

Entrepreneurial Marketing and Communication Skills Needed by Self-Employed Motor Vehicle Mechanics in the North Central States of Nigeria

Abdulkadir. M; S. A. Ma'aji; R. O. Okwori & K.A. Salami

Department of Industrial and Technology Education
Federal University of Technology, Minna, Nigeria
Email: abd.mohd@futminna.edu.ng Mobile: +2438032915524

Abstract: The study was designed to identify the entrepreneurial marketing and communication skills needed by self-employed motor vehicle mechanics in the North-Central States of Nigeria. Two research questions and two null hypotheses guided the study. A descriptive survey research design was employed for the study. The study was conducted in the North-Central States of Nigeria. The sampled population for the study was 2,019 respondents comprising of 1,435 registered self-employed motor vehicle mechanics, 475 managers of micro firms in motor vehicle mechanics and 109 entrepreneurship lecturers, drawn through the use of Taro Yamane formula for finite population and purposive sampling technique respectively. A structured questionnaire developed by the researchers and validated by five experts was used for data collection. The reliability coefficient of instrument was 0.84 using Cronbach Alpha Statistics. Mean and standard deviation were the statistical tools used to analyze the data for answering the research questions; While One-Way Analysis of Variance (ANOVA) statistics was employed to test the null hypotheses for the study at .05 level of significance. The findings of the study revealed among others that all the indemnified entrepreneurial marketing skills and communication skills are highly needed by motor vehicle mechanics for self-employment in the North Central States of Nigeria. Based on the findings it was recommended among others that: The National Automotive Council on (NAC) should in collaboration with the Federal Ministry of Labour and Productivity incorporate the identified entrepreneurial skills into their training and re-training programmes so that motor vehicle mechanics can be made to acquire the needed entrepreneurial marketing and communication skills that will assist them to sustain and secure their employment

Keywords: Entrepreneurship, Marketing skills, Communication skills and Self-employed Motor Vehicle Mechanics

Introduction

A competent motor mechanic is a craftsman that possessed sound theoretical and practical knowledge of motor vehicles, able to diagnose and carry out repairs and/or maintenance on all types of diesel and petrol vehicles. Mechanics are responsible for the services and repairs of motor vehicles including undertaking work on engine transmission, differential, steering, suspension, brakes, wheels and tyres (Abdulkadir and Ma'aji, 2014). According to Abdulkadir (2016), Motor vehicle mechanic refers to a person or group of persons who, for compensation, engages in the diagnosis or repair of malfunctions of motor vehicles. When a motor vehicle mechanic carried out the servicing, maintenance and repair of vehicles as a business instead of working for an employer that pays him/her salary or wage, it is referred to as self-employed motor vehicle mechanic.

Abdukadir further explained that Self-employed Motor Vehicle mechanics refers to the highly skill individual or group of individuals whose major

works are to diagnose faults on gasoline (petrol) and diesel engines; and performs minor and major repairs to engines and components, diagnose malfunctions in power transfer and chassis components. The foregoing clearly revealed that a mechanic job is enterprising and that for entrepreneurial self-employed motor vehicle to succeed in his/her business enterprise he/she needs understand the concept of entrepreneurship.

The concept of entrepreneurship according to Sadiq (2008) revolves around the activities including identification of enterprises, combination and allocation of resources, planning and controlling business management, mobilization and utilization of local materials, risk bearing, market innovation and the creation of employment opportunities. Ude (1999) explained that entrepreneurship is the process of creating something new with value, by devoting the necessary time and effort to bear the company risks, and receiving the resulting rewards of monetary and personal satisfaction and independence. Entrepreneurship involves the ability to set up a new business enterprise as different from being employed (Nwaokolo, 2004).

Onwuliri (2009) stated that entrepreneurship is the acquisition of skills, ideas and managerial abilities necessary for personal self-reliance. These assertions further revealed that for potential entrepreneurial self-employed motor vehicle mechanics to succeed in their business enterprise, acquisition of entrepreneurial marketing and communication skills are essential.

