



NAMIBIA UNIVERSITY OF SCIENCE AND TECHNOLOGY

Faculty Name: SCHOOL OF MANAGEMENT SCIENCE

Name of Department: *Management*

Course: INNOVATION, CREATIVITY&ENTREPRENEURSHIP (ICE 712S)

COURSE OUTLINE

CONTACT HOURS:

Fulltime: 4 hours per week. Part-time: 3 hours per week. Business Simulation 16 hours contact (two full days), in computer laboratory.

Note:

All full-time and part-time students who are resident in Namibia, and all international students who can return to Namibia, are expected to be at the Main Campus in Windhoek for the start of the academic year on 15 March 2021.

1. NUST will offer courses in a blended mode. In practice, this teaching and learning approach includes Physically Distanced Learning (PDL) comprising of minimum 2 hours face-to-face teaching per week per course for all students; Practical Lab Sessions where required; Online Teaching; and Face-to-Face Tests under controlled conditions for 50% of Course Assessments.
2. Computer laboratories and study spaces will be open for use by students according to spatial layout and seating capacity, following strict health protocols, and cleaning rotation schedules.
3. The comprehensive virtual library services will continue, while on-site library services and facilities will be adapted to support the 2021 blended teaching and learning approach.
4. Further details on timetables and specific course delivery will be communicated through Course Outlines for full-time and part-time students.

NQF LEVEL AND CREDIT:

Level 7; 15 credits

COURSE DESCRIPTION:

Creating innovative and feasible business ideas to be used in developing an elaborate functional business plan necessary for starting and sustaining an entrepreneurial business.

PRE-REQUISITES:

None

COURSE EQUIVALENCIES:

None

COURSE DELIVERY METHODS:

Distance through e-learning/study guide/tutorial letters assisted by a tutor. Computer laboratory (simulation) during mid-semester breaks

The following communication tools will be used in this course:

Fulltime & Part-time: lectures; e-learning platform (Moodle); computer simulation in laboratory

Distance: email; study guide; tutorial letter

Course Format:

Fulltime & Part-time: contact through lectures & computer laboratory for Business Simulation.

The following communication tools will be used in this course:

*Fulltime & Part-time: lectures; e-learning platform (Moodle); computer simulation in laboratory
Distance: email; study guide; tutorial letter*

Course Format:

Fulltime & Part-time: contact through lectures & computer laboratory for Business Simulation

EFFECTIVE DATE:

March 2021 till June 2021

LECTURER INFORMATION

Lecturer's name: Mr. Alfred Ndjavera

Email: andjavera@nust.na

Office phone: 061-2072596

Office location: 1st Floor Shangri-la Boys Hostel

Office hours: according to timetable.

Lecturer's name: Mrs. Cynthia Kauami

Email: ckauami@nust.na

Office phone: 061-2072242

Office location: Rm 305 Polyheights

Office hours: according to timetable

PM Lecturer's name: Dr A Hoveka- Kahivere

Email: akahivere@gmail.com

Consultation hours: **Lectures to be conducted through MS Teams as per Timetable.**

STUDENT READINESS

Technology & Equipment Readiness:

Computer literacy is essential. [(e.g. Computer – minimum hardware and software requirements, plug-ins, Internet, VHS or DVD player, other)]

Student Commitments and Contact Times:

[Classes attendance is compulsory during daytime for FM mode of study and evening for PM mode of study]

Course Resources:

Libraries, Moodle for uploaded documents and lecturer consultations (according to lecturer timetable).

Prescribed Reading:

- Nieman, G. & Nieuwenhuizen, C. Eds. (2014) Entrepreneurship. A South African perspective, Van Schaik: Pretoria.

Recommended Reading:

- Nieman, G. & Pretorius, M. (2004) Managing Growth. A Guide for Entrepreneurs, Juta Academic: Cape Town.
- Entrepreneur® Magazine (monthly). www.entrepreneurmag.co.za
- Moore, C.W., Petty, J.W., Palich, L.E. & Longenecker, J.G. (2008) Managing Small Business. An Entrepreneurial Emphasis. 14th Ed. South-Western Cengage Learning: Mason.
- Moodle – uploaded documents relevant to this course for registered students

- **STUDENT LEARNING**

Learning Outcomes:

- Apply the concept of entrepreneurship to starting your own business.
- Search and develop for innovative ideas using different entrepreneurial models.
- Design and evaluate a winning business plan which includes a feasibility report.
- Research into the best idea to venture into using surrounding information.
- Structure and manage successful business strategies for your venture.
- Plan and develop your own business from scratch.
- Integrate the course contents within the Namibian market context.
- Attend and successfully pass (>50%) the Business Simulation program.

