



**DRAFT**  
**TRAINING MANUAL**  
**FOR**  
**GENERAL ENTREPRENEURSHIP COURSES IN**  
**UNIVERSITIES**

**COURSE 2: VENTURE CREATION AND GROWTH**

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## **Acknowledgements**

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On behalf of the Editorial Board

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## **Outline**

### **COURSE 2: BUSINESS CREATION AND GROWTH**

#### **COURSE DESCRIPTION**

The aim of this course is to develop students' competence and confidence in creating viable businesses with high potentials for new value addition and high income. The course is designed to enable students achieve economic independence after graduation. Its main goal is to help change students' mindset away from paid jobs and over-dependence on families and government. By the end of the course, students will be able start and manage businesses at micro or at family level. They will also be able grow ventures capable of generating employment and better utilize resources.

#### **COURSE OBJECTIVES**

- To enable students' appreciate the importance of businesses in the society
- To make students recognize the need to grow existing businesses
- To enable students appreciate the value the importance of family businesses
- To challenge students to continuously diversify the scope of businesses
- To expose students to management principles and best practices

#### **METHODS OF DELIVERY**

This course will be taught using lecture approach, mentoring and practical in business incubators/ existing businesses. Contemporary business growth models and best practices in business management will be used by the facilitators. A book of reading is to provide some insights and guide to students. Assessment of the program would be by written examination and continuous assessment .Topics to be covered includes:

## **Course Content**

### **MODULE 1: CONCEPT OF BUSINESS AND NEW VALUE CREATION FINANCING**

#### **Learning outcome**

Upon the completion of this module, you will have

- Understand the concept of business planning
- Explored the concept of business start-up
- Examined the process of opportunity search and identification
- Discussed the legal issues of start-ups
- Learnt viability analysis of new ventures and new venture financing

## **MODULE 2: THEORIES OF GROWTH: AN OVERVIEW**

### **Learning outcome**

Upon the completion of this module, you will have

- Understood the concept of business growth
- Explored the strategies for growth (franchising, buy in and buy out)
- Examined merger and acquisitions
- Discussed the challenges of growth
- Learnt viability analysis of new ventures and new venture financing

## **MODULE 3: SOURCES OF FUNDS**

### **Learning outcome**

Upon the completion of this module, students will have

- Discussed the source of funds for new and entrepreneurial ventures
- Understood the importance of formal and informal sources of funds for new ventures
- Explored the concept, method, and type of finances provided by venture capital
- Discussed the various government initiatives in funding new ventures and small and medium enterprises in Nigeria.

## **MODULE 4: MARKETING**

### **Learning outcome**

Upon the completion of this module, you will have

- Discussed the concept of small marketing
- Understood the fundamental differences between small business marketing and large business marketing
- Explored the use of the marketing mix in new ventures
- Learnt the unique/modern selling proposition of new firms

## **MODULE 5: NEW OPPORTUNITIES FOR EXPANSION**

### **Learning outcome**

Upon the completion of this module, you will have

- Learnt the new technique of E-Commerce, E-business, E-trade
- Discussed in a practical way the application of these techniques in real business
- Explored the challenges to E-commerce, E-business, E-trade, especially in the context of Nigeria.

## **MODULE 6: ETHICS AND SOCIAL RESPONSIBILITY**

### **Learning outcome**

Upon the completion of this module, you will have

- Understood the concept and importance of business ethics
- Learnt about the concept of social responsibility
- Discussed the application of such concepts to the operations and success of ventures.

## **MODULE 7: MANAGING TRANSITION: FROM START UP TO GROWTH**

### **Learning outcome**

Upon the completion of this module, you will have

- Understood the issue of transition in business
- Learnt about personal discipline that is required to manage a business from start-up to growth
- Explored issues related to planning, managing business and decision making in transition situation
- Discussed the stress and pressures, and various resources constraints associated with transitory stage of business growth