Osuala (1993), defined marketing as a complete system of interacting business activities designed to plan, create, price, promote and distribute the needed satisfying products and services to potential customers. Marketing is part of management function which deals with the process of identifying, analyzing, choosing and satisfying client/consumer needs and wants for a benefit (Nwoye, 1991). However, *Ezeani, Ifeonyemetalu and Ezemoyih (2012) identified the marketing skills that should be possessed by entrepreneurs to include:* knowledge of seasonal fluctuation of goods, ability to determine the extent to which products will sell, familiarity with various aspects of sales and salesmanship. However, for any successful self-employed motor vehicle mechanics to become an entrepreneur he/she should also bear in mind that for them to relate with the general public they need to adopt effective communication skills.

Communication skills are ways and abilities for expressing oneself well so that others can understand. Therefore, in the context of this study communication skills refers to the ability of entrepreneurial self-employed motor vehicle mechanics to convey opinions, course of actions, intentions and programmes to workers, customers and an individual who is concerned with his business enterprise in order to notify, influence and to express his/her emotions and feelings (Osuala, 2004). According to Onoh (2006), effective communication assists individual within the business environment or organization to know the direction the organization is moving. Communication skills that should be exhibited by entrepreneurial self-employed motor vehicle mechanics should include: ability to pass the right message to the right people; project self-confidence and speak confidently as a quality of an entrepreneur, think carefully about a message before deciding on the strategy on how to best communicate it and accepts feedbacks about information passed to others excluding prejudices of all kinds (Lawal 2009). While adopting the required effective communication skills for the smooth running of business environment, self-employed motor vehicle mechanics as

entrepreneurs should also try as much as possible to have and to exhibit proper record keeping skills. However, in spite of the importance of the foregoing entrepreneurship management skills to entrepreneurial self-employed motor vehicle mechanics, they must also possess practical knowledge aspect of motor vehicle mechanic.

The foregoing clearly revealed that motor vehicle mechanic job is enterprising, as National Examinations Council (2011) identified motor vehicle mechanic work as one of trade/entrepreneurship subject to be offered at school certificate level. The overall aim of this according to the council is to prepare student's mind in readiness for the world of work. It equally direct the teaching of entrepreneurship management skills that will enable them set up their own workshop and manage it upon graduation as most of these students according to Abdulkadir (2016) having become self-employed mechanics lacks entrepreneurship management skills that will enable them function effectively in their business environment. Thus self-employed motor vehicle mechanics should have entrepreneurial abilities that will enable them set up their workshops and manage them effectively bearing in mind the risk involved as entrepreneurs.

The entrepreneurship management skills are important skills that ought to be possessed by successful entrepreneurial self-employed motor vehicle mechanics. These according to Abdulkarim (2012) will enable them function effectively in their business environment at the same time enable them to form and exploit entrepreneurial opportunities at profit level. However, having noticed that most of these self-employed motor vehicle mechanics seem to lack such entrepreneurship management skills that will enable them establish, manage and undertake the maintenance and repairs of motor vehicles effectively at profit level, a study to identify entrepreneurship management skills needed by self-employed motor vehicle mechanics in the North central State of Nigeria becomes necessary.

Statement of the Problem

The business of motor vehicle mechanics in the automobile industry is maintenance and repairs of motor vehicles. Mechanics either operate as paid employees in the automobile industry and other organization or as self-employed motor vehicle mechanics in the automobile world of work. Self-employed motor vehicle mechanics have played a vital role in the sustenance of economic, industrial and transport industry of the North Central States of

Nigeria. However, over the years it has been observed that most self-employed motor vehicle mechanics who once enjoyed a constant flow of customers for effective maintenance and repairs of their automobiles have run out of the business and now are employed as civil servants.

