**EPS 228: INTRODUCTION TO ENTREPRENEURSHIP STUDIES**

**COURSE OUTLINE**

1. **Introduction**
   1. The History and Development of Entrepreneurship
   2. The Concept and Definition of Entrepreneurship
   3. The Entrepreneur
   4. Characteristics and qualities of an entrepreneur
2. **Entrepreneurship Theory and Practice**
3. **Ideation: Business Idea**
   1. The Business Idea
   2. Sources of Business Idea
   3. The Techniques and Skills for idea generation
   4. Analysing the Business Idea: Capital Budgeting Decisions
4. **New Venture Creation**
   1. Feasibility Studies/Business Plan
   2. Business Set-up/Establishment Activities
   3. Business Name and Company Registration
   4. Business Financing
   5. Staffing
   6. Marketing
   7. Business Documentation and Reporting (Accounting System and Control)
   8. Insuring the Business (It reduces the risk of failure/collapse)
5. **Financial Planning and Management (Capital Requirement)**
6. **The Business Environment**
7. **The Business Opportunities in Nigeria**
8. **The Role and Importance of Entrepreneurship in Nigeria**
9. **The Challenges of Entrepreneurship in Nigeria**