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MANAGERIAL ACCOUNTING AND BUSINESS START UP IN RIVES STATE

Dr Kaine Awuli Horsfall
Department of Accountancy, Faculty of Business Studies
Ignatius Ajuru University of Education, Port Harcourt, Rivers State, Nigeria

ABSTRACT

The study determined how managerial accounting curriculum can be beneficial to the youths on business start up in Rivers State. Also management education accounting curriculum influences entrepreneurial set ups, business start ups and employment opportunities of business education youths. Accounting education curriculum is a useful tool for employment opportunities of business education youths, therefore, the government through the Nigerian University commission should establish a viable curriculum that will promote youths of business education through job creation.In summary, it was found out that influence of cost accounting curriculum on employment opportunities, entrepreneurial set-ups and business start-ups of business education youths was at a high extent. Also, both financial accounting curriculum and management accounting curriculum influences on employment opportunities, entrepreneurial set-ups and business start-ups were at a high extent. Finally,it was also found out, that government policies affect quality education delivery especially in the area of the release of fund for proper planning of the accounting education curriculum in respect of the employment of business education youths.

Keywords: Managerial Accounting, Business Set up, Youth Empowerment, Curriculum

INTRODUCTION

In support of this, Onwuka (1981) opined that curriculum embraces purposeful experiences provided and directed y educational institutions to achieve predetermined goals. According to Wheeler (1967), curriculum means planned experiences offered to the learner under the guidance of the school. Curriculum Development refers to the process of planning learning opportunities intended to bring about certain changes in the learner and the assessment of the extent to which these changes have taken place. Such an activity is collective responsibility involving experts (school administrators, curriculum specialists and subject specialists) teachers, parents clergymen, laymen and learners. Usually, the activity is carried out in consideration to the nature of education demanded by the society. The exercise is a continuous one inview of the dynamic nature of society arising from knowledge explosion. Youth development is a process that prepares a young person to meet the challenges of adolescence and adulthood and achieve his or her fill potential. Youth development is promoted through activities and experiences that help youth develop social, ethical, emotional, physical, and cognitive competences. Youth leadership is part of person in development and supports the young person in developing; the ability to analyze his or her own strength and weaknesses, set personal and vocational goals, and have the self-esteem, confidence, motivation, and abilities to carry them out (including the ability to establish support networks in order to fully participate in community life and effect positive social change). Alsothe ability to guide or direct others on a course of action, influence the option and behaviours of others, and serve as a role model (Wehmeyer, Agran and Hughes, 1998).Conditions that promote health youth development are supported through programs and activities in schools and communities. Youth development researchers and practioners emphasize that effective program and interventions recognize youth strengths and seek to promote positive development rather than addressing risks in learning and doing and who are connecting to positive adult and peers are less likely to engage in riskly or self-defeating behaviours. Providing the conditions for positively youth development is a responsibility shared by families, schools, and communities.Youth empowerment can be defined as a process where people gain the ability and authority to make informed decisions and implement change in their own lives and the lives of other people. It is a means of encouraging youths to do great things for themselves and as youths, you are at the centre of absolute strength. You think big, hope for the best and envision a better tomorrow, therefore making continuous efforts to turn your dreams into reality. According to the global organization (UN) reports, Nigerian youth migrants in Europe and America are three times more than migrants from other West African Country. This report also added that the migration rate of the youth was 32 percent in 1999, compared to less than 15 percent for non-youth populations. It was estimated that by the end of 2012, over 50 percent of the youths in Nigeria will be residing in foreign countries where job opportunities are easier to come by. This is including the massive migration rate of Nigerians to Canada and other foreign countries since 2017, if not more, Olusola, (2019).

Managerial Accounting

Managerial accounting (also known as cost accounting or management accounting) is a branch of accounting that is concerned with the identification, measurement, analysis, and interpretation of accounting information so that it can be used to help managers make informed operational decisions. Managerial Accounting, unlike financial accounting, which is primarily concentrated on the coordination and reporting of the company's financial transactions to outsiders (e.g., investors, lenders), managerial accounting is focused on internal reporting to aid decision-making.Managerial accountants need to analyze various events and operational metrics in order to translate data into useful information that can be leveraged by the company's management in their decision-making process. They aim to provide detailed information regarding the company's operations by analyzing each individual line of products, operating activity, facility, etc. Techniques in Managerial Accounting In order to achieve its goals, managerial accounting relies on a variety of different techniques, including the following: (a). Margin analysis: Margin analysis is primarily concerned with the incremental benefits of optimizing production. Margin analysis is one of the most fundamental and essential techniques in managerial accounting. It includes the calculation of the breakeven point that determines the optimal sales mix for the company's products. (b) Constraint analysis: The analysis of the production lines of a business identifies principal bottlenecks, the inefficiencies created by these bottlenecks, and their impact on the company's ability to generate revenues and profits. (c) Capital budgeting: Capital budgeting is concerned with the analysis of information required to make the necessarydecisions related to capital expenditures. In capital budgeting analysis, managerial accountants calculate the net present value (NPV) and the internal rate of return (IRR) to help managers to decide on new capital budgeting decisions. (d) Inventory valuation and product costing: Inventory valuation involves the identification and analysis of the actual costs associated with the company's products and inventory. The process generally implies the calculation and allocation of overhead charges, as well as the assessment of the direct costs related to the cost of goods sold (COGS). (e) Trend analysis and forecasting: Trend analysis and forecasting are primarily concerned with the identification of patterns and trends of product costs, as well as with recognition of unusual variances from the forecasted values and the reasons for such variances