Abdulkadir (2016) equally noted that some self-employed motor vehicle mechanics are struggling to secure their maintenance and repair business by relocating from one place to another or even abandoning their workshop services or activities to take other business such as motor-cycle business (okada), commercial transport drivers and oil black marketing. This ugly trend does not only pose serious threats to the survival of self-employed motor vehicle mechanics business but also to the economic, industrial and transport industry of the North Central States of Nigeria. To succeed in motor vehicle mechanics business, self-employed motor vehicle mechanics need not only technical skills but also entrepreneurial skills which include: marketing and communication skills which many do not possessed.

Entrepreneurial marketing and communication skills are those skills that enable an individual such as self-employed motor vehicle mechanics to explore entrepreneurship opportunities at profit level (Abdulkarim, 2012). These skills seem also capable of helping self-employed motor vehicle mechanics run their enterprise successfully; hence entrepreneurship skills are very necessary for self-employed motor vehicle mechanics to be able to secure and succeed in their jobs in the automobile world of work. The question here therefore is: what are the entrepreneurial marketing and communication skills needed by self-employed motor vehicle mechanics in the North Central State of Nigeria?

Purpose of the Study

The purpose of this study was to find out the entrepreneurial marketing and communication skills needed by Self-employed Motor Vehicle Mechanics in the North Central States of Nigeria. Specifically, the study sought to:

1. Determine the entrepreneurial marketing skills needed by self-employed motor vehicle mechanics.
2. Determine the entrepreneurial communication skills needed by self-employed motor vehicle mechanics.

Hypotheses

The following null hypotheses were formulated to guide the study and were tested at .05 level of significance:

1. There is no significant difference in the mean responses of self-employed in the motor vehicle mechanics, managers of micro firms in motor vehicle mechanics and entrepreneurship lecturers on the entrepreneurial marketing skills needed by motor vehicle mechanics for self-employment ($P < .05$).
2. There is no significant difference in the mean responses of self-employed in the motor vehicle mechanics, managers of micro firms in motor vehicle mechanics and entrepreneurship lecturers on the entrepreneurial communication skills needed by motor vehicle mechanics for self-employment ($P < .05$).

Methodology

A descriptive survey research design was adopted for this study. The study was conducted in the North Central States of Nigeria. North Central Nigeria consists of Benue, Kogi, Plateau, Nassarawa, Niger and Kwara states and Federal Capital Territory, Abuja. The North Central Nigeria is situated geographically in the middle belt region of the country, spanning from the west, around the confluence of the River Niger and the River Benue; and covering about one-fifth of Nigeria's total land area. The targeted population for this study was 22,523 respondents consisting of 21,340 Registered Self-Employed Motor Vehicle Mechanics; 1,016 Managers of Micro firms in MVM and 167 Lecturers teaching entrepreneurship in all the tertiary institutions in the states that constituted North Central geopolitical zone of Nigeria.

Therefore, the sampled population for the study was 2,019 respondents comprising of 1,435 registered self-employed motor vehicle mechanics, 475 managers of micro firms in motor vehicle mechanics and 109 entrepreneurship lecturers, drawn through the adoption of a multi-stage sampling technique (Purposive sampling technique and Taro Yamane formula for finite population respectively). Purposive sampling technique was used to select three states including Federal Capital Territory, Abuja out of the seven states that constitutes North Central geopolitical zone of Nigeria. The states are: Niger, Plateau, Kwara and FCT, Abuja. Proximity of these states to FCT, Abuja, as well as high vehicular activities and number of motor vehicle mechanics outfits necessitate the choice of these states for the study. While, Registered Self-Employed Motor Vehicle

Mechanics in each of these state including Federal Capital Territory were sampled out with the use of Taro Yamane formula for a finite population given as $n = N/1 + N(e)^2$ in Uzoagulu (1998) and because of the small number of population of micro firms in MVM and Lecturers teaching entrepreneurship the entire population was used for the study; hence they were not sampled.

