



DRAFT
TRAINING MANUAL
FOR
GENERAL ENTREPRENEURSHIP COURSES IN
UNIVERSITIES

COURSE 1: ENTREPRENEURSHIP AND INNOVATION

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On behalf of the Editorial Board

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OUTLINE

COURSE 1: ENTREPRENEURSHIP AND INNOVATION

COURSE DESCRIPTION

This course is an introductory course for studying Entrepreneurship for the first time. The design and flow of the course are aimed at creating awareness, providing the knowledge and skills that are important to achieving success in all human endeavors.

COURSE OBJECTIVES

- (i) To provide a hands-on, practical guidance to understand and discover critical aspects of Entrepreneurship
- (ii) To develop competencies, know-how, experience, attitudes, resources, and network required to pursue different Entrepreneurial opportunities.
- (iii) To introduce students to the key requirements for starting an enterprise.
- (iv) To expose students to the many of the vital issues and immerse them in key learning experiences, such as the theories of Entrepreneurship, the Nigerian business environment, and the concept and management of innovation.

COURSE CONTENTS

MODULE 1: DEVELOPING ENTREPRENEURSHIP/INTRAPRENEURSHIP

Learning Outcomes

Upon completion of this module, students would have been able to:

- Define the concept of Entrepreneurship / Intrapreneurship
- Appraise the theories of Entrepreneurship
- Examine the concept of Corporate Entrepreneurship
- Discuss the Entrepreneurial / Intrapreneurial mind – the strategies, habits, attitudes and behaviours that work for Entrepreneurs / Intrapreneurial.

MODULE 2: THE NIGERIAN ENTREPRENEURIAL ENVIRONMENT

Learning Outcomes

Upon completion of this module, students would have been able to:

- Discuss the Nigerian business environment (political, legal, socio-cultural, economic, natural, technological etc).
- Appraise the cultural issues at work in the entrepreneurial process.

- Master how to monitor and identify opportunities / threats and how to deal with such opportunities / threats in the environment
- Discuss barriers to Entrepreneurship

MODULE 3: CREATIVITY AND INTELLECTUAL RIGHTS

Learning Outcomes

Upon completion of this module, students would have been able to:

- Define what an intellectual property is and how it is protected
- Discuss the Nigerian copyrights laws
- Explore how to protect original ideas, concepts and products as well your enterprise from piracy.

MODULE 4: TECHNOLOGICAL ENTREPRENEURSHIP

Learning Outcomes

Upon completion of this module, students would have been able to:

- Explain the interface between Entrepreneurship and technology development
- Discuss how advances in technology have opened up a whole range of new opportunities for Entrepreneurial mind-set
- Examine the impact of technology on business.
- Identify new technology and entrepreneurship opportunities

MODULE 5: MANAGEMENT OF INNOVATION

Learning Outcomes

Upon completion of this module, students would have been able to:

- Discuss the concept, nature and types of innovation
- Appraise the theories of innovation
- Examine critical issues in financing new innovation and new ventures.
- Identify change and how it could be successfully managed
- Explore the impact of technological change

MODULE 6: FAMILY BUSINESS AND SUCCESSION PLANNING

Learning Outcomes

Upon completion of this module, students would have been able to:

- Discuss the concept of family business and the factors that make it unique
- Explore the cultural context of the family business
- Appraise the complex roles and relationships involved in a family business
- Identify entrepreneurial practices that enable a family business to function effectively
- Examine the process of managerial succession in a family firm.

- Analyze the major issues involved in the transfer of ownership to a succeeding generation.

MODULE 7: WOMEN ENTREPRENEURSHIP

Learning Outcomes

Upon completion of this module, students would have been able to:

- Discuss the concept and nature of women Entrepreneurship
- Examine barriers to women Entrepreneurship
- Identify the contributions of women Entrepreneurs to the economy.

MODULE 8: SOCIAL ENTREPRENEURSHIP

Learning outcome

Upon completion of this module, students would have been able to:

- Discuss the concept of social Entrepreneurship
- Discuss how social Entrepreneurs create value for the society.
- Explore factors that facilitate social Entrepreneurship

MODULE 9: BUSINESS OPPORTUNITY EVALUATION

Learning outcome

Upon completion of this module, students would have been able to:

- Examine opportunity, taking into consideration the criteria used by successful entrepreneurs, “Angels” and venture capital investors in evaluating potentials ventures.
- Discuss the difference between an idea and an opportunity
- Identify sources of information for finding and screening venture opportunities.
- Generate some new venture ideas that will eventually be used in the business planning process.