Indicators of managerial accounting as used in the study includes the following:

1. Cash flow analysis**:** Cash flow is the amount of cash and cash equivalents, such as securities, that a business generates or spends over a set time period. Cash on hand determines a company's runway the more cash on hand and the lower the cash burn rate, the more room a business has to maneuver and, normally, the higher its valuation. Cash flow differs from profit. Cash flow refers to the money that flows in and out of your business. Profit, however, is the money you have after deducting your business expenses from overall revenue.

There are three cash flow types that companies should track and analyze to determine the liquidity and solvency of the business: cash flow from operating activities, cash flow from investing activities and cash flow from financing activities. All three are included on a company's cash flow statement. In conducting a cash flow analysis, businesses correlate line items in those three cash flow categories to see where money is coming in, and where it's going out. From this, they can draw conclusions about the current state of the business. Depending on the type of cash flow, bringing in money in isn't necessarily a good thing. And, spending money it isn't necessarily a bad thing.

Cash Flow Analysis Basics;cash flow analysis first requires that a company generate cash statements about operating cash flow, investing cash flow and financing cash flow. Cash from operating activities represents cash received from customers less the amount spent on operating expenses. In this bucket are annual, recurring expenses such as salaries, utilities, supplies and rent. Investing activities reflect funds spent on fixed assets and financial instruments. These are long term, or capital investments, and include property, assets in a plant or the purchase of stock or securities of another company. Financing cash flow is funding that comes from a company's owners, investors and creditors. It is classified as debt, equity and dividend transactions on the cash flow statement. Cash flow analysis is important becausea cash flow analysis determines a company's working capital the amount of money available to run business operations and complete transactions. That is calculated as current assets (cash or near-cash assets, like notes receivable) minus current liabilities (liabilities due during the upcoming accounting period).

To perform a cash flow analysis, you must first prepare operating, investing and financing cash flow statements. Generally, the finance team uses the company's accounting software to generate these statements. Alternately, there are a number of free templates available. Preparing a Cash Flow Statement; let's first look at preparing the operating cash flow statement. The line items that are factored into the company's net income and are included on the company's operating cash flow statement include but are not limited to: Cash received from sales of goods or services, the purchase of inventory or supplies, Employees' wages and cash bonuses, payments to contractors, utility bills, rent or lease payments, interest paid on loans and other long-term debt and interest received on loans, fines or cash settlements from lawsuits.

Business Startups (Company Profiles Startups):

The term startup refers to a company in the first stages of operations. Startups are founded by one or more entrepreneurs who want to develop a product or service for which they believe there is demand. These companies generally start with high costs and limited revenue, which is why they look for capital from a variety of sources such as venture capitalists Grant, (2021). According to Grant (2021), a startup is a company that's in the initial stages of business. Founders normally finance their startups and may attempt to attract outside investment before they get off the ground. Funding sources include family and friends, venture capitalists, crowd funding, and loans. Startups must also consider where they'll do business and their legal structure. Startups come with high risk as failure is very possible but they can also be very unique places to work with great benefits, a focus on innovation, and great opportunities to learn.

Understanding Startups: Startups are companies or ventures that are focused on a single product or service that the founders want to bring to market. These companies typically don't have a fully developed business model and, more crucially, lack adequate capital to move onto the next phase of business. Most of these companies are initially funded by their founders Logan, (2021). Logan (2021) further said many startups turn to others for more funding, including family, friends, and venture capitalists. Silicon Valley is known for its strong venture capitalist community and is a popular destination for startups, but is also widely considered the most demanding arena.

Startups can use seed capital to invest in research and to develop their business plans. Market research helps determine the demand for a product or service, while a comprehensive business plan outlines the company's mission statement, vision, and goals, as well as management and marketing strategies James, (2021). The first few years are very important for startups. This is the time that entrepreneurs should use to concentrate on raising capital and developing a business model.
Special Considerations are made according to James, (2021). There are a number of different factors that entrepreneurs must think of as they try to get their startups off the ground and begin operations. We've listed some of the most common ones below.

