

EXPLORING MUSIC ENTREPRENEURSHIP PROGRAM AS A MEANS OF GENERATING EMPLOYMENT IN NIGERIA

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Introduction

Unemployment has become one of the major problems affecting growth and development in Nigeria. Today, it is observed that many Nigerian youth love music, others have been trained musically and still there are some who are musically talented but have no formal education and training in music. Therefore an entrepreneurial programme in music will bridge the gap between music and unemployment in the formal sector. Entrepreneurship music education focuses on the development of music skills or attributes that enables the realization of existing opportunities that leads to self-employment. In these days of economic depression and poor government revenues, entrepreneurship should be the key driver of our economy. Several areas of specialization abound in the music profession with their diverse advantages and benefits inherent in them. Music entrepreneurship is one of such areas of specialization which plays a key role in generating employment. The paper delves into music production business as a major component for generation of employment in music profession.

For Nigeria to attain the employment generation component of the post MDGs, there is a need to put in place a vocational training. This will enhance the right input of highly skilled human resources in music to feed the labour market for the overall growth and development of the nation. According to Plato (1995), Music training is a more potent instrument than any other because rhythm and harmony find their way into the inward places of the soul, on which they mightily fasten imparting graces..., However one must combine his passion for music with sound entrepreneurship principles.

Self-employment is a critical factor in job creation. But unfortunately, unemployment has come to be one of the major problems affecting growth,

sustainability and development in Nigeria. In order to eradicate this, Nigerian youths need to be self-employed rather than waiting to be employed especially as the established formal sector is saturated as a result of population explosion.

Hornby (2006:489) defines entrepreneur as a person who makes money by starting or running a business especially when this involves taking financial risks. Music entrepreneurship seeks to provide students with knowledge, skills and motivation to encourage entrepreneurial success in a variety of settings. It combines creativity, theory, practical musicianship, technology and context in a distinctive blend of teaching and learning.

Concept of Economy

Economy is defined as the relationship between production, trade and the supply of money in a particular country or region. (Hornby: 2006:466). In these days of economic depression in Nigeria, which is a time of decline in business or trade and employment, there is the need for strengthening of entrepreneurial opportunities through diversification. Entrepreneurship is associated with different kinds of activities that have to do with establishment and operations of business enterprise and related activities. This may include the identification of investment opportunities, decision on what opportunities to exploit for profit, promotion and establishment of business enterprise. Entrepreneurship therefore is the process of organizing business or an enterprise with a view to providing services and making some profit (Njoku, 2006). The musician therefore, has an opportunity, and it is just for him to exploit such opportunities and make profit out of it.

Concept of Entrepreneurship Education

Entrepreneurship education seeks to provide students with the knowledge, skill and motivation to encourage entrepreneurial success in a variety of settings. Variations of entrepreneurship are offered at all levels of education from primary or secondary through to the tertiary levels. Entrepreneurship education focuses on the development of skills or attributes that enable the realization of opportunity, where management education is focused on the best way to operate existing hierarchies. Both approaches share interest in achieving profit in some form. This has to do with non-profit organizations or it has to take the form of increased services to the citizens.

Importance and Benefits of Entrepreneurship Education

Entrepreneurship is a key driver of our economy. Wealth and a good majority of jobs are created by small businesses started by entrepreneurially minded individuals, many of whom go on to create big businesses. People exposed to entrepreneurship frequently express that they have more opportunity to exercise creative freedoms, higher self-esteem, and an overall greater sense of control over their own lives. As a result, many experienced business people, political leaders, economists, and educators believe that fostering a robust entrepreneurial culture will maximize individual and collective economic and social success on a local, national and global scale. It is with this in mind that the government of the day had established the Small and Medium Scale enterprises (SMEs); to prepare youth and adults to succeed in an entrepreneurial economy.

According to the United States Department of Labour in March 2016;

Entrepreneurs drive America's economy, accounting for the majority of our nation's new job creation and innovations. According to the U. S. Census Bureau's 2002 survey of Business Owners, self-employed individuals who have no paid employees operate three-fourths of U. S. Businesses. The U. S. Small Business Administration reports that America's 25.8 million small businesses employ more than 50 percent of the private workforce, generate more than half of the nation's gross domestic product, and are the principal source of new job in the U. S. Economy.

