

University of Jos, Jos
Faculty of Management Sciences
Department of Business Administration

COURSE OUTLINE

Course Information

Course Code:	BUS 423
Course Title:	Entrepreneurial Skill Development
Course Unit:	3 Credits
Level:	400
Lecturer:	Dr. E.S. Echu
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Lecture Hour:	Mondays 10.00 am – 12 noon

❖ **Preamble**

There is undoubtedly a growing need for entrepreneurship education as a basic skill in the Nigerian educational system. Integration of Entrepreneurial Studies into Nigerian educational system will prepare the youths to be responsible enterprising individuals who will become entrepreneurial thinkers and contribute to economic and social development and sustainable communities. Entrepreneurial skills revolve around attitudes such as persistence, networking and self-confidence on the one hand and enabling skills on the other hand, including basic start-up knowledge, business planning, financial literacy and managerial skills. Effective entrepreneurship education policies and programmes focus on developing these entrepreneurial competencies and skills, which are transferable and beneficial in many work contexts. The goal is to empower the youths, irrespective of their areas of specialization, with skills that enable them, not only to strengthen their capacity and desire to start their own enterprises, but also to develop an entrepreneurial culture and mindset in our society. It is a re-orientation from the take-a-job mentality to give-a-job mentality.

❖ **General Philosophy**

The philosophy of this course is to produce graduates with some value addition over and above their field of study for the purpose of self-reliance.

❖ **Course Objectives**

This course is designed to provide students with an understanding of enterprise at the individual, institutional and societal level of inquiry. The design and flow of the course are aimed at creating awareness, providing the knowledge and skills that are vital to achieving success in all human endeavours. The Course discusses several key concepts in entrepreneurship and business development from a strategic viewpoint and will enable students to understand theories of entrepreneurial behaviour, the Nigerian business environment, innovation and wider societal issues and enable them to relate such theories to practice.

❖ **Learning Outcomes**

Upon successful completion of this course, the students will have reliably demonstrated the ability to:

- ✓ Research and evaluate the personal attributes and skills that characterize the “successful” entrepreneur.
- ✓ Compare their personal characteristics and interests to that of the “successful” entrepreneur.
- ✓ Identify the critical factors that are used to identify business start-up ideas.
- ✓ Identify and assess sources of support for small businesses and entrepreneurs.
- ✓ Identify and evaluate methods of entering an entrepreneurship venture—including but not limited to starting a new venture, buying an existing business, or becoming a franchisee.
- ✓ Identify the financial, marketing, legal, human resource, operations, and general management skills that are necessary to successfully launch and operate a successful new venture.
- ✓ Identify the critical concepts of business planning that are used to:
 - a. increase the chances for business success;
 - b. seek out financing sources; and
 - c. develop a “blueprint” for a new venture.
- ✓ Research and explain issues relevant to entrepreneurs such as “green” business practices, environmental sustainability, intellectual property, and social entrepreneurship.
- ✓ Discuss examples of current entrepreneurs, their companies, and their importance to both the Nigerian and global economies.

❖ **Course Content**

- The role of entrepreneurship and small business in Nigeria
- Personality characteristics of successful entrepreneurs
- Individual assessment of interests, skills, and personality traits
- Sources of ideas for new ventures
- Evaluation of a New Business Opportunity

- Critical factors for success
- Preparing for Small Business Ownership
 - ✓ Sources of funding
 - ✓ Sources of support and resources
 - ✓ Developing the Business Plan
- Legal Considerations and Liabilities
- Organizational Issues and Features
- Case Studies and Narration of Personal Experiences

❖ Semester Project/Group Assignment:

- I. Recognize and Evaluate Business Opportunities
- II. Melding Opportunities and Creativity
- III. Identify the Purpose(s) of the Proposed or Existing Business.
- IV. Identify and Analyze the Potential Business Market.
- V. Evaluate the Expected and Requisite Revenue Generation.
- VI. Determining Strengths and Weaknesses
- VII. Identify Threats to Success

❖ Recommended Texts

1. Amedu A.U (2010) Become an Entrepreneur and Take Charge of Today & Tomorrow, Lagos: Gremma Nig. Ltd.
2. Dollinger M.J (2003). Entrepreneurship: Strategies and Resources. Third Edition, Singapore, Pearson Education Ltd.
3. Echu E.S, Goyit M.G & Dakung R.J (2019) Entrepreneurship Development: A Practical Approach, Nmadu T.M & Ocholi S.A (ed), Jos, University of Jos
4. Frederick, H; Kuratko D.F & Hodgetts, R.M(2010) Entrepreneurship: Theory, Process, & Practice. 2nd ed. Asia-Pacific Publisher: Cengage Learning.
5. Hisrich R.D; Peters M.P & Shepherd D.A (2008) Entrepreneurship 7th ed. New York, McGraw Hill.
6. Onmonya, L.O (2011) Entrepreneurship and New Venture Management Abuja Nigeria. Issues & Company Limited.