

AHMADU BELLO UNIVERSITY, ZARIA, NIGERIA

ENTREPRENEURSHIP AND INNOVATION COURSES AND CURRICULAR

Course code: GENS202

Course Title: Entrepreneurship and Innovation

Level: Undergraduate

Course curriculum/contents

Module 1: Development Entrepreneurship/Intrapreneurship

- The concept of Organizations and Theories of Entrepreneurship
- The Entrepreneurial culture
- Barriers to Entrepreneurial practice
- The role of entrepreneurship in the economy and society

Module 2: The Nigerian Entrepreneurial Environment

- The Business External Environment (political, legal, socio-cultural, economic, natural, technological etc)
- Identifying Business Opportunities and Threats

Module 3: Creativity and Intellectual Rights

- Intellectual Property and its Dimensions
- Copyright Laws in Nigeria
- Strategies for Protection of Intellectual Property(original ideas, concepts, products etc)

Module 4: Technological Entrepreneurship

- The interface between Technology Development and Entrepreneurship
- Technological Environment and Business

Module 5: Management of Innovation

- Innovation and Entrepreneurship
- Entry Strategies for New Ventures

Module 6: Women Entrepreneurship

- The Concept of Women Entrepreneurship

Module 7: Social Entrepreneurship

- The Concept of Social Entrepreneurship

Module 8: Business Opportunity Evaluation

- Sources of Business Opportunities in Nigeria
- Entrepreneurial ideas and Opportunities
- Elements of Venture Creation

Course Code: GENS301

Course title: BUSINESS CREATION AND GROWTH

Level: Undergraduate

Course curriculum/contents

Module 1: Concept Of Business and New Value Creation

- Business Planning Process
- Typical Structure for a Business Plan for a Start-up Venture.
- Start Up Decision - What Motivates People to Begin New Businesses
- Factors that Motivate People to Begin New Businesses
- Opportunity Search and Identification
- Business Opportunity Identification Process
- Networking versus Solo Entrepreneurship Factor
- Opportunities from SWOT Analysis
- Legal Issues at Start Up
- Legal Formalities for Business Start Up
- How to Write a Feasibility Analysis Report
- Template and Structure for a Feasibility Analysis Report
- Feasibility Considerations
- Angel Financing
- Venture Capital Financing

Module: 2 Theories of Growth: An Overview

- Concept of Business Growth
- Reason for Business growth
- Types of Business Growth
- Challenges of Business Growth in Nigeria
- Critical Success Factors for Growing Businesses

Module 3: Sources of Funds

- Sources of Funds for New and Entrepreneurial Ventures
- Advantages and Disadvantages of internal financing

Module 4: Marketing for Both Small and Large Businesses

- Differences between Small Business Marketing and Large Business Marketing
- Marketing Mix in New Ventures
- Factors Affecting Price
- International Marketing
- Modes of Market Entry
- Joint Venturing
- Direct Investment

Module 5: Managing Transition: from Start Up to Growth

- Transition In Business and Phases of Business Growth
- The Phases of Business Growth
- Managing Transition from Start up to Growth
- Transition Managers and the Transition Management Process
- Pitfalls in Managing Transitions from Start up to Growth
- Decision Making in Business Transition
- Business Control
- Personal Discipline in Business Transition

Course code: NUTR711

Course title: INTRODUCTORY MANAGEMENT & ENTREPRENEURSHIP (2CU)

Level: Postgraduate

Course curriculum/contents

- Definition of entrepreneurial management
- Becoming an Entrepreneur, Idea Generation
- Business Plan Foundations
- Industry Analysis
- Market/Product Analysis
- Legitimacy and entrepreneurship
- Legal aspects of Organizing Business
- Effective Business Models
- Financial Analysis
- Concept Integration
- Managing uncertainty
- Managing New and Small Business
- Managing Investors
- Business development plan
- Entrepreneurial career

Course code: SCI801:

Course title: Management Entrepreneurship (2CU)

Level: Postgraduate

Course curriculum/contents

- Business environment
- General management
- Financial management
- Entrepreneurship
- Feasibility studies
- Marketing and managerial problem solving

Course code: CEE804:

Course title: Entrepreneurship in Engineering (2 CU)

Level: Postgraduate

Course curriculum/contents

Module 1: Creating Value from Idea

- Introduction
- Engineers Create Value for Investors
- Technological Innovation and Innovators
- Case Study

Module 2: Ideas to Products and Market

- Introduction
- How to find ideas
- How to Turn your Idea into a Product
- Early detection of Market Potential
- Case Study

Module 3: Intellectual Property, Patents and Trade Secret

- Introduction
- Intellectual Property, Patents and Trade Secret
- Case Study of a Patent
- Patent Search and Conclusion before Drafting a Patent Application

Module 4: Marketing Products

- Introduction
- Macroeconomics for innovators in Engineering
- Customers, Target Markets, Marketing and Market Analysis Resources
- The Power of Social Media Marketing
- Case Study

Module 5: Manufacturing and Distribution

- Introduction
- Manufacturing and Sourcing
- Break Even Analysis
- Sales and Distribution, Wholesale, Direct and Other
- Reaching your Customers, Advertising and Promotion
- Case Study

Module 6: Business Model and Business Plan

- Introduction
- Selecting your Business Model
- Cost Estimation and Pricing
- Assemble a Business Plan to Attract Investors
- Ethics in Engineering and Business Professions
- Legal Issues and Technology Licensing Option
- Financially Feasible Start-up Leadership, Teamwork and Management
- Case Study of Mature Firms