INTRODUCTION TO ENTREPRENEURSHIP

COURSE OVERVIEW

A. COURSE DESCRIPTION
This course aims at providing the learners with entrepreneurship techniques relevant for survival in the business world. In particular, it exposes learners to areas of entrepreneurship theory and small enterprise management. The course will mainly emphasize on the entrepreneurship nature; role of entrepreneurship in the economy; entrepreneur; nature of a business idea; developing a great business concept and model; expectations on size, growth, returns and risk; economics of startup ventures; financing a new venture; valuation and deal structure; innovation, technology and the entrepreneur; marketing strategy and the entrepreneur; setting up operations and legal issue in new venture; growing the venture, harvesting and exit; and ethical issues and entrepreneurs.

B. COURSE RATIONALE
Entrepreneurship is a discipline that teaches the theory, skills and attributes needed in the routine creation and management process. Entrepreneurship as a discipline provides the necessary knowledge and skills for addressing the problematic situations. On account of this, this course is designed to prepare learners to make their contribution in the economy of the nation.

C. PREREQUISITE
None

D. COURSE PURPOSE
This course is intended to equip learners with the necessary knowledge, skills and attitudes that will enable them to start, operate and manage personal or group enterprises. It is also intended to instil the drive necessary to venture into project making activities.

E. EXPECTED LEARNING OUTCOMES
By the end of the semester, the learner should be able to apply acquired skills, attitude and knowledge of entrepreneurship skills that will enable them to start, operate and manage personal or group enterprises.

Specifically the learner should be able to:
1. Discuss the theoretical and nature of entrepreneurship;
2. Explain the role of Entrepreneurship in economy;
3. Demonstrate positive attitudes towards self employment;
4. Describe ways of generating business ideas;
5. Identify sources of financing venture in the context of entrepreneurship;
6. Develop capacity, strategies and approaches in generating bankable business plans/ proposals that can be implemented to create new ventures;
7. Provide a sound knowledge of the theoretical, analytical and practical skills necessary for managing and growing a new venture;
8. Analyse the legal and ethical issues required by the businessess; and
9. Apply entrepreneurship skills and knowledge acquired in enterprise management.
### F. COURSE CONTENT/ TOPICAL OUTLINE

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| 1.   | **Nature of Entrepreneurship**  
1.1 Concepts of Entrepreneurship  
1.2 Entrepreneurial Process  
1.3 Entrepreneurial Intensity  
| 2.   | **Role of Entrepreneurship in Economy**  
2.1 Entrepreneurship in Society  
2.2 Entrepreneurship in Nation  
2.3 Forces Facilitating Entrepreneurship  
| 3.   | **An Entrepreneur**  
3.1 Sociological and Psychological Perspectives  
3.2 Types of Entrepreneurs  
3.3 Nature and Nurture of Entrepreneurs  
| 4.   | **Nature of Business Ideas**  
4.1 Meaning and Rationale of Business Idea  
4.2 Ways of Generating Ideas, Sources and Types of Ideas  
4.3 Evaluating an Idea  
| 5.   | **Developing a Great Business Concept and Model**  
5.1 Product to Business Concept to Business Model  
5.2 Business Model to Business Plan  
5.3 Nature of Successful Business Plan  
| 6.   | **Expectations on Size, Growth, Returns and Risk**  
6.1 Investment Model  
6.2 Extracting Returns from Venture and  
6.3 Starting a Venture and Entering the Market  
| 7.   | **The Economics of Startup Ventures**  
7.1 Types of Costs  
7.2 Breakeven Analysis  
7.3 Cocept of Operating Leverage  
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G. FACILITATION AND LEARNING METHODOLOGIES

5. Discovery Learning 11. Project Based Learning 17. Lecturette
6. Question and Answer 12. Self Directed Learning

H. FACILITATION MATERIALS/EQUIPMENT

a) Whiteboard c) Marker pens e) Flip Charts
b) Computers/Laptops d) LCD Projector f) Hand outs

I. MODE OF EVALUATION

Final grades will be determined according to the standard University Scale.

J. REFERENCES

Core Texts

Supplementary Texts
Core Journals
i) Academy of Entrepreneurship Journal (ISSN: 1087-9595).
iii) Entrepreneurship Theory and Practice (ISSN: 1540-6520).

Recommended Journals
i) Experiential Entrepreneurship Exercises Journal (ISSN: 2374-4200).