COURSE SCHEDULE:

Week	Topics	Learning Outcomes	Activities
1 15 – 19 March 2021	The Nature and Development of Entrepreneurship	<ul style="list-style-type: none"> • Identify the contribution of entrepreneurs to the economy • Describe the development of entrepreneurship theory • Identify the research trends in entrepreneurship • Determine what is involve in the orientation of entrepreneurs • Discuss and define the concept entrepreneurship • Differentiate between entrepreneurial and small business ventures • Describe the entrepreneurial process • Explain the domains of entrepreneurship, leadership, and management • Analyze the entrepreneurial and managerial success factors that contribute to the successful entrepreneurship • Evaluate the impetus of entrepreneurship in the economy 	<ul style="list-style-type: none"> • Lecture: MSTeams • Chapter 1 Introductory case study discussion • Video: Agency • eLearning Discussion Forum
2 23 – 30 March 2021	The entrepreneur	<ul style="list-style-type: none"> • Understand the effects of entrepreneurship on the economy • Appreciate that entrepreneurs can conduct business at various levels based on their entrepreneurial activities • Understand that there are challenges that entrepreneurs and SMMEs must overcome • Acknowledge women and emerging entrepreneurs and the role they play in the economy • Differentiate between opportunity and necessity entrepreneurship • Understand the relationship between entrepreneurship and other upcoming industries • Understand that entrepreneurship must be initiated in schools and universities to make the youth more aware of entrepreneurship as 	<ul style="list-style-type: none"> • Lecture: MSTeams • Chapter 2 Introductory case study discussion
3 6 - 12 April 2021	<i>Creativity and the business opportunity</i>	<ul style="list-style-type: none"> • Understand the basic theory behind creativity and innovation • Create an awareness of your creative abilities 	<ul style="list-style-type: none"> • Lecture: MSTeams • Chapter 3 Introductory case study discussion

		<ul style="list-style-type: none"> Remove all possible obstacles to creative thinking Develop and improve creativity within yourself to excel in the expected fields of entrepreneurial venturing and small business management Generate new ideas Create new feasible products, services or processes, and thus innovative Assess the likely commercial success of your innovation 	<ul style="list-style-type: none"> eLearning Discussion Forum 	
4 13 – 19 April 2021	The window of opportunity	<ul style="list-style-type: none"> Differentiate between idea and opportunity Define and understand the concept window of opportunity Understand the integrated approach to opportunity evaluation 	<ul style="list-style-type: none"> Lecture: MSTeams Chapter 4 Introductory case study discussion eLearning Discussion Forum – Recap in preparation for TEST 1 	•
5 20 - 26 April 2021	<i>The business plan</i>	<ul style="list-style-type: none"> Define a business plan Explain the reasons why a business plan is needed Use the layout to draw up a business plan Differentiate between a business plan for obtaining a loan and a business plan <i>for strategic planning</i> 	<ul style="list-style-type: none"> Lecture: MSTeams Chapter 5 Introductory case study discussion Video: Break-even analysis 	•
6 27 April – 3rd May 2021	<i>Resource requirements and legal and related aspects</i>	<ul style="list-style-type: none"> Determine the various resources you will need to start a small business and indicate how you would acquire it Examine the different legal forms a small business can take and identify a suitable form for new small business Describe the process and conditions for registering with receiver of revenue Explain the purpose of <i>Usury Act</i> 	<ul style="list-style-type: none"> Lecture: MSTeams Chapter 6 Introductory case study discussion eLearning Capital budgeting exercises eLearning Discussion Forum (Graded) 	•
7 5th –11 May 2021	<i>Getting started</i>	<ul style="list-style-type: none"> Demonstrate an understanding of the countdown to the start-up of a new business venture Meet various requirements necessary for starting a business Consider the various factors involved locating a new business venture Understand the necessity of keeping record, accounting systems and internal control 	<ul style="list-style-type: none"> Lecture: MSTeams Chapter 7 Introductory case study discussion Guest Speaker on Namibian Financial markets eLearning Discussion Forum – Recap in preparation for TEST 2 	•
8 12 th -19 th May 2021	Financing an entrepreneurial venture	<ul style="list-style-type: none"> Understand how to determine the capital requirements of a new venture Explain different short-term sources of finance Explain different medium-term sources of finance Explain different long-term sources of finance Know where to obtain finance for the venture Understand what the venture capitalists require from entrepreneurs Understand how the capital market works 		•
9 20 th - 27 th May	<i>Networking and support</i>	<ul style="list-style-type: none"> Understand the value of networking and networks Understand business counselling 	<ul style="list-style-type: none"> Lecture: MSTeams Chapter 8 Introductory case study discussion 	•

2021		<ul style="list-style-type: none"> Understand business mentoring Understand business incubation Define the enabling small business environment etc. 	• Quiz 3: Chapters 7 & 8 (Graded)	
END OF SEMESTER 1				•

IMPORTANT DATES:

NOTE: The following dates are subject to change based on the needs of the students at the lecturer's prerogative. Students will be notified ahead of time of any changes.

