STRATEGICALLY EXPLORING FRENCH LANGUAGE EDUCATION FOR ENTREPRENEURSHIP BENEFITS IN NIGERIA

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Abstract

The economic challenge that builds-up daily in Nigeria is a wakeup call for concern. Entrepreneurship serves as one of the vibrant economic pillars meant to support the development of the country. Entrepreneurship skill in Nigeria thus must be improved along the use of French language proficiency and AI. This paper however examines the untapped potentials of the above- mentioned strategies (French language and AI). Through analysis of empirical facts potentials of these innovative mediums is expected to enhance Nigerian entrepreneurs to secure international investments, broaden customer base, improve on global competitiveness and economy sustainability. These stakes therefore advocate on the need for stakeholders, policymakers, educational institutions and business communities to facilitate French language learning through the use of AI for the benefit of sustaining economic activities in Nigeria.

Keywords: French language education, entrepreneurship, AI, economic sustainability

Introduction

In today's contemporary world, entrepreneurship is identified as one of the largest pillars to global economic in virtually most parts of the world. It must thus be pertinent to note that linguistic skills serve as a crucial and viable element for sustainability in the world of entrepreneurs. The ability to communicate across different cultures and regions can unlock business pathways that could seem difficult to access. Amongst the many languages spoken in the world today, the French language is distinguished as one of the most widely spoken and most influential.

Olusegun (2018) estimates that with over three million speakers of the French language across multiple continents, the French language is considered of valuable essence for entrepreneurs seeking to expand their businesses especially in Africa where several emerging economies are poised for growth. The value of language to an entrepreneur is considered very essential as it plays a pivotal role in global investments, sustainable development goals, diplomatic relations and most especially international trade.

For Nigeria as a country, necessity for French language

education is considered highly important owing to its proximity in French speaking countries. Notable developments in the European French speaking countries make the language a link for Nigerian entrepreneurs seeking business expansion. In view of this, French language proficiency serve as a tool to adequately enhance Nigerian entrepreneurs overcome business hurdles. These hurdles include limited access to regional markets, inadequate strategies to navigating international expansion and challenges of forming cross-border partnerships. Hence this research explores the role of the French language as a medium to entrepreneurial opportunities to market accessibility, business collaboration and economic sustainability.

Evolution and Impact of Artificial Intelligence (AI) for Language Learning

Over the years the field of AI has undergone significant transformation in its capacity go vie rapid output of knowledge and information in diversified areas of life, faster than human ability. Evolution of AI according to Coursera (2005) dates back to the 1950s dealing with computing machines such as largescale calculators and coded computer machines. Experts who worked on the actualization of the AI inventions include Alan Turing, Jhon McCarthy who proposed the term conceived as AI today. Other notable personalities include Joseph Weizenbgum, James Lighthill, Dr. Cynthia Breazeal, and Geoffrey Hinton. These experts actualised the existence of the AI today through extensive works of researches, conferences, laboratory works, inventions and re-inventions used various phases and models to come up with the outstanding capacity of the AI machine today.

It has been noted that AI has greatly impacted and reshaping nearly industry globally. Its transformative impact has become very evident in its advance effect and technologies; it contributes to expanding language learning today. Redfern (2025), a language entrepreneur, admits on how advance AI technologies offer exciting opportunities to fostering language learning in today's world. The effectiveness of AI in the language industry is a vital skill to fostering inter-linguistic and cultural communication in Nigeria today. Language learning and French in particular is an essential asset to the Nigerian commercial industry.

The integration of AI into language education has the impact to revolutionize the language learning process. This will make language more accessible, engaging and effective. With Nigerian entrepreneurs improving their proficiency in the French language, they not only acquire a new linguistic skill but rapidly equip themselves with communication tools needed to tap into new commercial horizon and forge strategic partnership.

Various parameters which the AI does function and by which the impact is felt includes the use of language AI apps such as the *Langua* whereby it uses voiced conversations and flashcards. Through the use of *Duolingo* it also encourages conversations simulations and style games. *Talkpal* also applies conversational teachings using stories to depict real-life situations; it also applies the expository use of videos and podcast for teaching-learning process.

These contemporary language learning trends is highly impactful in technology transfers, knowledge sharing initiatives, innovative business practices, collaborations for new and expanding markets. The use of AI in all of these is certain to take Nigerian

entrepreneurs to the next level thereby smooth conversation and wide market coverage.

