

## **THE NEED FOR INNOVATIVE TEACHING METHODS IN BUSINESS EDUCATION FOR SUSTAINABLE DEVELOPMENT**

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### **Abstract**

*Innovative teaching method involve the use of digitals and ICT based tools in teaching and learning. The global technological revolution especially in the areas of business has prompted the need for business education instructional delivery to be technology base if the programme is to achieve its goal of sustainable socio-economic development. Hence, this paper examines innovative teaching methods needed to enhance the teaching of business education for sustainable development in a globalized economy. The paper also examines the need for the adoption of innovative teaching methods in business education and the challenges to effective utilization of this method in business education. Some recommendations among others were that educational institutions in partnership with private sectors should provide adequate innovative teaching technologies for effective instructional delivery and that lecturers should constantly attend workshops to keep abreast of new technology.*

**Keywords:** *Innovative, Technology, Sustainable development, and Business Education.*

### **Introduction**

The recent global technological innovations in the business world have brought about radical change in the educational system. Business education, being a dynamic and a programme for sustainable development should adapt to changes in technology and in the business world.

Technology is now a new tool that sharpens the global economy and equip individuals with long life learning. Every facet of human endeavour be it in the areas of healthcare delivery, business practices, social interaction, politics, information system, knowledge dissemination, education etc are now revolutionalized with information and communication technology. The traditional pedagogical practices of training in educational institutions are gradually paving way to new technological system of teaching. According to Yusuf (2005), the use of new technologies for pedagogical delivery has undoubtedly affected teaching, learning and research and its integration can help revitalize teachers and students. New technologies can enhance students learning, improve teachers instruction, help students reduce the amount of direct instruction given to them by the teacher and also enable the teacher cater for individual needs of the students. Ramsden (2003) identified the following ICTs that are used in teaching and

learning to include; multimedia technology, radio and TV broadcasting, teleconferencing, audio conferencing, computer and internet, internet and web-based initiatives and telecollaboration. These new technologies have the prospect of contributing immensely in business education for sustainable development. These innovative approaches are used for delivering electronically mediated, well designed, learner-centred and interactive learning environments to anyone, anyplace and any time by utilizing the internet and digital technologies in connection with instructional design principles (Hedges and Hayward, 2004).

On this note, the use of innovative teaching method in business education instructional delivery is of vital importance in equipping its graduates with the current skills required in the modern business world for sustainable development. Business education for sustainable development emphasizes use of the products of the programme to create, maintain and harness the resources of natural business environment for a long term benefits of the entire populace and for the nation's economic growth.

### **Concept of Innovation**

Innovation is re-designed method of application of new ideas, knowledge and processes to present and improve the prevailing condition. Mehta and Sharma (2010) defined innovation as the generation and application of new ideas and skills to produce new products, processes and services that improve economic and social prosperity.

Gontur and Davireng (2015) defined innovation as the implementation of new and improved knowledge, ideas, methods, processes, tools, equipment and machinery which leads to new and better products, services and processes. Innovation in teaching is about turning an invention such as an idea, technology or techniques into a product, process or service that is successful because it meets the needs of learners.

Ekoh (2015) defined innovation as integral part of the process of constantly improving know-how as well as generating new sustainable ideas and practices applicable in working life. Innovation differs from invention or renovation in that innovation generally signifies a substantial positive change compared to incremental changes (Gargay & Catchanna, 2015).

Print (1995) defined innovation as a technology which improves educational outcomes, improves working relationship or processes within the school system, or reduces the quality and quantity of desired ones, a departure from the status quo, but adds the dimension of cost benefits. Innovation is therefore, the creation and integration of new improved ideas, knowledge, experiences and processes into an already existing system to make for a better outcome.

