Education and Training in Computer Applications

Business Education is concerned with education that seeks to educate individuals for and about business. It is an aspect of educational programmes offered at the higher institutions of learning, which prepares students for careers in business. Olopete (2002) sees Business Education as that aspects of vocational education programmes which prepares individuals for gainful employment through acquisition of skills and knowledge that affect the business world. Business Education is one of the major careers of specialization which helps the development of economic well-being of an individual as well as the nation in general. This fact is attested to by many authors including Osuala (2012), when he explained that the career subject has systemic learning experiences which are designed to fit individuals for gainful employment in the world of work. Here are some subject trades which are basic to all optional careers of Business Education:

(i) Office Practice: Okpako (2010) explained that the Office Practice unit of Business Studies exposes the students to various office activities and operations of office machines in addition to filing, handling of mails, preparation and use of purchase and sales documents, writing of letters, use of computer system, etc. It also delves into the various types of offices and their functions including their departments. Knowledge of this subject trade will enrich the students to be self-employed after graduation.

(ii) Commerce: Hornby (2010) explained that commerce concerns trading, buying and selling goods and services. It could be foreign or home-based. Commerce as a subject trade also concerns transportation, warehousing, banking, post and telecommunication, production, business organizations, e.g., sole proprietorship, partnership, limited liability company, cooperative societies, public corporations, etc (Odoom 2011). This aspect will afford the students the skills of trading in the environment and how to organize business centres and much more.

(iii) Accounts/Bookkeeping: Idih (1992) opined that accounts/bookkeeping is another subject trade which every student should be exposed to because of accurate financial records in today's business. It gives way to specialization in future and makes someone to earn a living in the business world. In this respect, students are taught all the documents involved during transactions like: journals, cash, sales, purchases and assets books including trial balance, trading, profit and loss accounts, and the balance sheet, among others. It will certainly aid many students to work with accounting firms in future.

*(iv) **Typewriting/Keyboarding**:* Russon and Wanous (2003), and Igbinoba (2005) explained that typewriting as a subject trade has a positive transfer of learning to the operation of most office machines like the computer system. Urevbu (1991) explained that positive transfer of learning takes place when the knowledge or skill of one subject is helpful to the learning of another subject. This is where skills acquisition at the Junior Secondary School level in Nigeria is going to galvanize the student into achieving high speed and accuracy in the production of documents through the use of the computer system in his future career. Students are supposed to be trained in keyboard mastery, manuscript, business letters, memoranda, display, tabulation, etc. A major advantage of typewriting skill is that once it has been mastered, it has a positive transfer of learning to the usage of some other office machines. The computer is a very good example of this. It is a common place to see that typists, stenographers, secretaries and other related disciplines are always at home as they try to become computer literate. In the same way, when students in Junior Secondary School are trained in the typewriting unit of Business Studies, the sky would be their limit as they explore the world of work in business education environment.

*(v) **Shorthand**:* The art of shorthand writing is the ability to represent spoken words with written signs. The signs are written according to pronunciation of the words and not how they are spelt (Okpako, 2010). This is the reason why the students are taught how to write them at the Junior Secondary School Level as well as intimating them with the advantage of using it to jot down points during lectures, and also poses a great advantage to secretaries as it would make them to secure better jobs in the labour market or become self-employed.

*(vi) **Salesmanship**:* This is offered by National Business and Technical Examinations Board (NABTEB). It affords students to be trained in the culture and buying habits, personality and consumer behaviour, law of contract, sale of goods, hire purchase, negotiable instruments, business organizations, labour relations, principles and practice of selling, transportation of products, life cycle of goods, legal and ethical problems in selling, and so on.

   The above subject trades would certainly encourage the students to explore the world of work in any business environment in the economy. This could lead them to become future professionals in the following areas like: Accountancy, Secretaryship, Computing, Marketing, Management, etc. With this in mind, it is pertinent that effective teaching and learning of Business Studies at the Junior Secondary level should take place by utilizing trained teachers in the skills as well as adequate training in the use of office machines like: typewriters, calculators, photocopying machines, computer systems, etc. Therefore, if the present situation of Business Studies in the Junior Secondary School is fortified with the right teaching and learning environment, students' study habits including effective use of the machines for practical purposes will, to a great extent, bridge the gap between them and theoretical work. The new behaviour could encourage future skills and competencies that would guarantee gainful employment or self-employment, and eventually, lead to advanced training in tertiary institutions.

