



Lead City University, Ibadan

Faculty of Environment, Social & Management Sciences
Department of Business Administration
2st Semester 2017/2018 Academic Session

COURSE PARTICULARS

Course Code: ENT 414
Course Title: Venture Creation and Growth
No. of Units: 3 Units
Status: Compulsory

LECTURERS DETAILS

Name: Prof. Felix Onabajo
Qualifications: B.Sc., M.Sc., Ph.D
Phone: 07037871831
Email: felixonabajo@hotmail.com
Area of Specialization: Entrepreneurship, Industrial Relations & Personnel Management

Name: Mrs. Irewole O. E
Qualifications: B.Sc., M.Sc.
Phone: 07066545511
Email: ogunldefunmi@yahoo.com
Area of Specialization: Office Information and Management, Operations and General Management

COURSE DESCRIPTION

Everyone who wants to own a business needs to know how to establish it. In doing this the business, the owner will need to know, the basics idea of establishing and starting a business. Student of entrepreneurship and business therefore has to be introduced to venture creation and growth as a course to understand not only the establishment and starting of business but also its development and growth. Students will be exposed to the following areas; business ideas, business ideas conception, business location, marketing, record keeping, financial discipline, business registration, modern business growing.

Course Objectives: This course aim is to link both theory and practice to provide students an entrepreneurial perspective and a hand-on experience in development of new business ventures. It builds the skills, framework and knowledge and spirit for venturing. It intends to make students know different business environment and their factors also to know how to overcome challenges posed by some of them. It aims to make students to be able to conceive

business ideas and preparing feasibility studies.

COURSE REQUIREMENT/ASSESSMENT

Students are expected to attend 75% of lecture periods. Assessment is made up:

Class Attendance	10marks
Test(s)	10marks
Assignment	10marks
Class Presentation	10marks
Final Examination	60 marks

LECTURER PLAN

WEEK	TOPIC
Week 1	. Business Idea and its conception
Week 2	Business Opportunities and their sources
Week 3	Process of Business Establishment and Registration
Week 4	Business feasibility studies and Business plans
Week 5	Business Location and its factors
Week 6	Business Record Keeping
Week 7	Business Financial Discipline
Week 8	Marketing and Sales in Business
Week 9	Business Growth and Growing
Week 10	TEST
Week 11	Business Growing Strategies
Week 12	Business Environment
Week 13	Environmental challenges and their overcoming
Week 14	REVISION
Week 15	EXAMINATION

Course Requirement/Assessment

Students are expected to attend 75% of lecture periods. Assessment is made up of 40%, Examination 60% and continuous Assessment is composed of test, class assignments, presentation and attendance.

Reading List

A.O Oshorun(2009). Entrepreneurship: Business Establishment and Management

Blindo, A.V (2001). The origin

and Evolution of new business. Oxford new York Oxford university Press.

De Jong, J. P. J (2001). Determine of Innovative ability: An Empirical test of a casual Model Business and Policy research.

SECTION B

Tutorial Questions

- 1.(a) Explain the meaning of business idea conception
- (c) Identify five (5) businesses that can arise from conception and briefly explain them?
- 2(a) Give five (5) business opportunities sources and briefly explain them
- b. What are the possible sources of a new business funding?
3. In a typical model, give the stages of a business establishment process and briefly explain each of the stages.
- 4.(a) Identify five (5) business venture growing strategies and explain them
- (b) Explain the role of funding institutions in Nigeria
- 5.(a) What is business feasibility studies
- (b) Differentiate between business feasibilities studies and business idea
- (c) Give three of the items that form the content of a feasibility study and explain them
- 6.(a) Before a decision is made on where a business enterprise is sited, it is important to carry out an environmental scanning Discuss?

- (b) For an entrepreneur succeed, he/she need to acquire some skills, explain five of the skills
- 7.(a) What do you understand by business environment?
- (b) Identify five (5) business environments and briefly explain them?
- 8.(a) It is important for a business organization to maintain records, name and explain any five business record that you know?
- b. Discuss ten(10) of the idea behind keeping records in a business organization
- 9.(a) Discuss Marketing and sales in business
- (b) Differentiate between marketing and sale in business with 3 different features
- 10.(a) What is Business growth
- (b) Discuss strategies for Business growth
- 11. What are the major driving forces of an entrepreneurship?
- b. Explain the internal and external environmental variable of an entrepreneur
- 12. Identify ten (10) environmental challenges of business and in clear explanation give solution to the challenges.

SECTION C: Marking Guide

	Marks
1.(a) Definition of business idea	3marks
(b) Explanation of business ideas and conception	4marks
(c) Explanation of business 5 that arises from conception and explanation	10Marks
2.(a) Defining business opportunities	3Marks
(b) Business opportunity sources	4Marks
Explanation	10marks
3 (a) Giving of stages of business establishment	7Marks
Explanation	10 ^{1/2} Marks
4. Definition of business feasibility studies	3marks
Differentiation between business feasibility studies and business plan	3marks
Items that form the content of feasibility study	5 ^{1/2}
Explanation	6marks
5.(a) Explanation of business location	3 ^{1/2} marks
(b) factors of business location	6marks
(c) Explanation	8marks
6.(a) Definition of business record keeping	3marks
(b) different area of business where record keeping is important	6marks
(c) Explanation	8 ^{1/2}
7. Definition of business financial discipline	3 ^{1/2} marks
Statement of its importance to business	6 marks
Ways which financial indiscipline can be checked	5marks
Explanation	3marks
8. Definition of modeling in business	3marks
Definition of sales in business	3marks

	Differentiation between marketing and sale	11 ½ mark
9(a)	Definition of business growth	3marks
(b)	Definition of business growing	3marks
(c)	Comparison of business growth with business growing	11 ½ mark
10.	Identifying of business venture growing strategies	5marks
	Explanation	12 ½ mark
11.	Definition of business environment	3marks
(b)	Explaining business environment	6marks
	Identification of 3 business environment	9 ½ marks
12.	Identification of 5 environmental challenges and there explanation.	17 ½ marks