Location: Location can make or break any business. And it's often one of the most important considerations for anyone starting up in the business world. Startups must decide whether their business is conducted online, in an office or home office, or in a store. The location depends on the product or service being offered. For example, a technology startup selling virtual reality hardware may need a physical storefront to give customers a face-to-face demonstration of the product's complex features.
Legal Structure: Startups need to consider what legal structure best fits their entity. A sole proprietorship is suited for a founder who is also the key employee of a business. Partnerships are a viable legal structure for businesses that consist of several people who have joint ownership, and they're also fairly straightforward to establish. Personal liability can be reduced by registering a startup as a limited liability company (LLC).

Funding: Startups often raise funds by turning to family and friends or by using venture capitalists. This is a group of professional investors that specialize in funding startups. Crowd funding has become a viable way for many people to get access to the cash they need to move forward in the business process. The entrepreneur sets up a crowd funding page online, allowing people who believe in the company to donate money. Startups may use credit to commence their operations. A perfect credit history may allow the startup to use a line of credit as funding. This option carries the most risk, particularly if the startup is unsuccessful. Other companies choose small business loans to help fuel growth. Banks typically have several specialized options available for small businesses a microloan is a short-term, low-interest product tailored for startups. A detailed business plan is often required in order to qualify. There are a variety of advantages to working for a startup. More responsibility and opportunities to learn are two. As startups have fewer employees than large, established companies, employees tend to wear many hats, working in a variety of roles, which leads to more responsibility as well as opportunities to learn. Startups tend to be more relaxed in nature, making the workplace more of a communal experience, with flexible hours, increased employee interaction, and flexibility. Startups tend to also have better workplace benefits, such as nurseries for children, free food, and shorter workweeks Grant, (2021). The work at startups can also be more rewarding as innovation is welcomed and managers allow talented employees to run with ideas with little supervision.

Grant (2021) posits that one of the primary disadvantages of a startup is increased risk. This primarily applies to the success and longevity of a startup. New businesses need to prove themselves and raise capital before they can start turning a profit. Keeping investors happy with the startup's progress is critical. The risk of shutting down or not having enough capital to continue operations before turning a profit is ever-present.

Long hours are characteristic of startups as everyone is working toward the same goal to see the startup succeed. This can lead to high-stress moments and sometimes compensation that isn't commensurate with the hours worked. Competition is also always high as there tend to be a handful of startups working on the same idea Logan, (2021).

It is important to note that there are pros and cons associated Startups; here are the pros and cons:

Pros: More opportunities to learn, Increased responsibility, Flexibility, Workplace benefits, Innovation is encouraged, Flexible hours.

Cons: Risk of failure, having to raise capital, High stress, Competitive business environment Logan, (2021).

Grant et al, (2021) summarize the examples of Startups as given below. Dotcoms were a common startup in the 1990s. Venture capital was extremely easy to obtain during this time due to a frenzy among investors to speculate on the emergence of these new businesses. Unfortunately, most of these internet startups eventually went bust due to major flaws in their business plans, such as lacking a path to sustainable revenue. However, a handful of companies survived when the dotcom bubble burst. Amazon (AMZN) and eBay (EBAY) are just two examples.

Many startups fail within the first few years. That's why this initial period is important. Entrepreneurs need to find money, create a business model and business plan, hire key personnel, work out intricate details such as equity stakes for partners and investors, and plan for the long run. Many of today's most successful companies—Microsoft (MSFT), Apple (AAPL), and Meta (FB), formerly Facebook, to name a few—began as startups and ended up becoming publicly traded companies.

The first step in starting a startup is having a great idea. From there, market research is the next step to determine how feasible the idea is and what the current marketplace looks like for your idea. After the market research, creating a business plan that outlines your company structure, goals, mission, values, and objectives, is the next step.

One of the most important steps is obtaining funding. This can come from savings, friends, family, investors, or a loan. After raising funding, make sure you've done all the correct legal