### **Concept of Business Education**

Business education as an integral part of the broad spectrum of vocational education aimed at preparing individuals to establish and manage their own businesses as intelligent and good consumers of good and services. Business education involves equipping students with the appropriate skills, knowledge and competences needed to advance in the field of business or to progress in the world of business as managers, business executives, entrepreneurs, secretaries and accountants. The federal government of Nigeria on its National Policy on Education integrated business education programme into the total education programme to cater for the needs of the nation for sustainable development. The importance of business education programme as a means to achieve

sustainable national development was contained in the National Policy on Education (2004) as objectives of technical education as follows:

1. To provide trained manpower in applied science, technology, commerce particularly as sub professional grade.
2. To provide the technical knowledge and vocational skills necessary for agricultural, industrial, commercial and economic development.
3. To provide people who can apply scientific knowledge to environmental problems for the use and convenience of man.
4. To give training and impart the skills leading to the production of craftsmen, technicians and other skilled personnel who will be enterprising and self-reliant.
5. To give an introduction to professional studies in engineering and other technology.
6. To enable young men and women have an intelligent understanding of the increasing complexity of technology.

### **Concept of Sustainable Development**

Sustainable development is an attempt to meet up with the present human needs and secure the needs of future generations without comprising the abilities of future generations to meet up with their needs. Oyebamiji and Adekola (2008) defined sustainable development as conservation, reservation, usage and management of resources so that what we do to improve life and living standard today does not compromise future use of such resources and improvement the quality of life for all the people. Onyikan (2000) saw sustainable development as an instrument that develops the capabilities of nations and harnesses their vast resources for functional self reliance and survival of humanity. Sustainable development is a dynamic concept that encompasses a new vision of business education.

The most interesting aspect of sustainable development is that it provides for the present, sharp and secure the future. Hasna (2014) contended that sustainable development is concerned with the carrying capacity of natural system with social, political and economic challenges that faced humanity.

Age (2005) identified the following objectives which sustainable national development are expected to achieve to include: increase capital income employment opportunities, promoting human welfare, satisfying basic needs; protecting the environment.

In the light of the above, business education as an essential aspect of sustainable development of any nation, equips individual with skills, knowledge, attitudes, values and competencies with which to create business enterprises, effectively manage, produce and provide for the future.

### **The Need for Innovative Teaching Methods in Business Education**

Innovative teaching method involves the use of digital and ICT based tools in teaching. Krishna (2013) and Noor (2014) identified the following innovative teaching technologies that are used in education delivery business education inclusive to include: technology-driven classroom, cross-curricular connections, smart interactive boards, computer-based assisted instruction, collaborative learning, activity-based learning and learning labs, digitalization in teaching, e-learning, flipped classroom, computer managed instruction (CMI), modeling and simulation and teleconferencing. World bank (2005)

contended that there is urgency to transform our educational delivery at all levels to compliment the current trends in technology to ensure sustainability in education. An improved and qualitative business education is of fundamental importance to ensure effective and efficient human capital development. Business education in a globalized economy demands effective use of innovative teaching methods in instructional delivery for the programme to achieve the manpower needs of the country.

According to Gargory and Latibanna (2015), innovative pedagogy as a science and practice has a responsibility to prepare citizens of the knowledge society (business education students inclusive) who are able to be creative, face changes, manage and analyze knowledge. Innovative teaching methods enhance classroom delivery. Wikipedia Free Encyclopedia (2012) identified some quality classroom delivery to include: computer in the classroom, class web site, class blogs and wikis, wireless classroom microphone, mobile devices and interactive whiteboard. These innovative teaching technologies interact with the teacher in a friendly manner as to motivate students into learning achievement.

Business education teachers use of innovative teaching method like smartboard during instructional delivery allows them make proper illustrations of those business concepts that are always difficult to illustrate.

Consequently, the use of e-learning technology during business education classroom instruction enhances students learning and improves business teachers instructional delivery. Appropriate use of this technology motivate students to learn and also improve their performance. At the same time, it helps the teachers to take care of individual differences of the students.

