

COVENANT UNIVERSITY
COURSE COMPACT
2014/2015 Academic Session

Department: University Wide Course (UWC)

Course Code and Title: EDS 411: Entrepreneurial Development Studies **Units:** 1

Course Lecturers: Dr. Babajide, Dr. Agboola and Mr. Epetimehin

Office No. & Ext.:

Days, Time & Room: Mon, 9 to 10am, Lecture Theatre 1.

Course Description:

Covenant University is known as one of the prominent universities for entrepreneurship training and education in the country. The EDS Taught Courses Committee was inaugurated as a teaching arm of the Centre for Entrepreneurship Development Studies (CEDS) charged with the responsibility of facilitating the growth of entrepreneurs in Nigeria. Specifically, it was set up for the purpose of planning and implementing entrepreneurship development programmes such as training, education, research and consultancy. Although entrepreneurship training is the core activity, the Committee has never neglected its primary functions in the related areas of research, education, business advisory and consultancy services.

The basic **philosophy** of the Committee is that entrepreneurs can be created and developed if they are trained with the appropriate business acumen, entrepreneurial skills, attitude and motivation. The enterprise created will sustain and grow if excellent post training support services are offered to them.

The **mission** is to enrich the body of knowledge in the field of entrepreneurship and nurture the development of quality student entrepreneurs.

The **vision** is to be a well-recognized center of excellence for entrepreneurship studies and development that is based in an institution of higher learning.

Course Objectives:

This programme is channeled towards exposing the students to the practical aspect of Entrepreneurship particularly the development of skills and to real issues in entrepreneurship. The aim is to make all the Covenant University graduates to be different from graduates of other institutions of higher learning. Section A of the Curriculum deals with the class room teachings on various relevant topics, with outline provided below. The Section B involves compulsory practical sessions which every student is expected to attend and register for a course of his/her interest.

Method of teaching/ Teaching Aids:

- Problem-Based Learning (PBL)
- Multimedia instruments are used.
- Interactive class session
- Case studies / Assignment
- Lectures

1. Entrepreneurial Finance

This topic examines the elements of entrepreneurial finance, focusing on technology-based start-up ventures, and the early stages of company development. Addresses key questions which challenge all entrepreneurs: how much money can and should be raised; when should it be raised and from whom; what is a reasonable valuation of the company; and how funding, employment contracts and exit decisions should be structured. It also aims at preparing students for these decisions, both as entrepreneurs and venture capitalists and also involves in-depth analysis of the structure of the private equity industry.

2. Incorporating the Company: Practical Steps and Issues Involved:

Translating the four phases of business into reality (Micro, Small, Medium and Large). This involves definitions, classification, contributions, advantages and disadvantages of MSML enterprises. A greater depth of the practical issues in launching, growing and harvesting of entrepreneurial outfits will be looked into. Exhibition of students' entrepreneurial on - going projects will be conducted so as to encourage other students that are yet to start practicalizing EDS lectures.

3. Feasibility Studies in Entrepreneurship:

Practical evaluation of students dream businesses and career life, exposition on how best to prepare feasibility report and appraisal of projects before investment. Project evaluation techniques: Traditional methods such as Accounting Rate of Return (ARR), Pay Back Period (PBP), Net present Value (NPV) Internal Rate of Return (IRR) and Profitability Index (PI).

4. Law for the Entrepreneur and Manager

Broad-gauged introduction to business law covering the major law-sensitive issues arising in the building and financing of new ventures, and the management of mature companies. Organizing a new company; venture capital; contracts; liability; employment; intellectual property; public offerings and running a public company; antitrust; regulatory compliance and business crime; taking a business international; selling a business; bankruptcy and reorganization; and business disputes. Focuses on Nigeria but frequent comparisons made to other systems.

5. Basic Business Law, Tilted Towards Innovation and Strategy Part 1

Provides students with foundation in business law needed to deal with a broad range of complex law-sensitive issues. Extra attention given to legal issues that arise in the context of innovation and the development of business strategy, including the legal framework of transnational business, developing cutting-edge technologies and products, and restructuring and repositioning major corporations. May be of special interest to students who are considering careers in strategic management and consulting.

6. Entrepreneurial Marketing

Teaches students to do rigorous, explicit, customer-based marketing analysis which is most appropriate for new ventures. Explicit analysis of customers and potential customers, using available data, together with explicit and sensible additional assumptions about customer needs and behavior. Also teaches ways to implement marketing strategies when resources are very limited, and common deficiencies in marketing by entrepreneurial organizations. The practical aspect would relate to how to develop and market various financial derivatives.

7. Corporate Social Responsibility and Business Ethic

This examines the impact of entrepreneurs in community and environmental development such as building of schools, hospitals, construction of roads, rural electrification etc. And discussing issues involve in business ethics.

8. Corporations at the Crossroads: The CEO Perspective.

The objective is to allow students to learn and benefit by interacting with some of the world's leading CEOs from information technology, energy, financial services, entertainment, biotechnology, and other fields. This course will deal with the job of the CEO, corporate strategy, and career learnings, advice, and counsel from our guest CEO's. The sessions are highly interactive, with questions and discussions. In addition, each week before class, a small group of students has dinner with the guest CEO—a truly unique experience.

9. The Nuts and Bolts of Business Plans PART 1

Explore the nuts and bolts of preparing a business plan, from the executive summary, through the full text and financials, to the PowerPoint presentation in front of potential investors. This series is recommended for people interested in starting up and/or improving a new business. Speakers will include entrepreneurs, venture capitalists, other financing sources, and experts. Readings are assigned from texts and excerpts from actual business plans of successful companies.

Method of Grading:

• Practicals	= 50 marks	50%
• Class Test / Assessment	= 10 marks	
• Mid – Semester Test	= 10 marks	20%
• End of Semester Examination	= 30 marks	<u>30%</u>
		<u><u>100%</u></u>

Class Behaviour:

- Prompt class attendance.
- Participation in class.
- Interactive class, Presentation.

Topics for Term Paper / Assignment:

1. Reports on group discussions