Areas of Skill Acquisition in Business Education that Empower a Productive Youth

The areas of skill acquisition that empower a productive youth for entrepreneurship and gainful employment opportunities are:

*(a)   **Accounting Skills:***   The skills concern preparing accounting information such as ledgers, accounts from vouchers, cash books, wages and salaries administration, skill for collecting and recording various pieces of accounting information and that of making monthly statement of accounts. Therefore, the skills provide occupations in consultancy services to customers who are interested in their business enterprises to be either audited or to produce financial status by calculating the trading, profit and loss accounts and the balance sheet. This would give way to

advising the customers on the true financial position of whether or not the business is making profit or loss. Examples are: petrol stations, departmental stores, transport enterprises, private schools, business centres, churches, mosques, non-governmental agencies, cooperative societies, and so on.

(b) Business Management Skills: This concerns the use of management functions like: planning, organizing, staffing, controlling, directing and decision making as tools for achieving some economic growth. It also includes self-management skills like: personality traits such as: patience, endurance, discrimination, honesty, hard work, competence, punctuality, dependability, accountability, responsibility, risk taking, initiative, perseverance, resourcefulness, and motivation.

(c) *Marketing Skills:* These entail the buying and selling of goods and services including advertising and sales promotion. Many graduates find good occupations in this segment of business education. They buy goods from production areas and sell in other areas of demand. What are needed in buying and selling include: good transportation systems, production or service areas, ability to raise an initial capital and the possession of entrepreneurial and business management skills, and so on. Examples are: motor spare parts ventures, trading in food stuff including palm oil and vegetable oil, importer and exporter of goods, petroleum products, distribution, bookshop management, furniture business, decoration management or services, and so on.

(d) Secretarial or Office Documentary Services: The following equipment and facilities are required to establish a business centre or a documentary office: the computer system, calculating machines, photocopying machines, shredding machines, billing machine, telex machine, Dictaphones and telephones, franking machine, radio transmitter (it is becoming obsolete), word processors, tables and chairs, stand-by energy generating machines, giant and small stapling machines, perforators, correcting fluids, a good dictionary, GSM phones and so on.

Computer Application Training: The Key to Gainful Employment of Productive Youth in Nigeria

Schwartz (2009) and Naughton (2012) explained that "a computer is an electronic device that is programmable, accepts data in form of raw facts and figures, and processes or manipulates it into information which a user can use like summaries, totals, reports and the main purpose is to speed up problem-solving and increase productivity". William and Sawyer (2011) maintained that "telecommunications technology, which is also called information technology, consists of electromagnetic devices and systems for communicating over long distances. It embraces telephone, radio, broadcast television and cable TV". More recently, there has been the addition of communication among computers which happens when people "go on-line" on the internet. Schwartz (2009) added that "on-line" means using the computer or some other information device that is connected through a network to access information and services from another computer or information device.

In this regard, computer appreciation provides self-employment skills to graduates or beneficiaries in the following areas:

   I.   Word processing and desktop publishing;
  II.   Spreadsheets,
 III.   Databases for information storage and retrieval;
 IV.   Computer graphics,
  V.   Multimedia and Hypermedia;
 VI.   Telecommunication and networking;
VII.   Solving problems for clients through the use of programming languages, and this paves the way into the building and customizing applications.
VIII.   Artificial Intelligence; and

IX.   Integrated Software.

They are hereby summarized as follows:

I.   **Word Processing and Desktop Publishing:** This concerns the skill for creative writing. It is the first application used by all business graduates or students. Desktop publishing concerns using the personal computer to transform written texts/words into polished and exciting publications.

II.   **Spreadsheets:**   This concerns the computer application that calculates and works with numbers and formulas.

III.   **Databases for Information Storage and Retrieval:**
They are used in libraries, banks, schools, colleges of education, polytechnics, universities and other institutions for information storage.

IV.   **Computer Graphics:**   They are used to produce all kinds of graphics, charts and graphs.

V.   **Multimedia and Hypermedia:** Multimedia tools make it possible to combine audio and video with traditional text and graphics. They add new dimensions to computer communication. On the other hand, hypermedia tools focuses on the interactive capabilities of computers. They allow users to explore a variety of paths through information sources. Both multimedia and hypermedia have wonderful potential to transform information.