A structured questionnaire titled: Self-Employed Motor Vehicle Mechanics Entrepreneurial Marketing and Communication Skills Needed Questionnaire (SEMVMEMCSNQ) developed by the researchers and validated by five experts was used for the data collected for the study. All sections of research questions were structured so that respondents expressed their opinion on a four-point rating scale of: Highly Needed (HN), Needed (N), Moderately Needed (MN) and Not Needed (NN). The real limit of numbers assigned to the various measurements are: Highly Needed (HN) = 3.50-4.00; Needed (ND) = 2.50-3.49; Moderately Needed (MN) = 1.50-2.49 and Not Needed (NN) = 0.05-1.49 respectively. Mean and Standard Deviation were the statistical tools used to analyze the data for answering research question; While Analysis of Variance (ANOVA) was used to test the null hypothesis at 0.05 level of significant.

Results

Entrepreneurial marketing skills needed by motor vehicle mechanics for self-employment

Table 1
Mean and Standard Deviation of Respondents on Entrepreneurial Marketing Skills Needed by Motor Vehicle Mechanics for Self-Employment.

S/No	Items	Mean	SD	Decision	N=1636
1	Determining what customer's needs.	3.62	0.49	Highly Needed	
2	Determining the current trends in sales of products.	3.62	0.49	Highly Needed	
3	Setting clear market goals.	3.65	0.48	Highly Needed	
4	Identifying advantages over other competitors.	3.64	0.48	Highly Needed	
5	Attend to the greatest possible number of customers.	3.65	0.50	Highly Needed	
6	Determining when to introduce new products which the customers need.	3.62	0.49	Highly Needed	
7	Anticipating and providing seasonal market fluctuations.	3.55	0.50	Highly Needed	
8	Advertising and sales promotion to win customers to the enterprise.	3.66	0.48	Highly Needed	
9	Appreciating customer behavior.	3.63	0.48	Highly Needed	
10	Developing an efficient distribution of market network for handling and transporting products.	3.67	0.47	Highly Needed	
11	Acknowledging several fluctuations of goods and familiarity with various aspects of salesmanship.	3.61	0.57	Highly Needed	
12	Determining whether the existing products are selling well or poorly.	3.71	0.46	Highly Needed	
	Grand Mean/SD	3.64	0.49	Highly Needed	

Note: N = Number of Respondents, SD = Standard Deviation

Table 1 presents the mean responses of the respondents on the 12 items posed to determine the entrepreneurial marketing skills needed by motor vehicle mechanics for self-employment with grand mean of 3.64 implies that entrepreneurial marketing skills are highly needed by motor vehicle mechanics for self-employment. The standard deviation of the items ranges from 0.46-0.57 this showed that the respondents were not too far from the mean and were close to one another in their responses. This closeness of the responses adds value to the reliability of the mean.

Entrepreneurial communication skills needed by motor vehicle mechanics for self-employment

Table 2
Mean and Standard Deviation of Respondents on Entrepreneurial Communication Skills Needed by Motor Vehicle Mechanics for Self-Employment.

S/No	Items	Mean	SD	Decision	N=1636
1	Being happy and optimistic even under pressure.	3.68	0.49	Highly Needed	
2	Listen actively when discussing issues.	3.72	0.46	Highly Needed	
3	Voicing ideas effectively to others through the use of meaningful language.	3.75	0.45	Highly Needed	
4	Competency in assimilating what other says.	3.63	0.50	Highly Needed	
5	Clearly pass official information to employees internally.	3.56	0.50	Highly Needed	
6	Sending external information to employee clearly.	3.55	0.54	Highly Needed	
7	Showing correct sense of humor.	3.57	0.50	Highly Needed	
8	Attracting the good will of customers at all the time.	3.62	0.52	Highly Needed	
9	Making use of dialogue to initiate actions.	3.59	0.57	Highly Needed	
10	Acknowledging conflicting ideas.	3.70	0.48	Highly Needed	
11	Sustaining all channels of effective communication all the time.	3.73	0.44	Highly Needed	
12	Initiating proper conflict resolution.	3.76	0.43	Highly Needed	
13	Generous greetings and building rapport.	3.77	0.42	Highly Needed	
14	Appreciating and valuing others.	3.75	0.46	Highly Needed	
15	Empathizing and acknowledging others.	3.74	0.45	Highly Needed	
	Grand Mean/SD	3.67	0.47	Highly Needed	