Eze (2015) identified the following imperatives of innovative teaching technology for teachers and students to include:

1. New ICT facilities allow students and teachers to control manipulative and contribute information to learning and teaching environments as interactive books, journals and the like are usually made available via internet (Oxfam Education Report, 2002).
2. The use of new multimedia technologies and internet will improve the quality of teaching learning related activities not only in Nigeria but Africa sub-saharan region as well.
3. As a social process, it will facilitate interaction and collaboration not only among learners but among teachers as well both at local/or global level.
4. It will give opportunity to individuals who might wish to combine work and learning at his or her own pace irrespective of location.
5. It enhances performance of lecturers in time of course materials delivery and provide maximum attention to students as they could meet through e-mail feedback facility or otherwise.
6. It will revolutionize distance learning which used to be “just-in-class” to “just-in-time”, thus enhancing easy accessibility to education.
7. A flexible user interface, since it is attractive and interactive may motivate the learner’s interest which will in turn sustain continuous learning.
8. It promotes human resources capable of responding to the demands of the new world economy that is supported and driven by ICT.
9. Open and distance university education, if well supported by e-learning. Technology will provide accessibility, flexibility and collaborative work to both

the urban and rural populace of Nigeria and Africa in general, who might not have the conventional universities. This has long life value to quality education and to all who seek knowledge irrespective of age and/or geographical location and time.

### **Challenges to Effective Utilization of Innovative Teaching Methods in Business Education**

Business educators use of innovative teaching methods in instructional delivery are faced with a lot of challenges. Some of these challenges that need to be addressed for business educators effective utilization of innovative teaching technologies include:

#### **1. Lack of adequate competent manpower**

Technology continues to be an integral to business education. The ever changing role of technology in recent times continue to be a challenge to business educators as many of the teachers were trained on computer appreciation which was theoretical and informative in content. Chigbuson (2009) lamented that it is sad to say that many business educators are not capable of teaching ICT subjects due to their shallow depth of computer skills they acquire in their training institutions. In view of this, business educators need to constantly update their skills and knowledge so as to keep abreast of the new technologies.

#### **2. Financial Constraints**

The use of new technologies in training institutions are of capital intensive. In spite of the roles of ICT in improving the quality and quantity of education, the financial allocation to education still remain very poor. Training institutions need huge financial requirements for sustainable integration of ICT in education.

#### **3. Infrastructural Challenge**

The expansion and development of ICT infrastructural facilities for business education delivery remain a very serious challenge. There is dearth of adequate provision of ICT facilities such as computer hardware and software, satellite and internet technologies such as radio, cassette and television for effective instructional delivery. Okwute and Agomuo (2009) contended that lack of availability and access to ICT infrastructure is an obstacle to effective adoption of ICT in teaching and learning in Nigeria.

#### **4. Unstable Power Supply**

Inconsistent power supply in training institutions has made it difficult for the use of computer in education delivery. Jimob Kadin in Okoro and Agbolor (2014) contended that it is difficult to keep high technology equipment such as computer when electricity supply is not consistent and stable.

### **Conclusion**

A shift from traditional method of teaching in business education to innovative teaching technology in the current phase of technological innovations in every facets of human endeavour especially in the areas of business will enable the programme attain sustainable development. At the same time, the products of business education programme will be properly equipped to face the challenges of ever-changing technological innovations in the business world.

On the other hand, effective utilization of innovative teaching technology in business education system delivery is faced with a lot of challenges which need to be

urgently addressed to enable the programme achieve its goal of sustainable economic development in the country.

### **Recommendations**

Based on the critical analysis of the study, the following recommendations were proffered:

1. Educational institutions should adopt fully innovative teaching technologies in business education instructional delivery to enable the programme realize its goal of sustainable socio-economic development.
2. Educational institutions should regularly organize relevant training for lecturers to constantly update their knowledge and skills.
3. Training institutions should partner with private sectors to provide adequate pedagogical innovative technologies and stable power supply for lecturer and students.
4. Government should increase grants given to educational institutions to enable them provide needed ICT technologies and other infrastructural facilities for effective training of students.

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