VI.   **Telecommunication and Networking:** This is very interesting in the multipurpose global communication web known as the Internet which has become as important in our lives as the telephone system, the postal service and broadcast television.

VII.   **Artificial Intelligence:** This explores the use of computer in tasks that require intelligence, imagination and insight which have been traditionally performed by people rather than machines.

VIII.   **General Problem-Solving:** Computers are used to solve problems. This is where programming languages are used as tools that allow one to build and customize applications.

IX.   **Integrated Software:** This concerns transferring data from one program to another, that is, data could be electronically moved from one program to the other. This was not possible for earlier microcomputers.

For example, a computer user can analyze and make a report of the results of a class which have been entered by using a database management system. It can be transferred into a spreadsheet package to draw graphs, and later, the computer user could transfer the graphs into a word processing package to write a report that would be submitted for decision-making.

Consequently, integrated software allows several programs to share the same data. This means that a spreadsheet package can use data from a database package to draw graphs.

Benefits: The general benefits of integrated software are that the user can work faster, more efficient and more productive than if non-integrated programs were used. A common integrated software package integrates software for spreadsheet, database, graphics and word processing packages. Here are some examples of integrated software programs:

(a)   **Microsoft Office:**   This comprises the following: Microsoft Word; Microsoft Excel; Microsoft Access; Microsoft Power Point, Microsoft Outlook and Bookshelf Basics.

(b)   **Corel Word Perfect Suit:** This comprises: Corel Word Perfect; Corel Quattro Pro; Corel Presentations; Corel CENTRAL; and Corel Photo House.

(c)   **Claris Works:**   It comprises a Word Processor, a Spreadsheet and a database.

Every computer beneficiary should also know about the disadvantages as follows:

(i)   The threat to personal privacy posed by large databases and computer networks.

(ii)   There are hazards of high-tech crime and the difficulty of keeping data secured,

(iii)   The threat of automation and the dehumanization of work,

(iv)   The risks of failure of computer systems.
(v)   The abuse of information as a tool of political and economic power,
(vi)   The dangers of dependence on complex technology.
(vii)   The speed of reduction of students, youths and adults' reading and studying skills and habits.
    Beneficiaries of computer appreciation can also set up their own consultancy services that would benefit their clients in computerizing their offices or industries. As the present day computer systems are characterized by large-scale integrated circuits with increased speed, greater reliability and storage capacities, many graduates have set up "cyber cafes" for information sourcing and dissemination in internet to their respective clients.

Graduate Youth: Performance of a Self-Analysis Plan
            Ober (2010) explained that after graduation, a student, who is now a prospective employee, will start to search for job. The first thing that comes to mind is self-analysis. When you are convinced that it is time to decide how to use your college education, you must do some soul-searching to decide exactly how you wish to spend the working hours of your life. You must do this for yourself, and it is not profitable for another person to do it for you because you are the owner of your talents, ideals and visions hence, "you are the architect of your own fortune." This is the reason why every student must think about his or her life, interests, things he or she is good at, and those they are not, and the experiences that have given them the most satisfaction that will encourage him or her to be very competent at work. Such introspection will help to make sound career decisions. Take a few moments to answer the following questions.
1.   Which courses or subject trades have you enjoyed most or enjoyed least in school:- industrial training in a small-scale business or teaching practice period in a school setting?
2.   Recalling projects on which you have worked in class, in organizations you belong to, or at work, which kinds have you been most successful at and enjoyed the most? Which one have you disliked?
3.   Do you enjoy working most with records (reports, correspondence, and forms), people, ideas or things?
4.   Do you enjoy working more with your mind or with your body?
5.   Do you enjoy working independently in a project or with a team?
6.   How important is it for you to work for yourself and be your own boss?
7.   What is important about the geographical location of your job in terms of climate, size of metropolis, rural and urban?
8.   For which kind of organization would you like to work: large, medium or small
           establishment or new commercial, government or non-profit?
9.   How would you like to dress for work?
10.   What types of material rewards are important for you in terms of salary, commissions, fringe benefits, job security and the like?
11.   How willing or eager are you to participate in an extensive on-the-job training programme?
12.   What are your career goals five years after graduating from college?
    Your answers to these questions will help you to identify the type of career that would offer you the most satisfaction and success in life. Remember that for any particular college major, many jobs are available. One of them will likely meet your needs and desires.