Date	Important Information
17 th April 2021	Test 1 (Time 18:00 to 20:00, Engineering Basement sections A & B, (Units 1-3)
8 th May 2021	Test 2 (Time 18:00 to 20:00, on E- Learning Platform, Units 6-9)
21 st May 2021	Submission of Group Assignments (an electronic copy per group via Turnitin)
24 th May/4 th June '21	Presentations based on the assignment by all group members
5 th June 2021	Make up Tests for 1&2 above (E- Learning only)
12 th June 2021	Supplementary Test at Engineering Basement section A, (All Units)

ASSESSMENT AND EVALUATION:

Assessment	Weight
Simulation	20%
2 Tests	50% (each weigh 25%)
Assignments	20%
Presentations	10%
Total:	100%

• Minimum pass requirement for this course: **All two tests must be taken, one group assignment to be submitted via Turnitin and simulation participation and all will account for the term mark.** Students are required to obtain 50% for the semester mark to pass the course. **The Business Simulation course contributes 25% towards the promotion mark for ICE712S. A minimum pass mark of 50% is required to pass the Business Simulation component to obtain a final promotion mark for the ICE712S course.**

BUSINESS SIMULATION

Please note that all ICE 712S Full time and Part time students need to do a **COMPULSORY BUSINESS SIMULATION**. **Students will be required to do their Simulation via e-learning platform (Moodle) and they have to dedicate at least two hours per week for reminder of the semester.**

Students are enrolled on the e-learning and grouped in teams and their Team Names are also provided on the platform.

Alternatively, students may liaise with the Course Coordinator, Mr. M. Shuuya at Tel: 207 2393/ **0812054330**. Please note that the Business Simulation will count for 20% towards your semester mark.

Please make the necessary arrangements to attend the Business Simulation sessions.

The Facilitators for the Business Simulation Seminars are:

- | | |
|-------------------|--|
| 1. Selma lipinge | siipinge@nust.na |
| 2. Anna Shimpanda | ashimpanda@nust.na |
| 3. Moses Shuuya | mshuuya@nust.na |
| 4. Joshua Mario | jmario@nust.na |

GROUP ASSIGNMENT:

- Work in groups, which you will be divided as per number of students per class by the lecturer.
- Formulate a creative business idea into an opportunity (to be evaluated according to the Creativity Measurement Model – see attachment in this regard).
- Think creatively about a product that had not yet hit the marketplace. Build or explain a prototype of the product, draw up a comprehensive Business Plan and do a group presentation on the business plan (product) which will explain to audience why you think the product will be successful in the marketplace and would fully appreciate the resources required and the potential for profit (elaborate) based on the creative business idea that was formulated (to be evaluated according to the Business Plan Assessment Model)
- To be submitted in the last week of May 2021.
- Assignment needs to be typed, submitted via **TURNITIN** with all group members initials, surname and student numbers appearing on the **Cover Page**, plus the relevant lecturer's name indicated, as well.
- Use Arial font, size 12 with 1, 5 spacing and left & right margins justified.
- No names will be added after the assignment has been submitted.
- All the members of the group should take part in the completion of the Assignment.
(See the models below)

Name:				Student Number:			
				Performance Factor	Subtotals	Totals	Max Achievable
1	New ideas, approaches & actions					25%	
	Evidence of <i>purpose & intension</i> to create new solutions/ideas				5.00%		0.0
	Are these solutions/ideas <i>extraordinary</i> ?				10.00%		0.0
	Is this idea/solution <i>different but functional</i> compared to previous ones?				10.00%		0.0
2	Expertise: technical, procedural					20%	
	Use of <i>new procedures</i> to create new solutions/ideas				10.00%		0.0
	Use of <i>technology</i> in new solution/idea				10.00%		0.0
3	Thinking skills					20%	
	Does the thinking process reflect <i>imagination</i> ?				7.50%		0.0
	Evidence of <i>intellectual thinking & expertise</i> in solutions/ideas				5.00%		0.0
	Does the thinking pattern demonstrate <i>knowledge & understanding</i> ?				7.50%		0.0
4	Motivation					10%	
	Is there evidence of <i>intrinsic motivation</i> to find new solutions/ideas?				2.50%		0.0
	Is there evidence of <i>confidence</i> in the new solution/idea?				2.50%		0.0
	Is this idea/solution a <i>proactive</i> approach to finding the best options?				5.00%		0.0
5	Creative destruction & recombination of resources or concepts					25%	
	<i>Break down existing</i> solutions & build new ones				5.00%		0.0
	Is there evidence of any <i>risks that were taken</i> to find new outcomes?				5.00%		0.0
	Taking <i>new combinations of (new or existing) resources</i> to form new solutions				15.00%		0.0
						100%	0.0