(<http://www.dol.gov/odep/pubs/fact/entrepreneurship.htm>)

Entrepreneurship is an employment strategy that can lead to economic self-sufficiency for young people within the age bracket of eighteen (18) and thirty-five (35), or even beyond. Self-employment provides young people and their families with the potential to create and manage businesses in which they function as the employer or boss, rather than merely being an employee. Oftentimes, the government through the Central Bank via the Industrial Promotion Schemes provides technical and financial supports which can serve as a safety measure that may decrease the risk involved in pursuing self-employment. The youths who are interested in becoming entrepreneurs often realize that it is not an easy task. But entrepreneurship education offers a solution. It prepares particularly the youth

to be responsible enterprising individuals who become entrepreneurs or entrepreneurial thinkers by immersing them in real life learning experiences where they can take risks, manage the results and learn from the outcomes.

Through entrepreneurship education young people learn organizational skills, including time management, leadership development and interpersonal skills. All these are highly transferable skills sought by employers. According to Logic Models and Outcomes for Youth Entrepreneurship Program (2001), a report by the D. C. Children and Youth Investment Corporation, other positive outcomes include:

- Improved academic performance, school attendance; and educational attainment.
- Increased problem – solving and decision – making abilities
- Improved interpersonal relationships, teamwork, money management and public speaking skills.
- Job readiness
- Enhanced social psychological development (self-esteem, ego development, self-efficacy, and
- Perceived improved health status.

Music Entrepreneurship

The mission of music entrepreneurship is to empower every music student with the skills and mindset to succeed in the professional world. In music we treat entrepreneurship as an attitude that infuses every subject from bios to business and beyond. A music entrepreneur is the business man or woman, organizer or director of a music business or a music enterprise. He packages his resources/music abilities, takes advantages of them by way of creating a business environment that will lead him to career profit.

Several business organizations exist in our society and these organizations are established principally for the purpose of making profit. However not much of Music business organizations are established in music area for the purpose of making profit; not to talk of most musicians becoming entrepreneurs. Probably most musicians may not know or understand that they have what it takes to

become successful entrepreneurs. For a music minister to gain ground in the business sector he must understand the principles of business. This is prominent for musicians who operate within the church circles.

A business minded church musician strategizes on how he can use his creative works/talent to the market and let the public see them. For the musician to get a clear picture and understanding of business, he must first of all understand the terms associated with business.

What is business?

Business from whatever angle it is looked at involves organized activities because nothing happens by chance. Business organizations are essentially the providers of goods and services. However, for us to appreciate the scope and range of a business organization; there is a need for us to examine some definitions of business. According to Ihunda (2001), business as an institution is organized and operated to provide goods and services under the incentive of private gains. Also Chukwuigwe (2002) described it as a human organization that produces and or markets products and services. Business includes those activities which individuals, working singly or in association with others endeavours to produce and distribute the goods and services that are important to the well-being, comfort and happiness of individuals and for the benefit of the society as a whole. Business owners are usually motivated in their activities not only by the need for their material contribution to the welfare of the community at large of which they are part of, but also by the desire to make reasonable profit.

Music Entrepreneurship Business Programmes.

Reports from the entrepreneurship programmes of Carnegie Mellon School of Music, U. S. A. stated that Music entrepreneurship students regularly develop and test projects in collaboration with community partners such as Pittsburgh Symphony Orchestra, Chamber Music Pittsburgh, and Edgewood Symphony etc. According to Annie Gordon (MM'14) she said,

At CMU I learned to be a complete musician: one who performs at her highest ability, markets herself, speaks for herself and engages with her audience. In the entrepreneurship courses, we

Sunday Nnamani: *Exploring Music Entrepreneurship Program as a Means of ... developed these skills through hands-on involvement in real-world projects. The experience was empowering. (p. 3.)*

Also Gabriel Colby (MM'14) informed that;

The CMU Entrepreneurship program has been invaluable to my development as a working artist. During my time in the school, i attended numerous lectures of true gurus in the fields of music, arts, business and communications. The CMU Entrepreneurship program has equipped me with the tools to be more comfortable in all professional situations; from the honing stage presence in front of a major concert hall to business etiquette at a board meeting (p. 3)

Again, Martina Caruso (A'14) expressing her view about entrepreneurship said that "the Music Entrepreneurship program helped me to realize that my passion for music has the potential to go far beyond performance alone. I am incredibly grateful for the experiences i took away from this program. (p. 4).

Nigerian music stakeholders have a lot to learn and borrow from these performers in advanced countries in order to improve on our skills in entrepreneurship music business.