Integrating French Language Education for Entrepreneurial Training in Nigeria

Recognizing the strategic importance of the French language and how much it can expand business reality and opportunities for Nigerian entrepreneur, its value should however be considered as part of business formative skills. Ekpe (2010) indicates that the ability to speaking a foreign language like the French enhances entrepreneurship opportunities for Nigerians to secure better business deals and networking. Araromi and Yinusa (2017) state one of the trade agreements between Nigeria and France in 1979. The signed agreement between Obafemi Awolowo University (OAU), Ife and University of Bordeaux France is meant to promote mutual exchange of personnel in the field of administration, history, sociology and political science.

Certain understudied education programmes in Nigeria confirms the potential of the French language hence it's being featured in their educational programmes. Course like Journalism, Nigerian College of Accountancy (NCA), Jos (accounting), mass communication, international relations, give credence of the French language serving as a link to easily access international community.

Business schools, vocational training centers and government agencies can help equip aspiring entrepreneurs with linguistic and cultural skills necessary to succeed in Francophone markets. Thus incorporating the study of the French language into entrepreneurial programmes will ensure Nigerian future generations are well equipped to navigate the complexities of global markets.

AI Tools in French Language Education

Over the years, technology has improved the way language education is transmitted. An understanding to this is identified with contemporary approach owing to technology. This advancement has developed the traditional teaching methods which has greatly improved language acquisition in modern times.

An empirical analysis of research carried out by language experts, linguists and technologists describes how AI tools have diversified language acquisition. Experimental works featured of:

1. Wu Wang and Chen (2015) employed the use of teaching "ASSISTANT ROBOT" for elementary language topics. These robots taught simple conversations and storytelling, body parts, the twenty-six alphabets and self-introduction. This AI robot fascinated learners thereby making them focused and captivated an engaged.

2. Daskalovska (2015) presented a "DESIGNEO-CORPUS" based activity meant to investigate the effectiveness of learning verb-adverb collocations. Learners were divided into the test and regular groups. Results showed that learners in the test group with the use of the corpus gained more knowledge as there was an in-depth analysis on contents for learning. There were varied and detailed examples, thus making learning intentional with knowledge acquired lasting longer and assimilated faster.

3. Dalgarno and Lee (2010) described the "3D VIRTUAL WORLDS". This is a learning

machine used to stimulate realistic learning situations. This learning experience gives foreign language learners a rich and dynamic environment to practice foreign language skills.

4. Neil and Newman (2017) featured the learning of language through "ONLINE GAME-BASED PLATFORM". Identified results owing to this device helped participants to acquire and retain a large proportion of new words and vocabularies.

5. Shih (2015) exhibition experimented using "VIRTUAL REALITY". Virtual reality creates an interactive imaginary world using high performance computers and sensory equipment. These devices create an avatar (being in the virtual world) where the reality of what learners visualize is a immersion of their intuitive body system being submerged in a virtual environment. The virtual environment allows learners to walk through various language learning locations and interact with other avatars (beings in the virtual world), conduct meaningful language interactions. Research outcomes demonstrated a high level of learners engaged in teaching experiences.

6. Shadiev, Hwang and Liu (2018) using the "THE SMART WATCH" worn on the wrist displays different language information. Its multiple sensors display several information and new language meant for acquisition. Further outcome of the research includes student/teacher interaction on language matters, creation of contents on socio-media, helps to receive feedback on discharged information and timely notifications.

7. Wang (2015) gives analysis on "WIKIS". Wikis is identified as a web-based social networking platform. It can be generated as an instrumental tool for teachers to help learners acquire writing skills, editing files, sharing materials, draft documents and revise assignments. Competence of this AI tool helps to promote students' interest in language learning and boost development of their writing skills.

8. WE CHAT as an AI device provides the function of connectivity. Connections through communications permits on-line shopping, bank transactions, arrange hospital appointments.

All these AI tools are numerous contemporary mediums by which Nigerian entrepreneurs can access the acquisition of French language. This can further enhance distributorship, diversify customer base engage various stakeholders smooth communication and investment opportunities.

AI and French Language Learning, Transformative, Tools for Entrepreneurial Opportunities in Nigeria

The integration of AI in French language education for Nigerian entrepreneurs serves as an innovative platform to launching giant business strides and opportunities. Intracen (2024) at a trade fair exhibition in Imo State informs on connecting platforms for Nigerian entrepreneurs and external counterparts. The establishment of International Trade Centre (ITC) and African Continent Free Trade Agreement (AFCFTA) informed Nigerian entrepreneurs amongst which are Ogechukwu Domendu founder of Crème Bay Integrated Service sand Ohakwe Cynthia founder Grandeurs Food on

the uses of AI and language for business expansion.