Note: N = Number of Respondents, SD = Standard Deviation

Table 2 shows the mean responses of the respondents on the fifteen (15) items posed to determine the entrepreneurial communication skills needed by motor vehicle mechanics for self-employment with grand mean of 3.67 which implies that entrepreneurial communication skills are highly needed by motor vehicle mechanics for self-employment. The standard deviation of the items ranges from 0.42-0.57 this signified that the respondents were not too far from the mean and were close to one another in their responses. This closeness of the responses adds value to the reliability of the mean.

Hypotheses

Ho, There is no significant difference in the mean responses of self-employed motor vehicle mechanics, managers of micro firms in motor vehicle mechanics and entrepreneurship lecturers on the entrepreneurial marketing skills needed by motor vehicle mechanics for self-employment ($P < .05$).

The result of the one-way analysis of variance of mean scores of the respondents on the entrepreneurial marketing skills needed by motor vehicle mechanics for self-employment with respect to self-employed motor vehicle mechanics, managers of micro firms in MVM and entrepreneurship lecturers is presented in Table 3. Levene's test of homogeneity of variances for the data was .364 and since the value is greater than the significant level of ($P < 0.05$) the assumption of homogeneity of variance was met. Therefore, ANOVA could be employed for the analysis.

Table 3
One-way ANOVA of Mean Ratings of Respondents on Entrepreneurial Marketing Skills Needed by Motor Vehicle Mechanics for Self-Employment

Source	Sum of Square	df	Mean Square	F	Sig
Between Groups	10.165	2	4.083	1.852	.076
Within Groups	69.961	1633	.370		
Total	80.126	1635			

Table 3 revealed that there was no significant difference ($P < 0.05$) in the mean ratings of the respondents. These data supported the hypothesis, $F(2, 1633) = 1.852, p = .076$. The mean and standard deviation for self-employed motor vehicle mechanics were 2.18 and .23 respectively. The mean and standard deviation for managers of micro firms in MVM were 2.89 and .61 respectively. The mean and standard deviation for entrepreneurship lecturers were 1.74 and .59 respectively. Post-Hoc (Tukey HSD) was not conducted simply because there was no significant difference in the mean responses of the respondents.

Ho, There is no significant difference in the mean responses of self-employed motor vehicle mechanics, managers of micro firms in motor vehicle mechanics and entrepreneurship lecturers on the entrepreneurial communication skills needed by motor vehicle mechanics for self-employment ($P < .05$).

The result of the one-way analysis of variance (ANOVA) of mean ratings of the respondents on the entrepreneurial communication skills needed by motor vehicle mechanics for self-employment with

respect to self-employed motor vehicle mechanics, managers of micro firms in MVM and entrepreneurship lecturers is presented in Table 4. Levene's test of homogeneity of variances for the data was .138 (and since the value is greater than the significant level of ($P < 0.05$) the assumption of homogeneity of variance was met. Therefore, ANOVA could be employed for the analysis.

Table 4
One-way ANOVA of Mean Ratings of Respondents on Entrepreneurial Communication Skills Needed by Motor Vehicle Mechanics for Self-Employment

Source	Sum of Square	df	Mean Square	F	Sig
Between Groups	15.566	2	7.283	1.018	.088
Within Groups	167.786	1633	.758		
Total	183.352	1635			

Table 4 revealed that there was no significant difference ($P < 0.05$) in the mean ratings of the respondents. These data supported the hypothesis, $F(2, 1633) = 1.018, p = .088$. The mean and standard deviation for self-employed motor vehicle mechanics were 2.11 and .69 respectively. The mean and standard deviation for managers of micro firms in MVM were 1.53 and .68 respectively. The mean and standard deviation for entrepreneurship lecturers were 2.63 and .59 respectively. Post-Hoc (Tukey HSD) was not conducted simply because there was no significant difference in the mean responses of the respondents.