Areas of Specialization in Music Entrepreneurship

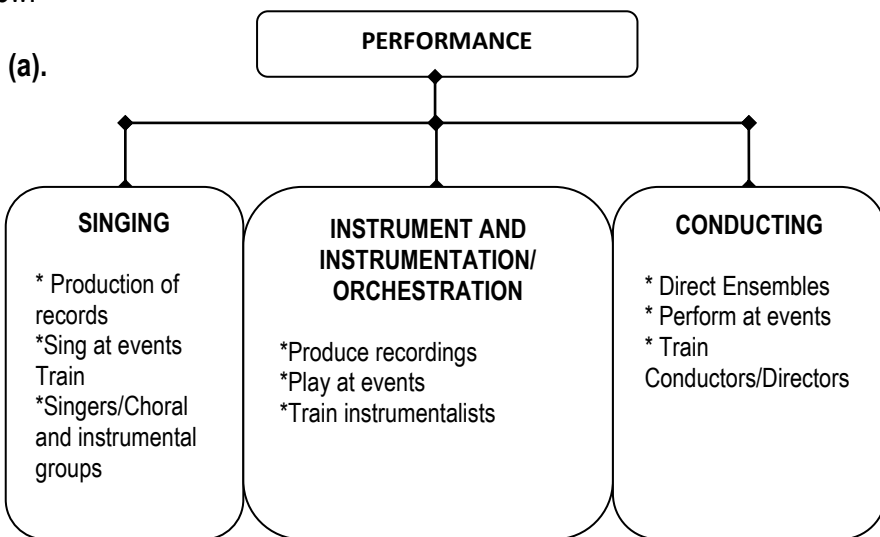
Music entrepreneurship entails a world of great career choices. The areas of specialization include the following.

- a. Performance (Singing, Instrumentation/Orchestration, Conducting)
- b. Music Theory (Composition/Song writing General training)
- c. Music Technology (Sound engineering, Musical Instrument Technology)
- d. Music Business Management (Events Management, Music Marketing, Ensemble and Artiste Management, Cultural Tourism)
- e. Media and Communication (Music Publishing, Music Journalism, Film Music).

Role of Entrepreneurship in Generating Employment

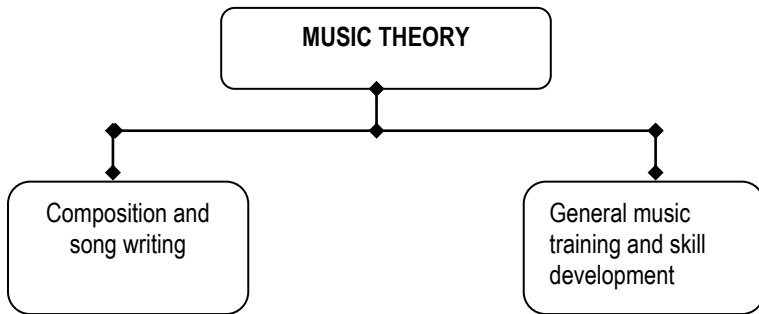
Since music is an easily digestible medium of communication, it is the most effective medium of cultural export by individuals and groups which result into economic benefits. Here it involves the processing and distribution of music in material forms or making use of music that had already been placed in material form. All these can be translated into economic benefits that generate employment. Anuforum (1984) rightly observed that music has as one of its objectives “the development of the child’s talent physical skills as well as the acquisition of special vocational training that could enable one develop healthy attitude towards honest labour”. The acquisition of these skills is essential ingredient for the building of a self-reliant individual capable of employing himself.

There are many ways through which entrepreneurship in music can make one to be self-reliant thereby minimizing the problem of unemployment in Nigeria. The already enumerated areas of specialization could be expanded as shown here below:



