ADDRESSING UNEMPLOYMENT AMONG YOUNG GRADUATES IN SOUTH AFRICA: THE ROLE OF ENTREPRENEURSHIP EDUCATION

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PRESENTATION OUTLINE

(1) INTRODUCTION
(2) UNDERSTANDING ENTREPRENEURSHIP
(3) THE NEED FOR ENTREPRENEURSHIP EDUCATION
(4) CREATING JOBS THROUGH ENTREPRENEURSHIP EDUCATION
(5) RESEARCH FINDINGS
(6) POLICY LESSONS FOR SOUTH AFRICA
(7) RECOMMENDED FRAMEWORK FOR ENTREPRENEURSHIP EDUCATION
(8) CONCLUSION
(1) INTRODUCTION

Since 1994 SA became a democratic state.

Transformation of all sectors of government.

Introduction of the RDP.

Introduction of GEAR.

Transformation of educational systems.

* Less emphasis on Entrepreneurial educations Need for the transformation of the ------- of diplomas, courses and degrees in Entrepreneurship.
(2) UNDERSTANDING ENTREPRENEURSHIP

Origin: J.B say 1767-1832 French Economist
Entreprenada > meaning
- To undertake
- To pursue opportunities
- To fulfill needs and wants through innovation

According to the latest meaning in dictionaries
- Undertake to organize
- Manage
- Assume the risk of business
**Drucker 1985:** Entrepreneurship management and business is magic.

**Basu 2004:** Entrepreneurship is developing an aspiration that is uncommon or different from others.

**Ibrahim & Soufani 2007:**
Entrepreneurship is simply imagination, high need for achievement.
Mac Isaacs 1996: Entrepreneurship is central to:
- Innovation
- Economic growth
- Job creation
- Empowerment at all levels
- Poverty reduction and
- Wealth creation
(4) CREATING JOBS THROUGH ENTREPRENEURSHIP EDUCATION

HISTORICAL EXPERIENCE IN THE USA

Entrepreneurship can be traced to many centuries without notice, without records.

Between 1969-1976, new and smaller firms created 81.5% jobs in the USA.

Between 1993-1996: 8 million jobs were created in the USA. 77% were by small entrepreneurs.

During Late 1960’s, one out of four persons in workforce were entrepreneurs.

In 1980’s – small firms employed one out of four work force.
Job creation is directly linked to initiatives that promote entrepreneurship in the USA.

Job creation and poverty alleviation was a direct result of promotion of Institutions of entrepreneurialships, especially skills development, training and mentoring.

Self employment and entrepreneurship increase self esteem and greater confidence.
Since Democratic rule in 1994, unemployment in SA increased.
- In 2000 – 46%
- 2005 – 56%
- 2006 – between 47 -50%.

In 1996: Kourilsky: SA entrepreneurship as a critical resource for economic growth and job creation.

In 2007: Timmons & Spinelli: there is no substitute for entrepreneurship.
Main Lessons

South Africa need to unleash several education entrepreneurship programs in its institutions.

– Management of creativity and knowledge.
– Entrepreneurship education precedes training in entrepreneurship.
Skills Development

Introduction of required:
- Attributes and behavior
- Training modules and courses
- Development awareness and character
- Communication skills
- Persuasion
- Creativity and innovation
(7) Recommended framework cont.

– Critical thinking
– Assessment
– Leadership
– Negotiation
– Problem solving
– Social networking
– Time management
ALTERNATIVE UNDERSTANDING
METHODS

Ornstein in 1975 – Brain is divided into two hemispheres.

– Left side hemisphere
– Right side hemisphere

⚠️ Left-side hemisphere

– Language
– Logic
– Symbols
– Process
Right-side hemisphere

- Emotion and intuition
- Processing information
- Rely heavily on images
- Unconditional
- Unsystematic
- Unstructured

**Note:** It is the right brain lateral thinking that is in the heart of creative process.
DEVELOPMENT OF ENTERPREURIAL BEHAVIOR

Lewis: 1987 – traditional approach
Students acquire knowledge step by step.
Academic goals means successful studentship.
Learn by listening, taking notes and reading books.

Gibbs 1987 – Enterprising individual
Focus on educational systems
Development of skills and behavior
Behavior includes

- Role orientation to emphasize effectiveness
- Abilities to
  - Think intuitively
  - Rationally
- Motivation: Driving force behind every action.
APPROACH TO LEARNING

**Why?** To give students ownership & good understanding
- Problem solving in real-world situation.
- Encourage students to formulate decisions on data.
- Provide students with role-models.
CREATIVITY & INNOVATION

- Regards idea generation.
- Finding opportunities

**Learning Logs**

- Learning seminars on Entrepreneurship
- Education, awareness, learning to reflect action and reflections
BUSINESS INCUBATION

- Linking theoretical training to practical exposure
- Facilitate business designs, establishment and start-up phase
- Mentoring
CONCLUDING REMARKS

The paper established that better entrepreneurship require:

- Good skills,
- Good attributes,
- Good behavior
- Learning and development
- Mentoring activities

To build a sustainable Entrepreneurial capabilities.
THANKS FOR LISTENING