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College Degree versus Not Having a College Degree to Run a Successful Business

In as much as college degrees positively impact the intellectual performance of business students, it fails horribly at simulating the real-world economics to them. Most of the students who undergo these entrepreneurial courses fail to acquire the skills much needed because the conditions within the campus differ by a great measure from conditions out in the unforgiving world. The students learn to formulate plans but not to implement them. They learn types of organization skills but not how to put them into practice. Also, in colleges, there is a very minimal interaction with the market and so the chances of a student not providing customers the care they deserve can really derail business hence I support the argument that college degrees are really not essential for running a successful business.

A good business plan is core to growing and running a successful business. The 21st century technology has provided a wide range of resources including books, journals, articles and even software that has made learning formulation of a good business plan very easy. However, business plans can seem perfect on paper to an aspiring entrepreneur but still fail when implemented (Tunio, *et.al*. (2021). These authors explain that what differentiates a successful business from failed ones is the ability of the startup's owners to "morph their new sights into great businesses." This introduces the aspect of adaptability and endurance of a business plan to factors in both external and internal business environments.

A college degree never gives students a chance to encounter these problems and thus they cannot cope with the harshness compared to the students who learn directly from the school of life. Therefore, I support my view that a successful business can be run without a college degree. Organization skills include a set of intrapersonal and interpersonal abilities that a person

acquires and aid to smoothly and successfully enable a venture to achieve its goals. These skills encompass excellent time management, analytical thinking, self-motivation and public speaking. Moreover, the difference between unsuccessful and successful entrepreneurs is not in a degree but perseverance and innovation of the aspiring entrepreneurs, traits that cannot be taught in a classroom (Bhatti et.al 2021). These skills are better grown and cultivated in actual business environments where individuals get to experience hardships related to running businesses enabling them to adapt to the problems and even improving their problem-solving techniques. Organization skills don't come through the classroom and thus a degree is not an assurance that a business will be successful.

I believe that a business that caters for the needs of its customers is a business destined for success. This is because customers are the most important part of a business and losing customers is a mistake no company can afford. College degrees cannot really instill this invaluable skill because customers are so much diverse. Customer satisfaction and loyalty are key differentiators between the better and poorer performing businesses (Sony, Antony, and Naik (2020).The author explains that the ability to measure what your customers think of you is essential for a successful business. Focusing on customers entails analyzing market data, engaging customers through communications and being available for them. These are core qualities of a good company that cannot be taught in classrooms. An entrepreneur in the market for a period of four years is able to focus on tailoring his/her products to fit the trends in customer specification. This entrepreneur knows how best to advertise to suit all the aspects of buyers and prospective buyers. He is able to understand his customers so much and thus create a sense of trust in them. A college degree cannot guarantee this important skill and so it is not a parameter to measure the success of a business.

In conclusion, a college degree may have some positive impacts in the operations of a business but a successful one requires experience. Experience in business planning, adapting and implementing plans; experience in organizational skills and discipline and experience in the focus a company put on its customers to improve customer satisfaction and achieve profits. The key to a successful business is the principles and hard work of the entrepreneur, a college degree notwithstanding.

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