Name:			Student Number:			
			Performance Factor	Subtotals	Totals	Marks Achieved
1	Cover Sheet				5%	
	Names; addresses; contact details; date of plan; general layout; 1st impression			5.00%		0.00%
2	Table of Contents				5%	
	Main headlines listed and page numbers perfectly aligned			2.50%		0.00%
	Figures/Graphs; Tables; Charts listed separately with page numbers perfectly aligned			2.50%		0.00%
3	Executive Summary				5%	
	Highlights of all-important aspects of the plan			5.00%		0.00%
4	Product/Service description				25%	
	Description of the customer needs that will be satisfied with this idea/solution			10.00 %		0.00%
	Description of the unique features of this service/product			5.00%		0.00%
	Creative value of this service/product (see Creativity Measurement Model)			10.00 %		0.00%
5	Marketing Plan				15%	
	Is the industry/market properly described? Competition; Market value			5.00%		0.00%
	Is the market segmentation properly described? Customers; Market size			5.00%		0.00%
	Does the plan describe the other 3 P's? Place; Promotion & Distribution			5.00%		0.00%
6	Management Plan				5%	
	Are the CV's of the management team presented & discussed (SWOT type)?			5.00%		0.00%
7	Operations Plan				10%	
	Description of facilities; manufacturing; capability & equipment			5.00%		0.00%
	Description of the steps taken to bring business into full production			5.00%		0.00%
8	Financial Plan				25%	

	Description of start-up capital: 5W1H			5.00%		0.00%
	Projected income statement			5.00%		0.00%
	Projected balance sheet			5.00%		0.00%
	Projected cash-flow statement			5.00%		0.00%
	Projected capital equipment			5.00%		0.00%
9	General & overall technical quality of document				5%	
	Language - syntax & grammar; lay-out; neatness; logical arguments; appendices			5.00%		0.00%
				100.00%	100%	0.00%

COURSE POLICIES

General Academic Policies:

It is the student's responsibility to be familiar with and adhere to NUST's Policies. These Policies can be found in NUST Prospectus or online at www.nust.na/prospectus.

Supplementary Policies:

All students urged to attend to lectures on regular basis during the stated time slots on your respective timetables (kindly take note of specific regulations relating to this within the 2016 Namibia University of Science and Technology Prospectus).

- *Missing lectures is normally a significant contributory factor to poor performance in tests, Assignments, simulation, and the final examination.*
- *In the event that you happen to miss a lecture, make sure that you get the material[s] covered in class from your colleagues, early enough and cover whatever was taught on your own.*
- *Greater emphasis will be placed on the practical application of theories, analytical thinking, and critical reasoning rather than the mere regurgitation (repetition) of memorized facts*
- *You are expected to read ahead of the class and make sure you cover in depth all the topics!*

DATE REVISED: 2007

ACKNOWLEDGEMENTS: None

ADDITIONAL INFORMATION/FREQUENTLY ASKED QUESTIONS:

- Do I give class-notes to students?
- ☐ Yes, but it is not a must at this level and might give also other "class materials" (that is merely 30% of the requirements to pass) in form of CDs from which students might print and/or download from.
- Do I give scope for test(s) and/or Examination?
- ☐ Yes, this entire course outline is your scope!!

- Is there a make-up for the assignment (s) and Presentation?

☐ No, on tests as well presentations so manage your time very well.

FAILURE TO PAY FEES:

A student who fails to pay his/her fees may not be allowed to write the examination and if allowed, the results will be withheld until all outstanding fees are paid in full.

IMPORTANT STUDENT SERVICES AT NUST

There are a variety of services which you can use at the NUST. These services are to your advantage – Use them!!! They include the following:

- Student Counseling and Career Development – Department: Students Services
- Writing Centre and student academic problems –Teaching and Learning Unit (CTL)
- Campus Health and Wellness Centre (CHWC) - Student Services'/ NUST Clinic

AUTHORISATION:

This course is authorised for use by:

Head of Department

Date

ACKNOWLEDGEMENT BY STUDENT

(To be completed by all students on the course, detached from the course outline and kept on record in the department)

I, (insert name), (Student number), hereby acknowledge that I have received this course outline for (insert course title and code), and that I have familiarised myself with its content, in particular the statement about academic honesty and integrity. I agree to abide by the Policies and arrangements spelt out in this course outline.

Signature of Student

Date