Finding/Discussion

The findings in Table 1 relating to research question 1 showed that respondents agreed with all the items on entrepreneurial marketing skills needed by motor vehicle mechanics for self-employment. The finding showed that self-employed motor vehicle mechanics needs the ability to determine what customer's needs. This is in conformity with the views of Ademiluyi (2007) who asserted that the acquisition of marketing skills offers the entrepreneurs the unique strategy in determining what customers need, why they need them and how he can meet the present and future enrolment and for succeeding in business. Corroborating this finding Ezaani (1999) pointed out that through this, entrepreneurs offer the right product to his targeted customers, able to cost and determine his product price that will be acceptable to the customers based on their perception of the value and a cost that permits for profit making.

The finding also revealed that self-employed motor vehicle mechanics needs ability in developing an

efficient distribution of market network for handling and transporting products. This is line with views of Bstaton (2002) who maintained that marketing skills enables an entrepreneur such as self-employed motor mechanics to be informed, knowledgeable and confident in determining and developing the most efficient method of physical distribution of goods and services through effective market network for handling and transporting products to the targeted customers. Supporting this view, Mamman (2008) argued that marketing skills offers the individual a performance of business activities that directs the flow of goods and services from the producer to the customers. Marketing authorities generally agrees that business enterprise exists to serve market for which they engaged in the production and distribution of goods and services and in addition create and serve customers at the same time achieving the firms profit objective (Ezeani, 1999).

The findings in Table 2 relating to research question 2 revealed that respondents agreed with all the items on entrepreneurial communication skills needed by motor vehicle mechanics for self-employment. The finding showed that self-employed motor vehicle mechanics needs the ability to sustain all channels of effective communication all the time for self-employment. This finding corroborate with the views of Umar (2008) who stated that when channels of communication in business organization are open, the individual within such organization or enterprise become free to pass any information they got to those that are likely to need the information. Umar further pointed out this gives room for the free of information from the top to the lower levels of business enterprise and from this lower level to the top as well. Buttressing this assertion, Zalabak (2006) stressed that when all channels of communication are not open, it become difficult for the individual to either send their information from the top or receive from above, such situation according to Umar (2008) breeds rumor spread with its far-reaching consequences.

The findings also revealed that ability to voice ideas effectively to others through the use of meaningful language is also needed by motor vehicle mechanic for self-employment. This is in-line with the views of Lawal (2009) who opined that the use of meaningful language should be adopted by the entrepreneurs to voice ideas clearly and effectively to others members of the business organization or enterprise through the use of meaningful language. Kouller (2000) lamented that communication can be greatly impaired or affected when the language contained in the information is either too difficult or above the comprehension level of those intended to

receive the information. Therefore, to ensure effective communication Lawal (2009) emphasized that the level of language to be use to voice idea or information by entrepreneurs within the business enterprise or organization should be such information that can be effective and easily understood by all concern.

Conclusion

This study determined the Entrepreneurial marketing skills and communication skills needed by Self-employed Motor Vehicle Mechanics in the North Central States of Nigeria. The findings of the study serve as the basis for making the following conclusion: That entrepreneurial marketing skills and communication skills are needed by motor vehicle mechanics for self-employment.

Recommendations

Based on the findings and implication of the study, the following recommendations were made:

1. The National Automotive Council (NAC) charged with the responsibility of organizing training and re-training programmes for motor vehicle mechanics should in collaboration with the Federal Ministry of Labour and Productivity to incorporate the identified entrepreneurial skills into their training and re-training programmes so that motor vehicle mechanics can be made to acquire the needed entrepreneurial marketing and communication skills. This will assist them to sustain and secure their employment.
2. Regular seminars, workshops, and conferences should be organized from time to time for motor vehicle mechanics in the North Central States of Nigeria and indeed mechanics in any other parts of Nigeria by National Directorate of Employment on the need to acquire the identified entrepreneurial skills for self-employment.