Emergence of Luxurious Life-Style of Affluent Leaders that Aggravate Criminality of Youths in Nigeria

As a result of the values and luxurious life-style examples exhibited by many affluent and wealthy Nigerians since independence on Friday, 1st October, I960, Isah (2013) opined that negative small groups have emerged among youths in a bid to imitate such high-life *styles* popularly called "e don hammer". Some notorious youths no longer find it fashionable to work hard so as to earn sustainable living incomes. With the coming of the internet system, Nigerian youths especially, the undergraduates, have taken to the illicit trade called Internet Scam (Ezea, 2017). Widespread cyber fraud has overshadowed cultism in the higher institutions. Youths who engage in the fraud scam became rich overnight, with or without their parents' knowledge. They owned expensive cars, houses, jewellery and more. They are highly respected and often initiate their peers into the scam.

According to Ogbeidi (2012) pathetically, the logic of the Nigerian political leadership class has been that of self-service as some of the leaders are mired in the pursuit of selfish and personal goals at the expense of broader national interests. Consequently, emphasis has been on personal aggrandizement and self-glorification with the result that corruption has become an euphemism for explaining political leadership in Nigeria in relation to the management of national wealth. The renowned novelist, Chinua Achebe (1984) in Ogbeidi (2012) argued that the trouble with Nigeria is simply and squarely a failure of leadership. There is nothing basically wrong with the Nigerian character. There is nothing wrong with the Nigerian land, climate, water, air, or anything else. The Nigerian problem is the unwillingness or inability of its leaders to rise to their responsibility, to the challenge of personal example, which is the hallmark of true leadership. Seye (2013) opined that so many gangs in the forms of kidnapping, armed robbery, terrorism, militancy, pipeline vandalization for purposes of stealing crude oil, smuggling, commercial sex working, sex abuse and raping activities, baby factory for human sales, and so on, have made national life to become insecure.

Bailey (1986) asserted that "the fate of men and nations is determined by the values which governs their decisions", and advised every human being to watch out not to fall into luxurious life-style by resisting it. Saraydarian (2009) also opined that luxurious life-style is "the grave-yard of the soul"; hence, "it is easier for the head of a camel to pass through the eye of a needle than for a rich man to enter the Kingdom of God" (Holy Bible). Badi and Badi (2008) is of the view that when negative small group activities are increasingly taking place among youths in any environment, and are eating deeply into the fabrics of economic activities, it means that there is a big problem in the educational delivery system which has failed to arrest their attention away from negative thinking towards wholesome productive life that promotes Gross National Product (GNP).

Conclusion

This paper has brought out simple living and high thinking as the background to wealth creation for a prospective business education student or beneficiary which must include adequate training in computer applications as a key to gainful employment opportunities of tertiary institutions' graduates. By this token, a well-trained graduate in computer applications will be armed with the necessary skills to gain employment in contemporary Nigerian economy where unemployment is soaring unabated.

Recommendations

The following recommendations are hereby made:

1. All tiers of Nigerian governments should endeavour to set up vocational skill centres where graduate youths could be trained in the use of the computer systems. Such centres should be evenly spread throughout all local government headquarters in Nigeria. At least two vocational training centres should be established in every local government.

2. The Federal and State Governments should take the lead in providing soft loan facilities to graduates who have trained in computer systems to enable them set up their own small-scale businesses popularly called "business centres", because of its capital and equipment-based.

3. Governments and other stakeholders in the education sector should endeavour to fund tertiary institutions including their laboratories. This will encourage the training of students in the use of the computer systems before their graduation.

4. The Federal Government should provide the enabling environment of good supply of electricity power. This is the only single commodity that will encourage graduates to set up their own business centres, otherwise, abundant opportunities for employment generation and wealth creation will still be a mirage.

5. To maintain a decent society, Nigerian citizens should imbibe the culture of obeying the laws of God and that of constitutional ones which encourage simple living and high thinking, otherwise, the worst of corruption is yet to arrive.

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