



Lead City University, Ibadan

Faculty of Environmental, Social & Management Sciences

Department of Business Administration

2nd Semester 2017/2018 Academic Session

COURSE PARTICULARS

Course Code: ENT 113
Course Title: Entrepreneurship Creation
No. of Units: 2 Units
Status: Compulsory

LECTURERS' DETAILS

Name: Mrs. K.O. Popoola
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Name: Mrs. Irewole O.E.
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Area of Specialization: Information & Operation Management

COURSE DESCRIPTION

Nigerian entrepreneurial environment; Students master how to identify opportunities and threats, discuss barriers to entrepreneurship development of business ideas and opportunities, and how to start an enterprise.

COURSE OBJECTIVES:

To provide the students with adequate knowledge needed to identify opportunities and threats in the economic environment and to overcome challenges. To explain the process of planning, implementing and launching a business.

COURSE REQUIREMENT/ASSESSMENT

Continuous Assessment: Attendance, Tests, Assignments = 40%
Examination = 60%

LECTURE PLAN

WEEK	TOPIC
Week 1 – 2	Definitions of Entrepreneurship as a Business Activity Characteristics, Advantages and the Role of Entrepreneurship in Economic Development Functions of an Entrepreneur History of Entrepreneurship Development
Week 3 – 4	Business Environment (1): The Internal Business Environment; The task Environment; The Political Environment

Week 5 – 6	Business Environment (2): Economic Environment; Technological Environment; Demographic Environment; Cultural Environment; Environmental Scanning
Week 7 – 8	Discovering Business Opportunities: Identifying and recognizing opportunities; Distinction between a business idea and a business opportunity; Sources of business opportunity; Considerations for choosing a business opportunity
Week 9	TUTORIALS
Week 10	TEST
Week 11	Developing a feasibility analysis and Crafting a business plan (1): The meaning of a feasibility study; The purpose of a feasibility study; The problems of writing a feasibility report
Week 12	Developing a feasibility analysis and Crafting a business plan (2): A business plan; Why the entrepreneur needs a business plan; The structure of a typical business plan; Differences between a feasibility report and a business plan.
Week 13	Financing the start up enterprise; Considerations of Financial Institutions in Evaluating a Loan Proposal
Week 14	REVISION
Week 15	EXAMINATION

READING LIST

- Bateman, T.S. & Snell, S.A. (2009). Management: Leading and collaborating in a competitive world (8th edition). Boston: McGraw-Hill.
- Faniloni O. (2007). Key traits of successful leaders and entrepreneur. Concept Publications, 3rd Edition.
- Kolawole G.O. (2001). Understanding Small Business Enterprise in Nigeria. Yekob Ventures Ltd.
- Olagunju Y.A. (2004). Entrepreneurship and Small Scale Business Enterprises development in Nigeria.
- Okafor, F.C., Isenmila, P.A. and Inegbenebor, A.U. (2011). Entrepreneurship: A practical approach (2nd. Ed). Benin City: Published by the Centre for Entrepreneurship Development, University of Benin, Benin City.

Section B

TUTORIAL QUESTIONS

- 1a. Distinguish between an entrepreneur and entrepreneurship
- b. List and Discuss Five objectives of Business

- 2a. What are the qualities a person should possess to be a successful entrepreneur?
- b. What are the important functions performed by entrepreneurs, after conception of a business idea?

3. A person having sufficient amount of money can become a successful entrepreneur. Do you agree with this statement? Give reasons in support of your answer.

- 4a. Bode comes from a family of weaver who has been working on a small scale on their handloom. He dreams of turning the family vocation into a world-wide business. To start and set up a business enterprise in this field what are the factors he should consider?
- b. Write explanatory note on Entrepreneurship as a Business Activity

- 5a. Mention and explain the factors you would take into account in choosing a business opportunity to invest in.
- b. Write short notes on the following: (a) An opportunity (b) A feasibility study (c) A business idea
- 6a. Explain the benefits of developing a good business plan
- b. Describe the contents of a solid business plan
- 7a. Explain the difference(s) between a feasibility study and a business plan
- b. List and briefly explain four problems of writing a feasibility report
8. Discuss the role of technology in modern business management.
- 9a. List and explain the five common myths of entrepreneurship.
- b. What are the four distinctive parts of the entrepreneurial process and what is the relationship among the parts?
- 10a. What is Entrepreneurial Financing?
- b. List and briefly explain different sources from which the entrepreneur can raise fund.
- 11a. Give reasons why loans may not be granted by some financial institutions to Entrepreneurs.
- b. List and explain any six (6) factors that financial institutions would want to take into consideration in evaluating a loan proposal.
- 12a. What are the sources of good business ideas and opportunities for an Entrepreneur?
- b. Give illustrative sources of generation of the business ideas.

Section C

MARKING GUIDE

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|-----|---|---|---------|
| 1a. | Ability to distinguish between an entrepreneur and entrepreneurship | - | 5marks |
| b. | Ability to list and discuss Five objectives of Business. | - | 10marks |
| 2a. | Ability to state the qualities a person should possess to be a successful entrepreneur. | - | 8marks |
| b. | What are the important functions performed by entrepreneurs, after conception of a business idea? | - | 7marks |
| 3. | Thorough explanation for or against a person having sufficient amount of money to become a successful entrepreneur. | - | 15marks |
| 4a. | Adequate explanation on factors to consider in starting a business enterprise | - | 9marks |
| b. | Explanatory note on Entrepreneurship as a Business Activity | - | 6marks |
| 5a. | Ability to explain the factors to take into account in choosing a business opportunity | - | 12marks |
| b. | Ability to write on the following: An opportunity, A feasibility study, A business idea | - | 3 marks |
| 6a. | Thorough explanation on the benefits of developing a good business plan | - | 5 marks |
| b. | Description of the contents of a solid business plan | - | 10marks |
| 7a. | Ability to differentiate between a feasibility study and a business plan | - | 3marks |
| b. | List and briefly explain four problems of writing a feasibility report | - | 12marks |
| 8. | Role of technology in modern business management. | - | 12marks |

	Good presentation and grammar	-	3 marks
9a.	Ability to list and explain the five common myths of entrepreneurship.	-	10 marks
b.	Explanation on the four distinctive parts of the entrepreneurial process	-	5 marks
10a.	Ability to define Entrepreneurial Financing	-	3 marks
b.	Ability to list and explain different sources from which the entrepreneur can raise fund.	-	12marks
11a.	Reasons why loans may not be granted by some financial institutions to Entrepreneurs.	-	6 marks
b.	Explanation on any six (6) factors that financial institutions would want to take into consideration in evaluating a loan proposal.	-	9 marks
12a.	Sources of good business ideas and opportunities for an Entrepreneur	-	10 marks
b.	Give illustrative sources of generation of the business ideas.	-	5 marks