Entrepreneurs at the fair with minimal expertise on the use of AI and language use were strategically taught on how to generate eye catching image brands, content creation and other business skills meant to boost market brands of individuals. For instance, access to the use of AI for pronunciation practice with the French language, allows for language proficiency. Thus, with language proficiency Nigerian entrepreneurs can negotiate business deals, monitor social trends, track consumer sentiment, forecast market demands, tailor products and services to meet French speaking consumers and optimize pricing models to gain competitive edge in English and French speaking markets.

Building Sustainable Entrepreneurial Ecosystem in Nigeria

Identifying the importance on synergizing the use of AI to French language acquisition, it must however be noted that this build-up cannot be left to thrive in a vacuum. It is very essential to create a sustainable ecosystem for future growth of Nigerian entrepreneurs. This growth is expected to enhance sustainable support for business practices and improve global competitiveness.

Adeyemi (2019) identifies that for a credible ecosystem for entrepreneurs it is crucial to create communication plans and links. This is expected to teach people about consistent skill development on AI and applicative uses. There also is the need to foster collaboration between technology providers, the academia and various businesses as a means to generating constant solutions for business plans.

Awofeso (2020) informs on the need to establish platforms for dialogue and interactions among stakeholders. This is expected to serve as a means to exchanging experiences, build credible partnership, and to boost economic viability. Very essential also are supportive frameworks ranging from mentorship programmes, workshops, networking events and industry specific forums.

These programmes are meant to serve as guidelines to building bridges between theoretical learning and real-life applications. They are also meant to share experiences and strategies that have proven to be effective. It is further meant to serve as an outreach to a wide range of clients, develop a deeper understanding of cultural dynamics that influence business practices. The combination of all these creates a dynamic ecosystem that is capable of nurturing innovation and fostering increased economic diversification.

Economic Benefits of AI Language Acquisition Tools in Nigeria
Harnessing natural resources from AI manufactured devices

Owing to global development high use and demand for AI devices manufacturing and assembling AI products largely depend on raw materials for production. Amongst the natural resources used in manufacturing AI products are aluminum, copper and gold. Deposits of these resources can be found in Nigeria according to the Ministry of Foreign Affairs. Proceeds from these resources will emerge as great benefits viable for economic sustenance.

Job creation

Through the assembling and build up process of AI devices, this domain credibly will provide jobs for large variety of entrepreneurship

opportunities for wide range of Nigerians. They include mining companies, engineers, telecommunication service providers and distributors, educationist and on-line content creators. An enhanced source of livelihood for these individuals is expected to have a huge positive impact on the overall Nigerian economy.

Time and cost effective

It is notably important to identify that the virtual environment produced by AI condenses the elasticity of time as devices enable reaching large audience at the same time, receive instant feedback, enable entrepreneurs expedite operations, make quick decision thereby modifying production plans. It is cost effect as use of infrastructural amenities are further reduced, thus enhancing operational efficacy and profitability.

Partnership and brand building

As Nigerian entrepreneurs become proficient in French, this will allow for new opportunities to many French speaking countries. There are high chances to securing diverse investment deals and building strong cross-cultural partnerships. With consistency on the use of applications, Nigerian entrepreneurs are sure to adequately build business skills, and proficiency, thereby displaying diverse business operational activities ranging from drafting business e-mails, business proposals and report writing in the French language. This on the long run helps entrepreneurs building a unique brand for themselves.

Conclusions and Recommendations

The exploration of French language education in Nigeria emerges as a crucial strategy to fostering entrepreneurial benefits, particularly in the technological landscape shaped on the use of AI. The acquisition of the French language through AI not only boosts linguistic capabilities but opens avenues for further economic engagement for creative industries beyond the frontiers of the country.

Having highlighted the evolution on the applicative use of the AI as a modern day trend, necessity to synergize AI tools for French language acquisition, exploring it as a modified measure to fostering the domain of entrepreneurship in Nigeria. Additionally, sustaining this knowledge is the realization of an ecosystem which is expected to be initiated so as to enable the trend continuously serve as a means of economic transformation in Nigeria.

In the bid to enable this innovative and dynamic strategy this paper seeks to recommend that through government, partnerships and organisational supports there is the need to:

➤ Establish centers on AI training in French and other foreign languages for Nigerian entrepreneurs to navigate more effectively international business environments.

➤ Create avenues/platforms such as local community forum, business incubators, and digital learning hubs to allow for peer support networks. This medium will allow for discussion on new innovation, exchange of ideas and experiences and more importantly building up partnerships.

➤ Constituting a directorate meant to ensure continuous investment in Nigerian entrepreneurship.

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