References

- Abdulkadir, M &. Ma'aji, S .A (2014). Evaluation of Workshop Facilities for Teaching and Learning of Motor Vehicle Mechanics Trade in Technical Colleges of Niger State. *Journal of Information, Education, Science and Technology (JUESTI)* (1). 167-175.
- Abdulkadir, M (2016). Entrepreneurship Management Skills Needed by Self-Employed Motor Vehicle Mechanics in the North Central States of Nigeria. Unpublished Ph.D thesis; Department of Industrial and Technology Education, Federal University of Technology, Minna.

- Abdulkarim, J. (2012). *Entrepreneurship in technical and vocational education 1* Umuhia: Cijeh Concepts Publishers Nigeria
- Ademiluyi, F. L. (2007). Business competencies needed for effective entrepreneurship as perceived by fresh graduates. *Business Education Journal*. 6(91), 18–22.
- Bstaton, B. C. (2002). *Essentials of marketing for Entrepreneurs*. Lagos: Twin Publishers Ltd
- Ezeani N. S. (1999). Employment opportunities available for Business Teacher Education Graduates in Anambra State. Unpublished M.Sc Thesis, Nnamdi Azikiwe University, Awka.
- Ezeani, N. S., Ifeonyemetalu, O. & Ezemoyih, C. M. (2012). Entrepreneurial skills required by business related graduates for successful operation of a business enterprise in Enugu commercial centre and environs. *Kuwait Chapter of Arabian Journal of Business and Management Review*, 1(8). 37-53.
- Kouller, S. (2000). *Organizational Communication: Approaches and Processes*: New York: Smart north Publishing Company
- Lawal, F. K. (2009) Acquisition of entrepreneurial skills through biology education and role of the biology teacher. In Nsikak-Abasi Udifia (Ed) *Developing entrepreneurial skills through Science, technology and mathematics STM education 50th Annual STAN conference*, Minna 134-137.
- Mamman, A. (2008). *Entrepreneurship development*. Kano.: Town Joyce Graphic Printers and Publishers.
- National Examinations Council (2011). *Regulations and Syllabus for Senior School Certificate Examination. Revised*. Enugu: Otusun, Nigeira Ltd.
- Nwakolo, P. O. (2004). Entrepreneurial initiatives in Colleges of education programmes. Paper presented at Education Tax Fund (ETF) workshop capacity building at FCE(T) Umuenze.
- Nwoye, M. I. (19991). *Small business enterprise: How to start and succeed*. Benin City: UNIBEN Social Science Series.
- Onoh. B. C. E. C. (2006). Industrial human resource needs in selected industries and establishments in *Enugu State implications for Technical Education*. Unpublished M.ED thesis; Department of vocational teacher education, University of Nigeria, Nsukka.
- Osuala, E. C. (1993). *Principles and Practice of Small Business Management in Nigeria*. Nsukka: Fulladu Publishing Company.
- Osuala, E. C. (2004). *Foundation of vocational education*. Nsukka: Faladu Publishing Company.
- Onwuliri, O. (2009). *Entrepreneurship development principles and practice*. Kaduna: Wolsak Printer, Limited.
- Sadiq, A. B. (2008). Sustainable according to education: A panacea for entrepreneurship success in democratic Nigeria. *Journal of Vocational education (JOVED)* 2 (2) 115-122.
- Ude, J. O (1999). *Entrepreneurship in the 21st century*. Enugu: CIDIAP Publishers.
- Umar, M. (2008). Entrepreneurial competencies required by Automobile technology students for establishing small and medium scale enterprises in Niger State. Unpublished M. ED thesis; Department of vocational teacher education, University of Nigeria, Nsukka.
- Uzoagulu, A. E. (1998). *Practical guide to writing research project reports in Tertiary Institution*. Enugu, John Jacob's Classic Publishers LTD.