and paperwork. This means registering your business and obtaining any required licenses or permits. After this, establish a business location. From there, create an advertising plan to attract customers, establish a customer base, and adapt as your business grows.
A startup can obtain a loan from a bank, certain organizations, or friends and family. One of the best and first options should be working with the U.S. Small Business Administration, which provides microloans to small businesses. The average SBA loan is $13,000 and the max loan amount is $50,000. These loans are usually from nonprofit community lenders and can be easier to obtain than traditional loans from banks Grant et al, (2021). James, (2021) said the benefits of working at a startup include greater opportunities to learn, increased responsibility, flexible work hours, a relaxed work environment, increased employee interaction, good workplace benefits, and innovation. And that valuing a startup can be difficult as startups don't usually have longevity in which to determine their success. Startups also don't generate profits or even revenue for a few years after starting. As such, using the traditional financial statement metrics for valuations doesn't apply. Some of the best ways to value a startup include the cost to duplicate, market multiples, discounted cash flow, and valuation by stage. Looking for inspiration to identify the best small business ideas? With so many business ideas, finding the right one is easier said than done. It may seem like all of the good business ideas or the best small business ideas have been taken, but they are not. Most successful small business ideas come from individuals who work for someone else but they believe they can do better. Some might start out as employees or apprentices for other businesses and then gradually build up the skills and experience before they set out on their own. With the right idea and determination, anyone can make their dreams of having their own small business come true.

Empirical Review

Otamiri et al (2020) in a Journal of Research in Business and management on Technopreneurship and youth empowerment in Rivers State Nigeria assert that the term entrepreneurship in business management literature is a multi-dimensional concept that has been given different interpretations after its first identification by Richard cantillon as a major economic driver, to their journal, Baringer and Irland (2013) defined entrepreneurship as "the process by which individuals pursue opportunities without regard to resources they currently control". Otamiri et al (2020), particular asserts that "Youths constitute the largest portion of our population". The Federal Republic of Nigeria (FRN, 2004) publicity positioned the age range of childhoods amid 16-30 years. Mohamed (2019) noted that "in Nigeria it may not be out of place to see people (especially men) of even 40 – 45 years of age claiming youth membership.
Youth empowerment within the context of this work is measured in terms of sustainable income generation, productive engagement, and employment generation for self and others. Otamiri et al (2020).Otamiri et al (2020) added that "suitable income generation implies that an average empowered Rivers Youth makes more money on regular basis. A youth in Rivers State who is not engaged in full time economic activities may not make money on regular basis. Empowered youths have a stable source of income that provides relative financial security. Empowered youths are also engaged productively. Another characteristic of empowered youths is that they create empowered youths is that they create job for their fellow youths. Young Technoprenuers who are doing well employ one or more hands to work with them. As their businesses expand, they need more hands to work for them. This culminates in creation of new jobs in the informal ICT sector. Otamiri et al (2020). The

literature supports the research statement as among those that catches one's attention is a write up in favour of youth empowerment. Although there a lot other government, Rivers State Youth have a lot to contribute in building a progressive and prosperous state for all. Admittedly, it would be a pipe dream to achieve these lofty state objectives without empowering and developing the capacities of these youths. It is therefore widely accepted that a pragmatic and result-oriented youth policy will help us to build and groom the type of youth we want in Rivers State,In appreciation of the above ideals, the ministry of youth deemed it mandatory to develop a youth development policy document. This activity as a matter of fact, is of utmost importance, to this administration. The Rivers State Youth Policy will serve as a template and blueprint to harness and build the capacity of our youths. Ohia (2019) of the Ministry of Youth Development, Rivers State in a forward synthesized the literature about promoting youth Development and participation in the context of sustainable development. He said, "Although, the policy is modeled after the National Youth policy (2019), our peculiar needs, environment and challenges informed and necessitated the desire to chart a new policy direction and re-write the narrative in the interest of Rivers State and the Youths. The policy, therefore, adapted the five strategic national thrust and eleven thematic areas of priority". He added that "The Rivers State Youth Policy considered many factors before coming up with the clear classification and categorization of youths". It is very common these days for old folk to delight in being tagged as youth. Youth empowerment has been widely associated with accounting education curriculum in the university. The relationship between youth empowerment and accounting education curriculum is well established.

CONCLUSION

Based on the findings made, it is concluded among others that accounting education curriculum was beneficial to the youths of business education in tertiary institutions in Rivers state. accounting education curriculum have made a significant impact on the economic growth and substainability of youths of business education as widely reported in the literature reviewed. It is also concluded that accounting education curriculum was was a viable curriculum used by youths of business education in tertiary institutions to strive in bid to achieve economic growth and development.

RECOMMENDATIONS

Based on the conclusion of the study, the following recommendations are made:

1. Nigerian University Commission should establish a viable curriculum that will promote youths of business education through job creation.
2. Financial accounting should be thought effectively in tertiary institutions for business start ups.
3. Tertiary institution should always review lecturers' workload distribution on a periodic basis to ensure equitable distribution of tasks to lecturers and help to make them more productive in delivering the accounting education curriculum. Nigerian University Commission through tertiary institution should conduct periodic review of accounting education curriculum with a view to update them in tertiary institutions in Rivers State.
4. Cost accounting should be thought effectively in tertiary institutions for business start ups
5. Management accounting should be thought effectively in tertiary institutions for entrepreneurship set ups.

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