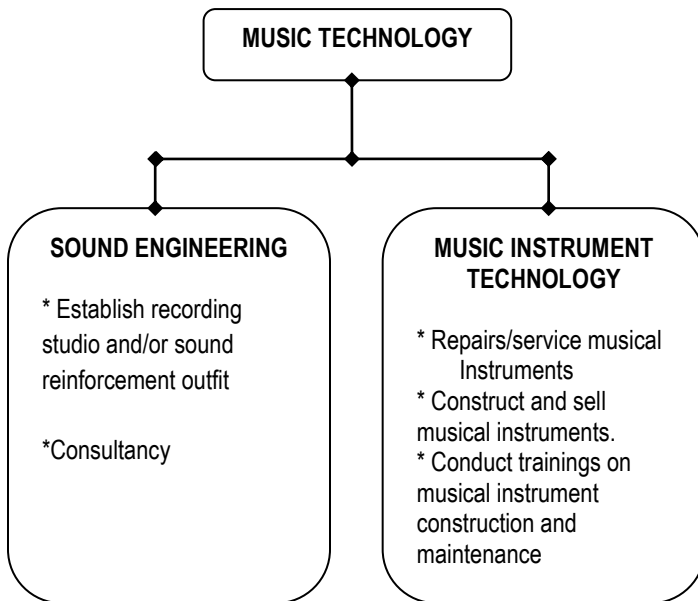
Source: Model from Simeon (2015)

(b).



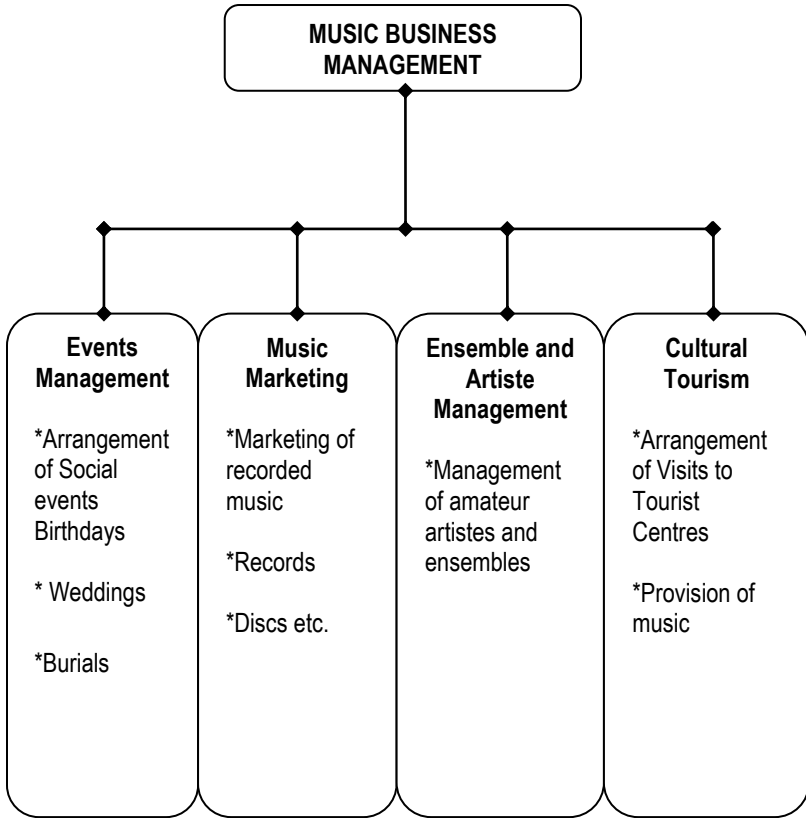
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(c).



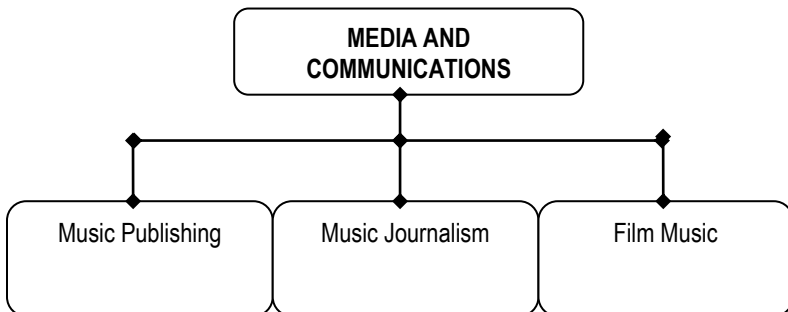
Source: Model from Simeon (2015)

(d).



Source: Model from Simeon (2015)

(e).



Source: Model from Simeon (2015)

The above model adopted from (Simeon, 2015) can as well guide many music entrepreneurs, each sticking to the area where he/she has relative advantage to a great success.

Conclusion

Economically, the entertainment industry of which music is a very strong element is one of the most vital, viable and rich aspect of culture all over the world. Musicians will be among the highest earners the world over if they cue adequately into the trend of things economically. Through this they will be able to circulate money in the society thereby providing a lot of opportunities for the young to engage in self-enterprise and self-management.

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